

Branding Made Easy

By: ashchaser

<http://www.burdastyle.com/techniques/branding-made-easy>



When selling on Etsy, at a boutique, consignment, etc, you need some type of name to associate with your creations and style in order to help people remember you best (as if you didn't already know). I have always been and extremely shy person, so for myself I came up with the name Chaseash last year; just a combination of my middle and first names which has really helped me develop characteristics unique to my own label (like a pen name). As I sewed through the year I was able to spread the word about my Etsy through friends, family, and classmates whenever possible. Eventually I realized that I needed to start branding my own items, and had a nice lady on Etsy hand carve a stamp just for that very reason. It was well worth the money, and so far has already paid off so well! I strongly recommend doing this type of thing, whether it be a linocut, woodblock, rubber stamp, or whatever you can use to place your trademark on: items, cards, tags, boxes, etc. This is my little branding technique to help you get those branding juices flowing!

Step 1 — Hang Tags



Start out with something simple as a logo; I chose my Chaseash name, my coathanger tattoo as inspiration, just drew it out and sent a photo to Brownpigeon. Within a week I had a plain rubber

stamp to start printing my logo on all types of surfaces. To make cute hang tags, I just took a big piece of posterboard, splattered green ink all over it, and stamped the crap out of it.

Step 2 — Sweet Tags!



Next I tried to cut them out as evenly as possible, which is difficult for me since I am ridiculously left handed and can't cut straight whatsoever.... Grab a hole punch and do each one, then tie on some ribbon, twine, embroidery thread, or even hemp, finished with a tiny safety pin to attach to the garment.

Step 3 — Garment Tags



I feel that these are absolutely necessary in any item you sell, helping customers remember where they got those awesome creations from. Mine are a bit large compared to most clothing labels, but the stamp would not have come out clearly if it were much smaller, and I do like the look they give anyway. Also consider woven labels(which are more sturdy), I do love them but they are out of my pricerange, so the home grown kind will have to do for a while.... By the way, do remember to include these while constructing the garment, cause hand sewing is boring and when you have to pick or blind stitch them in you get cranky.

Step 4 — Cards!



For every customer I have on Etsy, I make sure to write a thank you card, as well as give a little care info for the future. With my stamp and a \$1 pack of plain cards I am able to spice up my messages without spending much on personalized stationary. Oooh and I almost forgot, I accidentally got some "fantastik" on one of the cards, giving it a beautifully bleached look (to me atleast)....and so I did it to a few more! Don't be afraid to experiment people, I know you all are ridiculously creative and can give it your own twist, so go for it!

BurdaStyle

Branding Made Easy