

Building a Modest Fashion Brand

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<p>Our thesis objective is to conduct a product-based thesis by creating a brand guideline for The New Modest. The topics we are going to cover is the modest fashion industry and branding. The modest fashion industry is popular amongst Muslim women, but lately, it has been a mainstream trend worldwide.</p> <p>The goal is to gain deeper insights into Modest fashion and interview the target group to analyse the customers and research the ins and outs of branding. All the gathered information is used to create a brand-building guideline for our commissioner, The New Modest. We conducted focus group interview to understand the Millennial and Gen-Z Muslim Women's shopping behaviour, lifestyle, values, and needs. The commissioner for this project is Aisha Mohamed Salad, who happens to be one of the authors of this thesis.</p> <p>The findings of our customer analyses show that Millennial and Gen-Z Muslim Women living in Finland have more in common with their non-Muslims peers in Europe compared to their Muslim peers in Muslim majority countries. It has been misunderstood by mainstream fashion brands the needs of Muslim women as they have shown their limited modest fashion collections and sold them in the market for an extremely high price. Muslim women mainly shop mainstream fashion brands rather than modest brands due to trends, quality, and price differences. Muslim women clearly express their needs for clothes which is not so traditional but modern and fashionable.</p> <p>In conclusion, it is beneficial for marketers to realise the importance of understanding this segment. It is recommended for the commissioning company to develop market-specific strategies for product development since Muslim women living in Finland have a different set of values and clothing styles from those living elsewhere. This study also suggests collaboration with Muslim's influencers for product creation, especially for branding purposes. The choice of using influencers is to precisely match the target market and interest groups to match their values and style. Lastly, it is recommended to implement brand messaging to continuously attract and acquire Millennial and Gen-Z Muslim Women as consumers.</p>	
Keywords Building a brand, six step-by-step guidelines, Modesty, Fashion	

Table of contents

1	Introduction	1
1.1	The New Modest Background	1
1.2	Project objectives	2
1.3	Team and task division	2
1.4	Project background	3
1.5	Project Scope	4
1.6	Glossary list	4
2	Building a Brand.....	6
2.1	6-step of brand building manual	8
2.2	Brand Purpose	8
2.3	Brand Positioning.....	9
2.4	Brand Differentiation	10
2.5	Brand Identity.....	11
2.6	Brand Trust	12
2.7	Brand Beneficence.....	13
2.8	Sources of Brand Identity.....	13
2.9	Brand Building Guideline Summary.....	14
3	Modesty	16
3.1	Modest fashion.....	18
3.2	The Role of Religion in Consumer Behaviour.....	19
3.3	The Role of Culture in Consumer Behaviour	19
4	Developing a Brand Building Guideline	22
4.1	Methodology approach.....	22
4.2	Target group	23
4.3	Interview questions	24
4.4	Interview result analysis	26
4.5	Commissioner self-analysis.....	30
4.6	Competitor Analysis	33
5	The New Modest Brand Building Guideline	38
5.1	Brand Purpose.....	38
5.2	Brand Positioning.....	39
5.3	Brand Differentiation	41
5.4	Brand Identity.....	43
5.5	Brand Trust	44
5.6	Brand Beneficence.....	45
6	Discussion.....	47
6.1	Recommendation.....	48

6.2 Future perspective	49
6.3 Project Reflection.....	49
References	52
Attachment	56
Attachment 1. Thesis Management Plan	56
Attachment	58
Attachment 2. Brand Building Guideline – for The New Modest	58

1 Introduction

Modest fashion has become the latest global trend in the fashion world. The global modest fashion market is worth billion-dollar, and yet it's an untapped market (Sharma 2019). The fashion industry has been evolving, and many companies have been adopting these changes. Lewis (2021) emphasizes that the 21st century is the awakening year for both luxury and high street brands. Modest fashion has created a significant impact over the past few years. These are due to the growing market demands for modest clothing, and it cannot be argued that fashion imagery has changed over the years.

The global apparel market is predicted to increasingly grow up to 5.5% during the forecast period 2020-2025. The fashion industry boom has already been seen over the last few years when many people are becoming comfortable making wardrobe purchases. Branded products are projected to drive higher demand for the market purchasing power of millennials. The sales are mainly attributed to the internet exposure of consumers. At the same time, the fashion consciousness and availability of high-end brands and limited-edition products drive the customers to be more eager to make purchases online. (Mordor Intelligence 2021.)

Muslim women are fuelling growth in the fashion industry, both luxury and fast fashion brands. Their unique identities have brought awareness and making a massive impact on the global economy as both professional and consumers. (Forbes 2020.)

The main consumer of modest fashion is Muslim women. Due to their faith, they tend to cover their body and dress modestly. Two-thirds of all Muslims are under 30, making it the youngest consumers segments. It is expected that by the year 2050, the Muslim population will rise to 1.8 billion, which means 31% of the world's population, according to the Economist Intelligence Unit. (Noronha 2020.)

1.1 The New Modest Background

The New Modest is an online fashion company founded in late 2020, and it has been operating for a couple of months. At the beginning of 2021, they decided to go on hiatus to rebrand themselves and focus on building a strong brand.

The company was founded by Aisha Mohamed Salad along with her partner Yasmin Qasin. Aisha is also one of the authors of this thesis, and she will be one of the sources for The New Modest.

The idea of the company came from the founders since they had similar problems as their target group. The problem was trying to follow the mainstream trends and still be modest, but there is no clothing brand offering these products. After extensive research, the founders realized that there is a huge opportunity in the Modest fashion market and decided to start their brand in Finland.

1.2 Project objectives

Our objective is to create a step-by-step brand building guideline for The New Modest. With this guideline, The New Modest can communicate within the Finnish market, differentiate itself from the competitors, and create a brand experience that encourages people to engage with the brand. Once the step-by-step guide is created, the commissioner will have valuable insights and understanding to create a brand identity. The step-by-step brand building guideline can support and increase sales as well as customer retention for The New Modest.

Here are the steps that we will be taking to complete our objectives:

- Collecting secondary data on the fashion industry, Modesty, branding
- Analyse the competitors by making a SWOT analysis.
- Collect primary data by conducting focus group interviews.
- Analyse our findings.
- Create a step-by-step brand building guide recommendation for The New Modest based on our findings.

At the end of this thesis, we will attach The New Modest brand guideline in the appendix, where we have gathered all the main insights and recommendations.

1.3 Team and task division

There are two of us writing this thesis, and one of them is the co-founder of The New Modest. We both have different interests and qualities. Therefore, we decided to divide our tasks so that we can work efficiently. Aisha is the commissioner, and she will be focusing on Modesty, fashion, getting the interviewees. On the other hand, Diana will be focusing on creating questions for the interview, collecting secondary data, and analysing the findings.

We will be both assisting each other and communicate throughout the process so that we can avoid any misunderstandings in the future. We will conduct competitor's analysis, customer analysis, and company brand self-analysis. During the interview process, we will both be present to collect the information we need for our project. The thesis management plan can be found in appendix 1.

1.4 Project background

Once our project objective is achieved or successfully held in place, the commissioner will expect to have a clearer view of the Finnish market, target group, and competitors. And since The New Modest is new in the market, the guideline will be insightful for them to build a strong brand. They can use the brand-building guideline in their marketing plan, in their product designs, and recognize their customer's pain.

We have seen the growing demands of modest clothing that have been rosed significantly over the years. This is why we like to explore even more of this industry. As shown in figure 1. The modest fashion industry has grown significantly over time. The global modest fashion is expected to rise up to 4.8% yearly growth.



Figure 1. An overview of the Modest Fashion Consumption and Opportunity (Screenshot from State of the Global Islamic Economy Report 2019/20)

1.5 Project Scope

This thesis is limited to examining the modest fashion consumption behaviour of Millennial Muslim Women (MMW) and Gen-Z Muslim women who live in Finland. We also know that there are many aspects to consider studying consumers in general, which is why we narrowed down our target by segmenting the target customers. The interview that is included in our thesis will give us an insight into the customer shopping behaviour, such as MMW and Gen-Z women living in Finland. Based on the results, we will create the brand-building guideline for The New Modest.

This study will not deal with the role of religion or culture in consumer's lives; hence it will clarify the extent of religion and culture as evidence of their actual shopping behaviour. This thesis will also understand and discover the actions, identifying consumer needs and motives to buy. The results and recommendations are intended for the commissioning company only and not intended for any other fashion brands in particular. Our project provides a general understanding of Muslim women's shopping behaviour in Finland. And the results of our project will help the commissioning company to build brand identity in Finland and adapt to the markets strategically

1.6 Glossary list

Eid: Muslim celebration.

Hijab: Headscarf worn by Muslim women.

Islam: An Abrahamic religion that believes in one God and the prophet Muhammad as their last messenger.

Millennials: Also known as Generation Y, are a demographic that was born between 1981- 1996

Generation Z: Demographic that were born between 1997- 2012/15.

Modest fashion: Wearing a dressing style that covers more of the body.

Mainstream brand: Brands that had commercial success and known worldwide, such as Zara and H&M.

Muslim: The followers of the religion Islam.

Ramadan: The ninth month of the Islamic calendar. In this month, Muslims around the world fast from sunrise to sunset.

Hijabi: Someone who's wearing a hijab.

2 Building a Brand

In this chapter, we will focus on building a strong brand and company guide manual. Thus, brand-related books, articles, and journal will be discussed during the process.

Many companies have their strategies for building their brand identity, first is to develop their brand purpose and how they can position themselves amongst others that differentiate them from their competitors. Companies can develop products and services that uniquely meet the particular interest, needs of a generational target. (Kotler & Keller 2016, 274.)

A brand does not develop without a purpose which is why a company need to identify the market segments characteristics by geography, demographics, and psychographic. By segmenting the market, a company can identify the needs and the response of the product from its consumers. However, it requires a deep understanding of customer behaviours before a company can build a successful brand and serve effectively. To constantly grow, they must establish their value, mission, and vision for consumers to easily identify their brand. (Kotler & Keller 2016, 267.) Carniel (2019) emphasized that a brand is the most valuable intangible asset of a company and not only influences the product /service price but also generates customer loyalty. Figure 2 is the 6-step branding conceptual model, and based on this figure, and we will go through each step to build a strong brand.

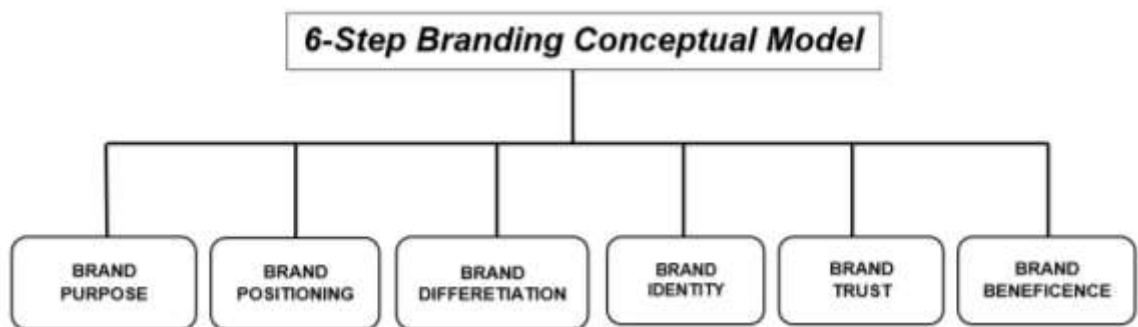


Figure 2. 6-step conceptual model (Adapted from Kotler 2016).

Building brand identity also includes brand building task, which can be implemented as a brand strategy that usually focuses on creating brand visibility, brand association, and deep customer relationship. (Aaker and Joachimsthaler 2000, 262.) Brand visibility frequently underestimated, for example, some other brand such as Intel, Coke, and Visa has developed a dominant market position which largely comes based on sheer presence.

Brand visibility not only arouse consideration during every purchase, but it can also affect the consumers' perceptions. Figure 3 illustrates the brand-building tasks, displaying the three important components of brand building.

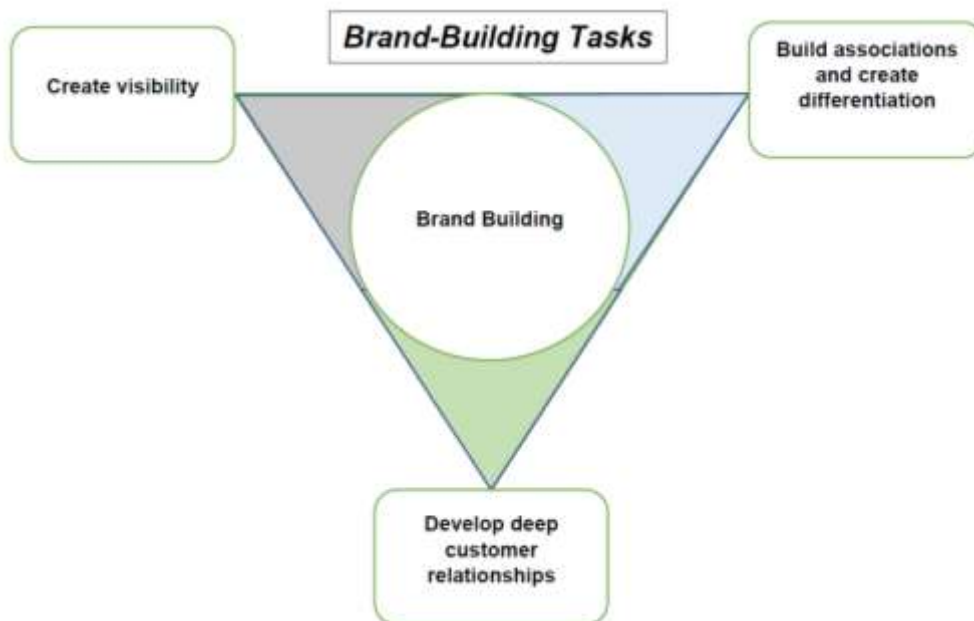


Figure 3. Brand-Building Tasks (Adapted from Aaker and Joachimsthaler 2000, 263).

We find that these brand-building tasks model created by Aaker and Joachimsthaler (2000, 263) are also beneficial for The New Modest building brand identity. Their building task model stresses the importance of creating visibility, building association and create differentiation, as well as develop deep customer relationships, provides a clear image to the customers and for The New Modest perspective to position its brand identity so it can easily be recognized.

Brand visibility has various components and those including recognition, unaided brand recall, as well as top-of-mind status in the customers buying process. Those components are affecting the consumers' perception of brand visibility. (Aaker and Joachimsthaler 2000, 263.) This is relatively important for a small and emerging brand in the big market as recognition is one of the major objectives. Brand recall is one of the important aspects of building a strong brand. If brand recognition is high, but the recall is low, it will still affect the company's customer retention. Top-of-mind status is also crucial, and this is why the three components must be level and comes together to create awareness. It is also a guiding objective to measure results.

Brand associations are the heart of brand building and are driven by brand identity. For this segment, the goal is to differentiate the brand and not only to build a strong association. Because differentiation is the key to a strong brand, it is associated with esteem, relevance, and knowledge. Fading of some brand usually comes from the loss of differentiation, and some companies failed to differentiate their brands from their competitors. A company's brand needs to be based on its unique characteristics to achieve visibility and differentiation in order to develop a deep relationship with a customer, as the brand becomes a meaningful part of the customers' life. (Aaker and Joachimsthaler 2000, 264.)

Develop a deep customer relationship with a customer group is beneficial for the company's brand to maintain its relationship with the consumers as the brand becomes a significant part of customer's life. Developing a deep relationship with a segmented customer usually requires a rich and insightful understanding of the customer needs. This includes finding the sweet spot of the customer's life that represents significant involvement or expresses who they are. People usually have such strong attachment to the brand it is because of the functional benefit, emotional benefit, and the self-expressive benefits that they could get from the brand, and as a result, the customer will be loyal and more likely to speak about the brand, discussing the quality of being particularly good or worth it with other people and sometimes depending on the imperfection of a brand. (Aaker and Joachimsthaler 2000, 264.)

2.1 6-step of brand building manual

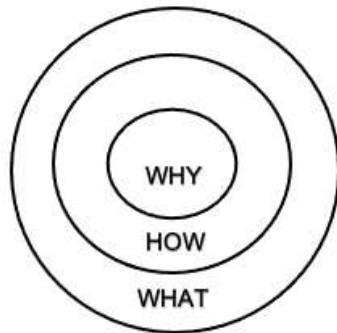
Philip Kotler introduced the 6-step branding conceptual model in The Marketing journal. In the article, Kotler explained the importance of setting a brand's purpose before the brand's identity. After setting brand purpose, the next step is brand positioning, then brand differentiation; that's how brands would differentiate from the competitors. Brand positioning and differentiation can help companies communicate the brand's purpose and eventually improve the brand's identity. The last two steps are brand trust and beneficence; they were added later in the process. (Kotler 2016.)

2.2 Brand Purpose

To understand the brand's purpose, one has to ask themselves the higher reason for the brand's existence besides making money. One way to start this process is to use Simon Sinek the Golden Circle shown in figure 4. and start from why before the how and what. Brands understanding their deeper "why" sets them a good foundation on which to build

everything else (Aziz 2017). For a brand purpose to be powerful, it needs to relate to the product or the service itself.

The Golden Circle



What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from the competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exist.

Figure 4. The Golden Circle (Adapted from Sinek 2017)

Brand purpose should not be confused with the brand promise, and they do not need to relate with each other. The difference is a brand promise is what customers expect from the brand, and it focuses on the product or service, whereas a brand purpose is why a brand exists, and it's a message where consumers can feel at an emotional level. (Burnthebook 2018.)

2.3 Brand Positioning

Companies are doing well when they positioned themselves as a customer-centred brand that they could deliver a message to their customers about what their brand is all about, the product they offer and their services. According to Coleman (2018, 146), positioning a brand first concerns is the uniqueness where the stakeholders can connect with the brand. He also highlights brand positioning in relation to competitors that must be considered and that the point of parity and points of difference.

Points of parity the company should represent its own some experience that is delivered by its competitors. Coleman (2018, 146) points out that *"if do not offer points of parity to your brand will not be part of your target customers"*. Stakeholders expect the brand to deliver or represent itself by categorizing its key points in the market. Kotler & Keller (2016,

302) defined that the points of parity are the attributes or benefits associations that are not necessarily unique to the brand but somehow may also in fact or be shared with other brands.

Points of difference must represent the unique part of an experience that the company offers to its consumers in comparison to its competitors. Aside from this, the company should also point out the differences by focusing on the important aspects such as providing convenience to its consumers, customer service-centric, or offers more understated or refined experiences. Whether the company is building a new brand or repositioning an existing brand, it is important to follow each order related to points of parity and points of difference. (Coleman 2018, 146.) Kotler & Keller (2016, 300) specify the points of difference as the attributes or benefits that customers strongly associated with the brand by positive evaluation and the believing that they could not find the same extent from a competitive brand.

2.4 Brand Differentiation

Brand differentiation is an essential element to stand out from the competitors. In today's international market, competition is very fierce. Every brand is trying to stand out in the market. To become a successful brand, they have to do an honest branding evaluation. Otherwise, the same type of companies will come into the market again and again. (DSM 2020.)

Differentiating a brand from the competition can help the development of the company by applying advantageous approach which will reflect to the brand's mission and vision to fulfill its promise (Simonova 2019). With well thought out brand differentiation strategy, the company will not disappear within two to three years after being launched. (DSM 2020.)

Differentiation is a process that does not stop, a matter of assessing the marketplace and the firm to guarantee the company's position for success. There are three qualities every prospective differentiator needs to meet, and it's called the differentiation test. The three qualities are:

1. **True** -The company's differentiators need to be grounded in reality.
2. **Relevant** -If the company's customers do not care about it, it does not matter to the company.
3. **Provable** -The companies have to prove their claims.

Everyone claims they provide good customer service, the best staff and exclusive process. Those things became less relevant to the customers. The best way to differentiate from the market is to evaluate the claims and think about if the company can prove it. (Frederiksen 2020.)

2.5 Brand Identity

Brand identity represents the perception of a brand in customers minds and generates sales (Chan 2019). Tarver (2020) utter, "*building a positive brand image can bring in consistent sales and make products rollouts more successful*". Brand image is defined as the unique bundle of the company within the minds of the target customers. It is also the current view of the customers about a brand, a set of beliefs held about a specific brand. To narrow it down to brand image is nothing but a customer perception of the product. It conveys the emotional value and characteristics of the company's brand and not just a mental image. The brand image highlights the company's mission and vision to its target customers. The main elements of a positive brand image are the unique logo reflecting the company's image, as well as the slogan describing the company's business more briefly as a brand identifier that supports the key values (Juneja 2021).

On the other hand, Juneja (2021) describes that brand identity is the main trunk of an organization and is responsible for creating distinguished products with unique characteristics. It is also how the company seeks to identify itself, and it represents how a company wants to be perceived in the market. Furthermore, a company communicates its identity through its branding and marketing strategies. A company's brand is unique due to its identity. These include the following elements- Brand vision, brand culture, personality, positioning, and presentation. Juneja (2021) also explained that brand identity is the bundle of mental and functional association with the brand. She further explained that associations are not "reason-to-buy" instead, it provides familiarity and differentiation. Additionally, the association can include signature tune, trademark colour, logo, and tagline.

In the environment of a B2C company, fostering trust, emotional connection helps nurtures the relationship between the brand and the consumers. Creating an emotional connection with the consumers increases the company's value, as it gradually deepens their emotional relationship with the brand (Coleman 2018, 71). It is beneficial for the company to build a credible and trustworthy brand to attract new consumers while saving and maintaining the relationship of old customers. However, this cannot easily be done since The New Modest is new in the Finnish market, and there are bigger companies that also sell product suitable for Muslim's women.

Building a strong brand has become crucial for businesses to differentiate themselves from their competitors. Chan (2019) and Knilans (2019) clearly emphasises the importance of having a mission and vision. First, the mission should clearly emphasize and describes what The New Modest does and who they serve. Secondly is their vision, what they represent and why they are in business and what they hope to achieve. Having a clear mission and vision could strengthen The New Modest brand identity as it creates a pathway to its consumers the difference from their competitors.

2.6 Brand Trust

Brand trust is the willingness of a customer to rely on a brand. When a brand meets the consumer's expectation, it creates brand trust and loyalty and turns into building a successful relationship. Kotler (2016) points out and specify the importance of brand trust so that the customers will believe that the brand could deliver what it claims. But this does not happen over time. Once a company successfully build its brand its need to maintain, hence a company should work to increase its brand equity and awareness. What makes a brand- trust worth to consumers? In a research made by Edelman (2019), the top reasons why consumers trust a brand are based on the following three areas such as product-oriented concerns, customer-oriented concerns, and societal oriented concerns.

Product

- The brand delivers quality product and services.
- It receives a good rating or reviews.
- Brand charges a fair price for its product and services.

Customer experience

- It has always treated me and others well.
- It quickly addresses customer service problems.
- They have done a good job protecting customer privacy and the security of consumers personal data information.

Societal issues

- It does not support the social and political policies that I object to.
 - It gets involved in causes and issues that I feel they have an obligation to address.
 - They treat their employees well.
- (Edelman Trust Barometer Special Report 2019).

Furthermore, Companies tend to maintain or retain customer loyalty because, without brand loyalty, companies could be vulnerable or have no value. Aaker (2016, 21) indicate that a common and expensive mistake a company makes is to seek growth by enticing new customers to the brand while neglecting existing ones. Aaker also specifies that the

loyalty of existing customer represent a substantial entry barrier to competitors in some part because enticing customers to change loyalties is usually prohibitively expensive.

2.7 Brand Beneficence

Kotler (2016) indicate that companies can freely decide in this free society what they want to sell. However, they need to consider whether *"the brand has a beneficence problem whether this will ultimately hurt the brand"*. For example, in tropical countries, people are usually drinking cold sodas. Aside from it is the answers to their thirst, it delivers taste and high satisfaction. However, the reverse effect of excessive drinking sodas may cause sleep disorders, gain weight, loss of calcium, and most of all, risk of heart diseases. Thus, create awareness in the consumer's mind. Because of that, consumers become conscious of the effect it may occur on their health while using the product. And as a result, a customer may retreat from consuming or using the product or brand.

2.8 Sources of Brand Identity

There are three main sources of brand identity. First is the symbol, second is the logo, and third is the trademark. Symbols allow the consumers to memorize the company's product and services. Symbols help to correlate positive attributes that bring consumers closer and make it handy for the customers to purchase those products and services. Symbols have become the key component of brand equity which allow the company to differentiate the brand characteristics. Without the symbols, it would not be easy for the consumers to memorize the brand names as nowadays consumers prepare to see visual images. These include logo, people, shapes, cartoon images, anything you name it. Moreover, *"brand symbols are strong means to attract attention and enhance brand personalities by making customers like them"* (Juneja 2021).

The second source of brand identity is the logo. It is a unique graphic or symbols that represent a company's product and services. Aside from it represents the company very well, it also makes the consumers acquainted with the company. Due to the logo, customers can easily recognize the brand and form an image about the product/services in their mind (Juneja 2021). Examples of good logo are:

- It should be simple and easily recognize.
- Must be well-distinguished and unique.
- Functional so that it can be used widely.
- Must have an impact on the audience.
- It should be effective.
- Memorable
- Should be identifiable., the reflection that represents the company.

- Must portray the company's values, mission, and objectives.
- Should develop customer trust in an organization etc. (Juneja 2021).

Lastly is the trademark. According to Tardi (2021), it “*refers to a recognizable insignia, phrase and word or symbols that denote a specific product and legally differentiate it from all over the products and its kind*”. Trademarks are a form of intellectual property that exclusively identifies a product that belongs to a specific company. This recognizes ownership of the brand. Juneja (2021) defined a trademark as the form of identification that helps customers to easily recognize the brand. It is also an indication that helps the consumers to verify that they purchase quality products. Below are the trademark symbols:

™ denotes an unregistered trademark, that is, a mark used to promote or brand goods.

SM denotes an unregistered service mark.

® denotes registered trademark.

(Juneja 2021).

As stated above, the trademark is used by companies as an effective way to market their brand names. For some countries, trademark registration is essential because it gives the company exclusive rights to their brand names. However, without adequate trademark protection, the brand names can be considered or declared generic (Juneja 2021). Companies need to protect their brand names so they will not be copied by others. Trademark registration is necessary to preserve the company's brand names.

2.9 Brand Building Guideline Summary

To summarise everything that has been mentioned above about building a brand, it has been concluded that a brand stands for a lot of things, not just the product or its functional value that promises to deliver to the customers. Analysing the brand is associated with a lot of things other than a logo or visual image. There is no doubt that the logo or visual image is one of the intrinsic characteristics of the brand. In addition, the brand also acquires certain personalities. The personality of a brand contributes to the brand image and popularity. (Juneja 2021.)

As our thesis focuses on developing a brand-building guideline for The New Modest, we decided to choose what type of theory is relevant for the commissioning company to build a stronger brand. Different types of branding give us the understanding that the brand can carry certain power to send messages to the consumers. When developing a brand, the company needs to strategically analyse its brand current situation, the competitors and its

existing customers. After the successful implementation of its brand self-analysis, competitors, and customer analysis, the company can then proceed to brand development which is the 6-step brand-building conceptual model (Kotler 2016).

Since the purpose of our thesis is to create the 6-step brand-building guideline for the commissioning company. We highly suggest that the company must follow each step accordingly. First, the company must start with the brand purpose which intends to change the world for the better and to make it a better place. The brand positioning ensures that the brand activity is guided, unique, directed, and delivers the value to the target customers mind, which refers to the point of parity and points of difference. Next is brand differentiation, which communicates the brand purpose and enriches the brand identity. We followed by the brand identity, which defined as a unique bundle of the company within the mind of the target customers. Brand trust refers to the customer's willingness to rely on the brand and believe that the brand will deliver what it claims. Finally, the brand beneficence, this step encourages the company to be active in society. All the steps in the 6-step brand-building guideline create a successful brand identity.

3 Modesty

In this chapter, we present research and articles in the fashion sectors where the main focus is Muslim women. We also define what modesty is from the religious point of view and customer point of view, as well as the reasoning behind modest dressing.

According to the Cambridge dictionary, Modesty means *"the quality, in women, of dressing or behaving in a way that is intended to avoid attracting sexual interest"* (Cambridge, 2021). However, everyone can interpret it in their own way. Modesty is subjective and personal. Modesty is not only for women but also for men. The reason behind dressing modestly can be motivated by religion. Abrahamic faiths, Islam, Judaism, and Christianity, preach covering parts of the body.

In addition, Hashem (2018) points out that Modest fashion *"Means wearing a dressing style that covers more of the body. And the understanding of 'modest' may differ across cultures, and the extent of wearing modest clothes may also be different."* Modesty in Islam is not only about covering the body; it also includes behaviour, manners and speech for both males and females. The inner humility shown through etiquettes and morals completes the importance of the physical covering. (Pervez 2017.)

Muslim women wear Hijab to cover their head, but the word means in Arabic barrier or partition. Hijab is part of Modesty, and there are many interpretations of how women should implement Modesty in their lives. It can range from women wearing full-body garments that only expose their eyes to women covering just their cleavage or hair. Figure 5. illustrates the different styles of wearing a head covering. Muslim women cover from men that they can theoretically marry. So, this does not include their father, uncles, brothers, or young children. (Hijab 2009.)

Head coverings worn by Muslim women

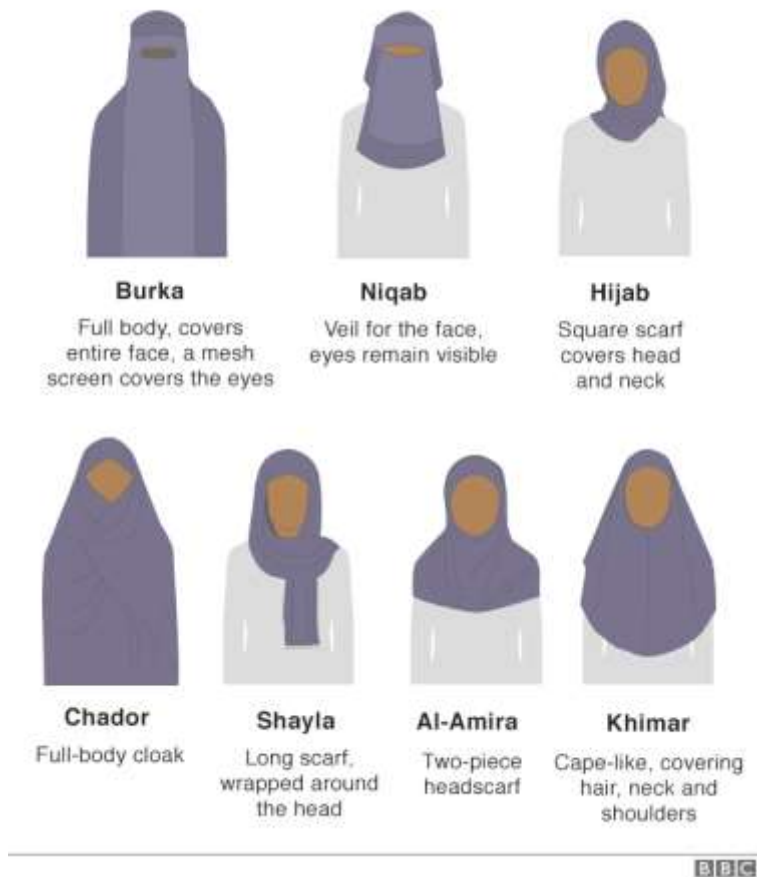


Figure 5. Different head coverings are worn by Muslim women (Reddit 2020).

Muslims follow the Holy book of the Quran as well as the teachings of the final Prophet Muhammad. Worship in Islam is for Muslims to use the teachings of God and implement them in every part of their daily life. Thus, wearing modest clothing is part of worshipping God.

Covering the body and wearing the Hijab is a personal and independent choice that comes from the need to please God and appreciate his commands. There is a big misconception that Muslim women are forced to wear the hijab, it might be true in some cases, but the majority of Muslim women had the freedom to choose to wear the hijab or not. Forcing the hijab upon women is not part of the teachings of Islam, as mentioned in the Quran, "*Let there be no compulsion in religion*" (Quran 2:256). But those that have been forced to wear the hijab might be due to their cultural or social pressure. Some Muslim women struggle to wear hijab in the western world due to the fear of people's reactions or opinions. In today's society, the world views Muslim women as oppressed because of the media.

As mentioned earlier, Modesty is not only for women but also for men. Men are expected to lower their gaze and cover their private parts, and gold jewellery and silk clothing have been prohibited from them. The ultimate goal for Muslims is to please God and to maintain a wholesome and stable society. (Pervez 2017.)

3.1 Modest fashion

The definition of modest fashion is subjective; everyone interprets it differently. Culture, class, ethnicity, and generation can influence the definition of modest fashion. The mainstream definition of a modest fashion is clothes that cover the knees, often the ankles, too, with sleeves that cover the shoulders and often the elbows and wrist as well. The garments are no low-cut and are loose and flowy. The clothes can be flattering, stylish, covetable, and modest clothes are not only worn by Muslim women, but it is also worn by Mormon, Christians, Jews or even those that don't belong to any religion (Lodi 2020, 20). The modest fashion movement has had extreme growth, and it began with niche, lowkey, and faith led labels. However, it became mainstream when international fashion houses, and followed by other mainstream retail stores, started to embrace the modest fashion movement. (Lodi 2020, 46.)

Reina Lewis, the professor of cultural fashion at London College of Fashion, described the Modest fashion as a market term, coming to prevalence in the mid-2000s because it was partly several the brands that first began to start up from designers and creative entrepreneurs who were motivated by faith (Hannah 2019).

Modest fashion becoming mainstream

Luxury brands such as Dior, Gucci, Yves Saint Laurent started making abayas and covering clothes in 2009, targeting a specifically middle east market. Middle eastern women were happy to be appreciated by the designers. However, the decision of brands to create modest line was not because of their newfound appreciation of Muslim culture or religion, but because it is great for business. (Lodi 2020, 43.)

After luxury brands started to pay attention to modest fashion consumers, then fashion retailers came after. The first time H&M featured a hijab-wearing model was in 2015 in their video campaign. After dropping within minutes, the video went viral. In the video, there were other models, but the hijab-wearing model got more traction and coverage than other people in the video. (Almassi 2019.)

Mainstream market retailers started to take notice of this market's potential and joined the modest fashion movement. For example, Nike introduced the Pro Hijab line for Muslim women athletes, a Japanese fashion chain Uniqlo collaborated with a Muslim designer Hana Tajima to make a hijab line, and brands like DKNY, Tommy Hilfiger, Zara and Mango have created a particular collection for the Muslim fasting holiday, Ramadan (Weinswig 2017).

Even though it's great for mainstream brands and retailers to start selling modest clothing but they still have to follow the modest fashion standards or guidelines. There was an incident where this US brand got consumer backlash due to not following the modest fashion guidelines and using models that are not wearing appropriate attire to market a line of hijabs (State of the global Islamic report 2019/20).

3.2 The Role of Religion in Consumer Behaviour

In marketing literature, it has always been suggested that religion and culture affect society's value system, and these value systems affect consumer behaviours. The manner of dress of Muslim women has grown attention over the past few years. And some European countries have attempted to outlaw that certain aspects of Islamic dress customs; one example is covering the face in public. The ways Muslim dresses are driven out of simple modesty and the desire not to draw attention to every individual. In this regard, Muslims do not resent the restrictions placed on the way they dress by their religion; hence it is a proud statement of their faith. (Huda 2019.) On the other hand, religion is seen as a reference or life guidelines to help people have control, order, and understanding of life and surroundings. Religion also plays a central role in culture (Esso et al., 2004). However, these factors also influence consumer behaviours as well as their purchase decisions. Esso et al. (2004) indicate that religion influences consumption among various religious groups, including Muslims.

3.3 The Role of Culture in Consumer Behaviour

Culture and subculture are considered as a fundamental influencing factor that affects on consumer buying behaviour (Kotler & Keller 2016, 179). It is considered that "*Culture may be defined as a set of related behaviours within a community and the importance of that individuals within the community attach to it. Values may be defined as a set of concepts on which the individual in the community base their actions*". (Individual Competence Baseline for Project Management 2015, 62.)

Understanding the fundamental competencies of culture is necessary, as they are the only way to understand the very complex world, and they are also the framework for making sense of the differences (Pogosyan 2017). As culture one of the influencing factors that affect consumer behaviour, Figure 6 illustrates the cultural approach to branding and consumers. The cultural approach is the newest fragmented approach to brand building according, to Beverland (2018, 44). The centre of this approach focuses on the sociocultural context in which consumers can make sense of the brand. By contrast, the cultural approach signifies the brand meaning and, therefore, perception of relevance that can be shaped by the sociocultural context where the consumer can operate (Beverland 2018, 45).

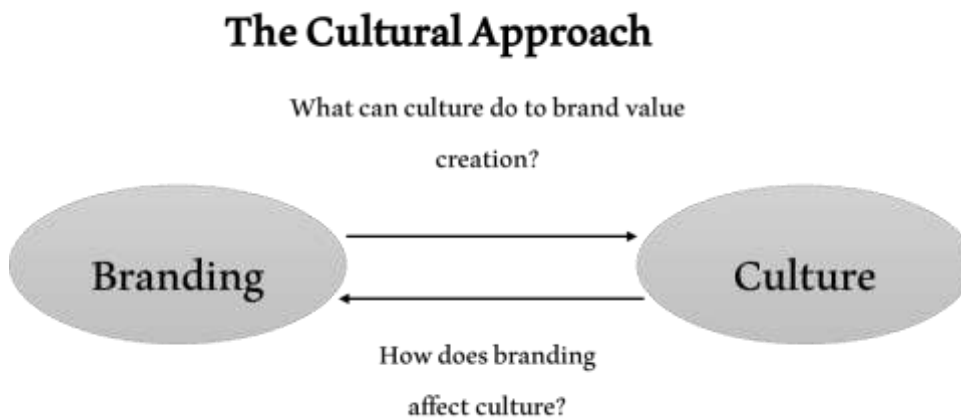


Figure 6. Approaches to Branding and Culture (Adapted from Beverland 2018).

Subcultures provide specific identification and socialization, which includes nationalities, gender, class, race, religions, racial groups etc., when subcultures affluent enough, companies frequently design specialized marketing programs to target or serve those specific groups (Kotler & Keller 2016, 181). Kotler also points out in addition to cultural factors, social factors, for example, reference group, family, status in society, can affect the customer buying behaviours. As such, reference group are the groups that have a direct or indirect influence on their attitude and behaviour. Those groups that have direct influence are usually called membership groups or some called primary groups with whom the individual interacts fairly and informally with family, neighbours, friends, and co-workers.

Religion is part of how the way people think, Muslim women are considered to have a subculture since they belong to one religion. However, the challenge here is that Muslim women do not come from the same countries or cultural background. Rather they come from multiple culture and ethnicities. Hashem (2018) emphasizes that Muslim women

have certain values in common due to their religious beliefs. Although they have common beliefs, at the same time, they have different values which influenced by society, depending the country where they are living in. It can be said that religion and culture can be viewed as two different dimensions influencing each other but not as a single whole component that consists of both religion and culture. Rather it is an overall dominating culture with the various subculture, including religion. In the analysis during the discussion with the interviewees, they explained the diverse cultures of Muslim women and their ethnicities. They also expressed that they should not be mistaken as a typical consumer just because they belong to one religion.

4 Developing a Brand Building Guideline

In this chapter, we describe the development methods that we have used to create the brand-building guideline for The New Modest. The brand-building guideline will give insights to the commissioning company about the opportunities to build a stronger brand in the target market. The guideline will also analyse how the company could position itself based on its strengths and weaknesses. During the creation of the step-by-step guide process, all the theoretical model, trends, findings, and further analysis were combined to create a complete guide for the company. The methods that we used to create brand-building guidelines are focus-group interviews, SWOT analysis of both the commissioning company and the competitor's company.

This chapter contains the methodological approach, target market, interview questions, interview result analysis, commissioner self-analysis, and competitor analysis. The first three sub-chapters are made to explain the steps that have been taken to make the brand guideline for The New Modest. The last three sub-chapters present all our findings systematically. We explained briefly to each chapter our findings of commissioner self-analysis, competitor analysis, and most of all, customers understanding analysis. All these analyses were combined to structure the step-by-step guide to build a product for our commissioner The New Modest. The brand-building guideline can be found in appendix 2.

4.1 Methodology approach

We will be using four different methods to gather information to create customer, competitor and commissioner analysis. With our analysis, we will be creating brand guideline with the help of Kotler's 6-step branding conceptual model.

The first method we are going to implement focus group interviews to understand and analyse the data we have collected from the target group. The semi-structured in-depth interviews will help us to understand the consumers' behaviour, such as their emotions, experiences, needs, and challenges related to the modest and mainstream brands. The interview method is used to uncover the needs of the target group. This will give us the insights we need from the customers to build a strong brand for The New Modest.

The second method we will be using is a SWOT analysis. SWOT analysis is a strategic way of assessing a company's performance, competition and risk. The SWOT is an acronym, and it stands for Strength, Weaknesses, opportunities and Threats (Grant 2021).

SWOT analysis will assist us in getting more insightful data to create our product. Besides, this will be helpful for our commissioner to inspect themselves and their competition. The use of SWOT is measured the competitor's brand and commissioner's brand.

The collection of secondary data about branding, modesty, and fashion are part of the development method in our project to create the 6-step brand building guideline. These sources will help us further explore our topics, such as 6-step branding adapted from Kotler's branding book and the statistics of the modest fashion market found in the State of The Global Islamic Economic Report.

Together with the primary and secondary data, we will use the results to create a step-by-step brand guideline for The New Modest. We aim for a decent amount of information that needs to be collected from a small sample group. The data will help us to have a clearer view of the market, the competitors, the target group, the fashion industry, which will be the focus on modest fashion, as well as it will support our recommendation at the end of the project. In addition, it will give benefits to the commissioner on how The New Modest will position itself in the Finnish market and how it will be known to its customers.

The meaningful insights that we could get from our analysis will be used to create brand guidelines for The New Modest. It will be beneficial for the commissioning company because the essential part of knowing people's experiences, emotions, and perceptions can be used to design products, improve customer service and strength their brand.

4.2 Target group

Each generation is profoundly influenced by how they grow up; these can be defined when the members of those generations shared the same culture, political, economic experiences, similar outlooks, and values. Although the generation is often subjective by the beginning and end of their birth, the important part of generations can mask the differences within the group, specifically the four main generations that can be observed. (Kotler & Keller 2016, 271.)

For this project, the main focus group is Millennial Muslim Women (MMW) and Gen-Z Muslim women born between 1986- 2001 and living in Finland. On the other hand, age segmentation can be more refined according to Kotler & Keller (2016, 271) because indirect age affects some products' operation.

Despite all that, age can be a tricky variable. In some cases, along with age, gender also affects the operations. For example, men and women have different attitudes and behave differently based partly on genetic makeup and partly on socialisation. (Kotler & Keller 2016, 272.)

We have conducted 2 group interviews with a total of 10 interviewees. The chosen sample group were born and raised either in Finland or Somalia. The interviewees have a different profession or educational background. It was agreed that the personal identification of the interviewees, such as their names, shall not be published in the thesis.

4.3 Interview questions

The interview questions were created to identify the consumer's needs, pains, and gains. We used the 6-step conceptual model theoretical framework to make the questions used for the interviews. These questions will also help The New Modest to position its brand and understand how to create brand trust, and most importantly, to create the brand identity. This will also allow the company to differentiate its offering from the competitors. The results of our interviews will assist us in creating brand guidelines for The New Modest.

We have divided the questions into five different categories: Introduction stage, Lifestyle, Pre-purchase, Brand awareness and Needs. We categorised the questions to follow a structure and stay organised while we are interviewing. All the categories are created to understand the modest fashion customers. The interviewees were asked about their lives and also opinions about the current state of the modest industry. With the results, we generated in-depth customer analysis.

Table 2. Interview questions

Interview stage	Main questions (Get to know the person)	Follow-up questions
Introduction	1. Tell me about yourself	<ul style="list-style-type: none"> – Age, background, location, and occupation? – How do you spend your free time?

<p>P2 -Setting the scene (lifestyle)</p>	<ol style="list-style-type: none"> 2. How would you describe your style? 3. How do you feel about shopping for clothes in general? 4. What does "Modesty" mean to you, or does it mean anything to you? 5. What do you know about Modest fashion? What do you think about the modest fashion world in 2021? 6. What comes to your mind when you see a Muslim influencer/models collaborating with different brands, for example with luxury brands or mainstream brand? 7. How do you feel "mainstream" fashion brands embracing Hijab wearing models? 	<ul style="list-style-type: none"> - Where do you find clothes that fit your style? - What is your favourite "mainstream" fashion brand, why? - What is your favourite modest fashion brand, why? - How many modest fashion brands do you know, and can you name them? - Do you feel like "mainstream" brands are genuine, Or does it even matter?
<p>P3: Pre-purchase</p>	<ol style="list-style-type: none"> 8. Tell me about your fashion inspiration? or Who's your fashion inspiration? 9. What inspires you to buy clothes? What inspires you to buy from a modest clothing brand? 10. Will you describe what kind of clothes you look for and why? 	<ul style="list-style-type: none"> - Do Social media influencers affect your decision making to buy?
<p>P4: Behaviour</p>	<ol style="list-style-type: none"> 11. Tell me about your shopping routine? 12. When was the last time you shopped at a mainstream fashion store and modest fashion store? 	<ul style="list-style-type: none"> - How often do you buy clothes? (mainstream/modest)
<p>P5: Basic brand awareness</p>	<ol style="list-style-type: none"> 13. Where do you usually shop? Physical stores or online? And why? 14. Does price affect your buying decision? 	<ul style="list-style-type: none"> - Will you describe the quality of the clothes you buy from these brands? (mainstream/modest)

P6: Needs	<p>15. Tell me how satisfied or dissatisfied are you with the clothes when you go shopping?</p> <p>16. What kind of clothing will you recommend or wish that the stores have in their offers that you are willing to buy?</p>	
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4.4 Interview result analysis

The purpose of interview result analysis is to understand the customers through interviews and analyse their pain, gain, and needs, so we can create a relevant brand guideline for our commissioner. A precise brand guideline can help the commissioner company to offer a strategic solution to mitigate common risk and to optimize their marketing outcomes, especially for this segment.

Introduction stage

Based on the first group selection, our participants were in the same age category. They were ages 21- to 22-year-old. The second group were more diverse regarding age-wise, their ages went from 19 to 25 years old, and one of the participants is married and has a one-year-old child. Both group participants live in the capital area, except one who lives in Mikkeli due to her studies. They were all born and raised in Finland; however, their ethnic background is Somali.

The first group were on their gap year. They are studying for entrance exams while working. On the other hand, the second group were students, and they are majoring in International Business, Politics, Law and Economics, Health care and Education. Both groups like to spend their free time with family and friends, and they currently do not have time for hobbies.

Both group participants had a hard time describing their style, but they mentioned being modest as a priority for them. Neutral and dark colours were popular amongst both groups.

Lifestyle

People from the same culture, social class, or occupation may have a different lifestyle. Lifestyle refers to a person's pattern of living. It expresses the person's activities, interests, and opinions (Kotler & Keller 2016, 186). It portrays the whole person, and how the person interacts with his or her environment as well as it signifies whether the consumers are money constrained or time-constrained (Kotler & Keller 2016, 186). In addition, lifestyle factors display's a personal priority in their current life situation. For instance, Muslim women who are not yet married or single and do not have children, their priorities in life are different compared to those who already have a family and has children. Unmarried Muslim women priorities come with shopping, travelling, and care with their image. Those unmarried Muslim women are fashion-conscious consumers. Whereas those married Muslim women with children had other priorities.

The lifestyles of the participants in our interviews were based on their current life situation such as student or working while studying to reach certain goals. Although the students like to shop, they are also considering their financial situation and priorities their basic needs beforehand.

Muslim women have modesty guidelines they have to follow; however, every Muslim woman translates it to their own lifestyle. The group we interviewed were born and raised in Finland, therefore they like to follow western trends and but still follow the modesty guidelines.

Participant 2, describes the shopping lifestyle she quoted:

"I like to go shopping for clothes, I like to look trendy but in a modest way, but, whenever I am in a shop, I felt like they do not have exactly what I need, and sometimes I end up choosing clothes from men's department as they have those clothes that could reflect my style. And if ever I find trendy modest clothes in some store, they are usually expensive, and I cannot just buy them because I wanted them. I need to consider the prices even if it is good quality".

Due to the need to follow mainstream trends, Muslim women face challenges to find modest clothing from mainstream clothing stores. It had been revealed that Muslim women living in Finland are not satisfied with the current offerings of mainstreams brands because

of the lack of modest clothing options. Participant 4 described their shopping experience in a mainstream store:

“Mainstream brands have clothes that have something wrong with it. Finding modest bottoms is easier than finding tops, because usually tops have v-cut, they have sheer sleeves, or they are sleeveless. It’s easier to shop for winter than summer. In the summer we have to layer our clothes and that’s something that we don’t enjoy”

It cannot be argued that consumer nowadays becoming more and more demanding, and personalization is one of the key factors why consumers decided to stay loyal to a certain brand. Due to this demand, their expectation of a brand is increasingly high, they believe that the brand could provide their certain needs. Helmut Schlotterer, head of Marc-Cain-Chain says, *“Women do not buy because they need something, but because they want to have fun,”* (Gall 2009). One cannot define that some Muslims and non-Muslim women shops clothes for fun or just a habitual action that they need to do to satisfy themselves.

In our interview, we also noticed that the second group of interviewed participants saw shopping as a task or hassle rather than enjoyment. Thus, shopping became a time consuming and tiring process for them. For them to find one clothing item they have to spend 8-hours for shopping, they describe this same as full time workday.

Pre-purchase

This stage shows the different types of consumer behaviours during the interviews those behaviors were uncover. Some interviewees go store shopping only when they need to buy new items. Whereas the other respondents prepared to make their purchases via an online store, as they do not need to find clothes from different mall or stores. Most of the online shoppers’ respondents tend to buy a bulk of clothes from a certain shop once they find clothes that are suitable to their needs, as well as that, reflect their style.

The mainstream store they like to usually shop at is H&M, Zara and someone even mentioned secondhand store. These brands carry trendy and somewhat modest clothing in their catalogues. In the second group, the most popular mainstream brand was Zara, they mentioned how they have a different variety of clothes and they have more modest clothing options. When there is a need for a new hijab and traditional Muslim clothing they tend to shop at ethnic shops and from modest brands. Participants could not name many modest brands, but they were all familiar with Modanisa. Both groups have expressed that the

modest brands do not cater to their styles. Participant 1, talked about the struggles they face balancing this western society pressures and staying modest:

"What makes this difficult is we live in a western society and we are influenced by social media and the mainstream trends and we are trying to assimilate by making in it modest"

The interviewees had expressed their difficulties following their peers and are still stay true to their values. This is a unique case that only the people who have experienced with this challenge can truly understand this issue. Therefore, if mainstream brands decide to do a modest collection, they have to collaborate with someone who has the experience and the knowledge to successfully create a modest fashion line.

Brand awareness

In this part we are discussing the interviewee's knowledge of brands and how do price and quality affect their buying decision. The participants knew more mainstream brands than modest brands. Mainstream brands that offer modest clothing options are Zara, Lindex, Mango, Monki. The first group knew more modest brands than the second group. The first group named Modanisa, Tasneem collection, Queens shop and the second group were only familiar with Modanisa. The majority of the participants have not purchased from an online modest store, and one of them had unpleasant experience with Modanisa.

However, both groups have seen many modest brands or influencers wearing these brands on Instagram but could not name one of the brands. This could be the fact that these brands have not established a strong brand. The participants also mentioned that these brands sell clothes that similar to each other and the price for these items are expensive according to them. Participant 4 communicated this:

" Modest brands are expensive; it would be nice to have affordable brands."

Participants explained how modest fashion brands like to exploit their customers due to lack of competition and the high demand for their products. This leads consumers to become discouraged and disappointed at these brands. That is one of the reasons why some interviewees tend to shop at mainstream brands.

Needs

The participants have expressed their needs clearly and continually throughout the interview. They are very aware of their situation and they can pinpoint the problems easily. They know exactly what they like and do not like, however they feel that there are no brands offering what they are looking for.

Muslim women living in Finland face many challenges while shopping for clothes. As mentioned in the previous chapters, this target group specifically look for trendy and modest clothes. Both mainstream and modest fashion brands offer one of the options and occasionally they meet both of the criteria but rarely do. This causes Muslim women to be dissatisfied with what they have been offered and leaves them disappointed. Participant 3, expressed:

“Modest fashion brands do not fit our styles and mainstream brands do not have enough modest clothes options. It’s hard to find a brand that really caters to our standards”

The results show the lack of availability for modest clothing in Finland has made the respondents to order clothes from other countries. The lack of trendy modest clothes and the variety of styles has made the interviewee dissatisfied.

4.5 Commissioner self-analysis

As mentioned before The New Modest was founded by one of the authors of this thesis. Therefore, she will be providing us with information about the commissioning company. We did two types of frameworks to truly understand the company.

We started with The Value Proposition shown in Figure 7. And there we specified the customer's pains, gains, and jobs, along with the company's gain creators, product & service, and pain relievers. The information we had from the company, together with interview insights we created The Value Proposition canvas. In this canvas we illustrated how the customer's pain is directly connected to the company's pain relievers, this shows how the company can solve their customers' problems. For example, one of the customer's pain is having hard time finding a trendy and modest clothes, and The New Modest offers clothes that are considered trendy in the mainstream fashion world. This creates a pain reliever which makes the customer feel that she is part of the western society and she does not need to jeopardize her beliefs.

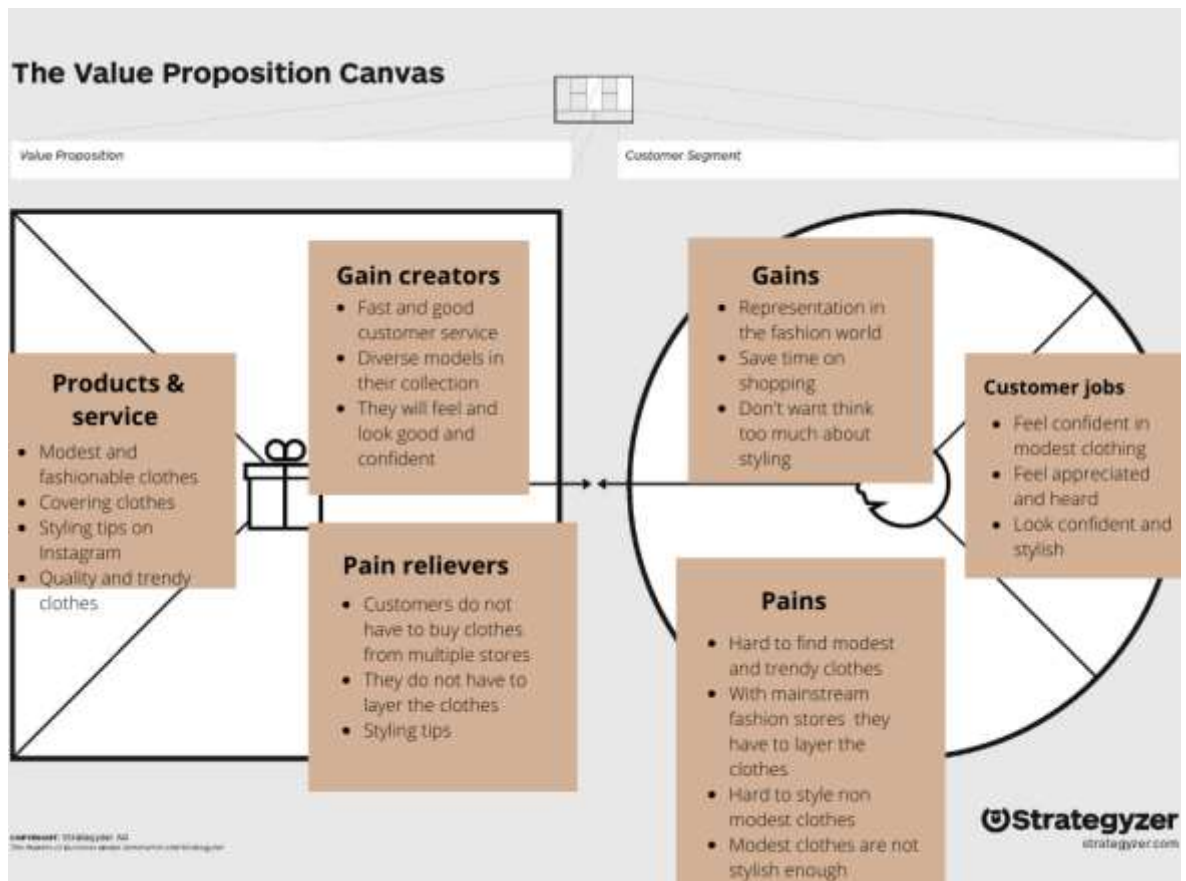


Figure 7. The Value Proposition for The New Modest (Adapted from Strategyzer 2021)

One of the main strengths of The New Modest is being different from the competition. Which is why The New Modest offers a unique style of modest clothes. The main weakness of The New Modest is being new in the market. Thus, they have not established a strong brand identity. Other weaknesses are lack of knowledge about the market, target group, and competitors. According to the State of the Global Islamic Economic Report (2016), the revenue from Modest fashion has been estimated around \$44 billion in 2015. Based on this report there is a huge opportunity in the Modest Fashion industry. Due to the growing demands of modest clothing, many other mainstream fashion brands have entered the field of Modest Fashion, with their line of Hijab, modest garments. (Reuters, 2016). Big mainstream brands can be a threat to The New Modest because of their established brand and their loyal customers. Figure 8. shows the SWOT analysis of The New Modest.

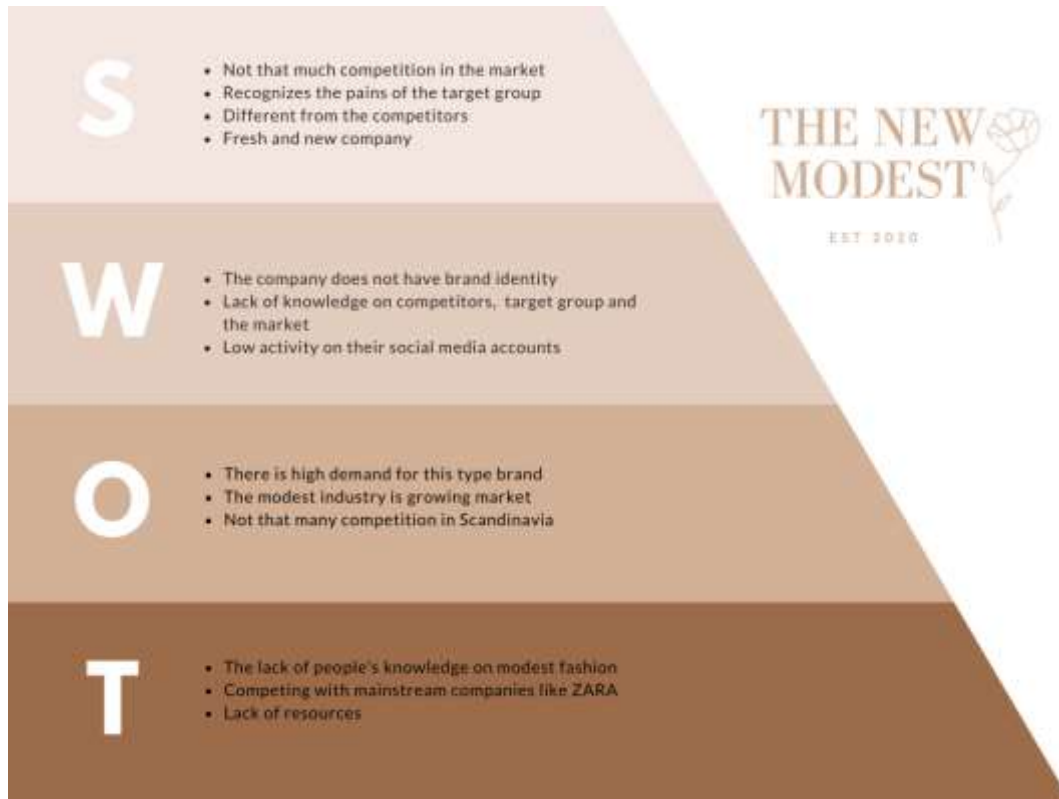


Figure 8. The New Modest SWOT analysis (Salad 2021)

The modest fashion market focuses on a targetable portion of a market. The market segmentation can depend on a wide variety of factors, such as the product being sold, the target audience, price, quality, and different strategies. In niche marketing, the company aims to sell specific products and services to specific people. In mainstream marketing, those companies belong to the mainstream market, they target all individuals. The company tends to accommodate all the desires of the entire market into one product type. However, different marketing strategies must be implemented in order to reach a large number of audiences, not to mention the numerous products that must be produced. (UKEssays 2017)

The New Modest which aims to grow in the Finland market does not have many competitions when it comes to trendy modest fashion. The niche market for modest fashion is rather small and the chances for The New Modest to rise in Finland is relatively high if managed well. Considering all the competitors either big or small. If The New Modest has enough resources to build a strong brand identity and maintains to offers quality products and excellent customer service to its target market, the customers themselves will spread brand awareness by word-of-mouth to their family, relatives, and friends. Considering all the aspect that might help The New Modest to build a stronger brand, first, it must fulfil the requirements that meet the customer's demands and needs by producing products.

4.6 Competitor Analysis

A competitive analysis allows the companies to learn the ins and outs of how the competition works. This will help the companies to identify significant competitors by researching their rival's products, sales, and marketing strategies. This will also enable the companies to identify potential opportunities to perform better (White 2021). The essential parts of competitor analysis will help the company identify the uniqueness of their products and what makes their products different from competitors. Further, it will help the company locate areas of opportunities in the marketplace by testing unique marketing strategies (White 2021).

The competitor analysis is made so that the commissioning company can gain insights into the market competitions. The analysis also examined the apparel industry competition in Finland, both mainstream and niche market. The insights that the commissioning company could get from this analysis will allow the company to strategically market its brand to reach the target groups and market by offering them the product and services. The competitors were chosen based on the same target market and interview analysis.

In Finland, several stores sell modest clothing. Some western brand such as Zara, H&M, and Lindex sells clothing that also fits Muslim women's standards. Although we have seen few stores and online stores that mainly focuses on selling Modest Fashion in Finland, the most interesting part is that there has been one particular competitor that has almost the same name as The New Modest, the online store called The Modest Online is located in Finland and targets the Finnish female Muslims. The reason behind choosing The Modest Online as the competitor is the similarity of the target market and is located in the same country as The New Modest.

The Modest Online is the first competitor, and it was mentioned earlier that they have the same target market as The New Modest, in which cases their names are almost the same, and they sell the same clothing apparel in Finland. The Modest Online shop was known in the market in 2017 for selling different variety of modest clothes, abayas, kaffans, and scarves. They also ship international orders that are essentials for Muslim women living outside of Finland.

Since The New Modest is new in the market, the company needs to differentiate its brand and offerings by providing a good quality product, affordable price, good customer service for customer retention, and attract new customers.

We did a SWOT analysis for The Modest Online, shown in figure 9. The Modest Online has been in the market for four years. On their social media account, they have received positive feedback on the quality of the clothes and on their services. Besides modest clothing, The Modest online offers nail polish and cosmetics. Their weaknesses are not being active on their social media accounts even though they have decent number of followers. The Modest Online post once a month only, and their social media engagement is relatively low. One of the opportunities we identified was internationalising into their neighbouring countries, such as Sweden and Norway. Internationalising can allow them to diversify their market and increase their sales.



Figure 9. The Modest online SWOT analysis

Modanisa is another competitor that has caught our attention is the online store called Modanisa. The online apparel store Modanisa has launched its online store on May 9, 2011, located in Istanbul, Turkey. It is the first Turkish fashion online platform to deliver a variety of clothing to its target customers. The store has 500 different brands and estimated to have 70 thousand products in their online store. The company is also the co-creator of the Modest Fashion Week concept, which made its first debut in Istanbul, Turkey, in 2016 and later became recognized in London, Dubai, and Jakarta after its first debut in Istanbul. Modanisa was also recognized as one of the world's most popular Islamic apparel website. They also earned several awards, such as Islamic Economy Award and International Business Excellence, making the online store rise and become a global retailer

(Modanisa 2021). Figure 10 is the SWOT analysis of the Modanisa online store featuring their key strengths and weaknesses based on our interview result, Modanisa websites visit. We also included online reviews of what we have read about the store.

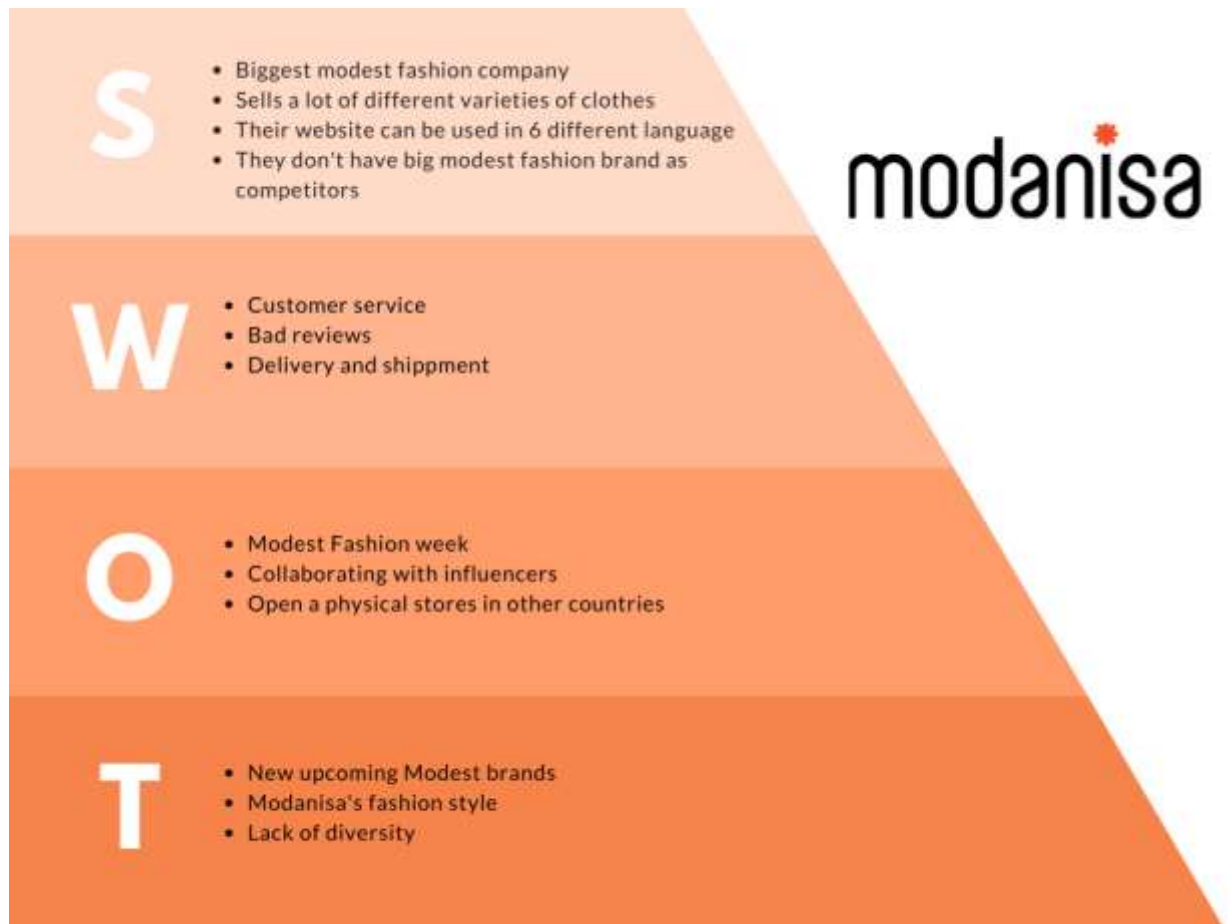


Figure 10. Modanisa SWOT analysis

It was determined based on our interview results and SWOT analysis the company had made its brand's name strong as most of the modest fashion consumer recognised the store. Modanisa is one of the most known fashion stores, and it could be because of their marketing strategy. They have collaborated with influencer worldwide, which has had a positive impact on their brand. One of their weaknesses we heard from our interviewees and read reviews about the company, is having issues with shipment of the products. Modanisa has recognised the opportunities they have in the modest fashion industry, and they have arranged the first Modest fashion week in London. This is a big opportunity for them to take advantage of, and since they do not have a big modest fashion brand as competitors on their level yet, they have the freedom to arrange these types of events and capitalise as much they can. However, in the 2017 Modest fashion week, there was a huge backlash from the black influencers due to lack of representation in their show (Dahir

2017). Therefore, fashion week can be a threat to their brand since they have not included enough diverse people in their shows.

Modanisa was chosen because the majority of interviewees mentioned the online store multiple times during the interview. According to the interviewees, it is challenging for them to find suitable clothes in Finland that is trendy and fashionable that fits modesty and beliefs. This is why they prepare to make their purchases via Modanisa online store or another online store that sells modest clothing. And for this reason, they do not shop clothes so often due to difficulties in finding the right clothes.

We choose Zara as third competitor because we wanted to analyse different kinds of potential competitors. Zara has been mentioned in our interview, and it has been one of the popular stores amongst the interviewees. Zara offers a variety of different clothes, and they are fast fashion. Thus, they release clothes very often compare to other mainstream brands. In figure 11. we conducted a SWOT analysis for Zara from the brand's perspective and assessed their variety of options of modest clothes. We found that they have options for modest clothing, and their clothes fits our target groups style.



Figure 11. Zara SWOT analysis

Zara does not do conventional marketing because they believe that it brings no value to the customers (Tungate 2005, 50). This can be seen as a weakness since marketing has been crucial in the past decade, specifically social media marketing. If Zara realises the opportunity they have in the modest fashion industry, they could dominate the whole market in the west. Zara being a fast-fashion company, is also can be a threat to their business since the Gen-Z generation is more aware of the environment, and they are more likely to buy from a second-hand store. (Delisio 2020)

Mainstream brands are starting to embrace modest fashion. Big names such as H&M, Mango, Zara, and other fashion brands have released modest clothing in the market that appeals to Muslim consumers. Some brands, such as DKNY was amongst the first American brands in 2015 that launched the collection of Hijab's and abayas, followed by Dolce and Gabbana in the following year. On the other hand, Nike released its fashionable workout Hijab's in 2017 and was one of the most publicised indicators that raise the influence of religion on the fashion industry (Rusell 2018). Mainstream brands are included in competitor analysis as it plays a more significant role in customer buying behaviours. The interviewees also mentioned that most of their clothes were bought in mainstream brands considering the quality and prices of the fabric.

The market of modest fashion is hard to ignore, and because of this, large companies have adopted modest fashion, as they have seen increasing demand over the years. Other religious and non-religious have also contributed to the rise of modest fashion. The mainstream brands have taken a variety of approaches that embody modest standards, show-cases influencers from different cultural and religious backgrounds to do blogs on their social media.

5 The New Modest Brand Building Guideline

This chapter focuses on creating a step-by-step guide for The New Modest. After we analysed the results of our interviews, gathered secondary data, competitor analysis and the commissioner brand self-analysis. We are finally able to create a step-by-step brand-building guideline for The New Modest. In figure 12 shows the process of 6-step brand-building guideline that will help The New Modest position its company and brand in the Finnish market. Each of the steps will be explained briefly so that the commissioning company will have an overview and understanding of the implementation of the brand-building guideline.

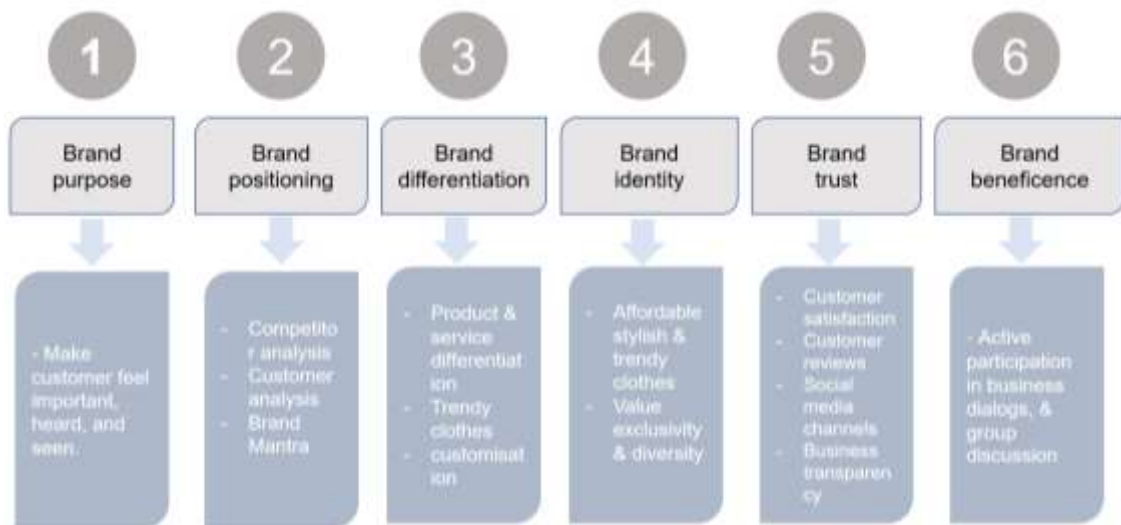


Figure 12. 6-step brand building guideline process for the New Modest (Adapted from Kotler 2016)

5.1 Brand Purpose

As mentioned in chapter 2.2 the brand purpose has to be set before anything else. The importance of asking why and higher reason of brands existing helps the company to communicate and connect with the customers on an emotional level. We will be using Simon Sinek The Golden Circle (Figure 4) and start with why.

We have noticed from our interviews that this specific target group has been neglected by the fashion brands. The target group being young Muslim female adults living in the western world specifically in Finland, their needs have not been noticed. Their fashion style is following western trends and making it modest.

There have been few big mainstream brands campaigns using hijab-wearing models, but they tend to use this as publicity. When we asked the interviewees on this topic participant 2 said:

“It’s not genuine, the big brands take one hijabi model and they put any clothes and then everyone on Twitter celebrates it.”

This target group has accepted their situation and settle for what they have. However, this is not right, and every woman should have the privilege to feel important and seen. This is why The New Modest exist. The New Modest wants to make their customers feel important, heard and seen. They want to make their target group feel like they are part of the society they live in and also part of the fashion world. Every item that is sold at The New Modest store is specifically targeted to young Muslim adults living in the western world.

5.2 Brand Positioning

As explained in chapter 2.3. and defined by Kotler (2016) the company needs to use brand positioning and differentiation to communicate the company brand purpose and most of all to enhance the brand identity. Coleman (2018, 146) on the other hand, specify that positioning a brand first concern is the uniqueness of the company brand in order for the stakeholder to connect with the brand. Brand positioning highlights the relation of competitors that must be considered, the point of parity, as well as the point of difference. Table 3 illustrates the points of difference between The New Modest and The Modest Online. The table also shows the points of parity between the two company as they are both selling modest clothes, the same target market and the same target group.

Brand Names	Emotional Modifier	Descriptive Modifier	Tagline
	Trendy	Modern Modest clothes	"Modest but make it fashion"
	Classic	Traditional Modest clothes	"We got you covered"

Table 3. The Modest Online store and The New Modest Brand Mantra

After analysing the market competition, and understanding the target group geographical location, age, gender, education, and occupation, The New Modest can begin to create

the right messages featuring the company offering and define which products would draw attention in the market.

One of the crucial parts of building a brand is to deliver the right message. A strong key message will help the probability of brand recognition. The next step is to define The New Modest brand values, defining the company's brand values will help the company to have a better connection with the customers. As every customer have emotions, positioning the company's brand as a supporter to the consumers' emotion would give benefits and values to strengthen brand images.

The New Modest must promote a ***compelling product or services to its customers***. Promoting products and services will incite the customers to shop and it can also be the key success for The New Modest. When it comes to the services that the company offers to its consumers, the company can advertise or promote fast delivery of the products and 14 days return policy. The New Modest can also provide convenient and hassle-free shopping to its customers by promoting newly arrived products on the homepage of their website and social media channels.

The next stop for The New Modest is to ***encourage product or service trial in any way possible***. This means that the company has to distinguish itself in ways that customers can learn about and experience the brand and its services. Kotler & Keller (2016, 315) emphasizes that one way to is encourage the customers with the trial through sampling, demonstrations, or any means that could engage the consumer with the brand. The commissioning company can offer trendy modest products and fast delivery. Encourage the consumers to recommend the brand and leave feedback. This way, the new potential customers could visibly see the product recommendation or feedback.

The New Modest can ***develop a digital strategy to make the brand bigger and better***. The advantage of the Social Media channels will allow the company to have a larger profile than traditional marketing. The New Modest can boost its brand identity by featuring its products and services to its consumers and engage with them. The more interactions the company could get, the more people will notice the brand.

Create a loyal brand community, the benefits of creating a brand loyalty community are essentials for small business and newly found start-up. For the commissioning company case, the company can rely on word of mouth. This will help the company to establish its

positioning, aside from finding public relations, social networking, and low-cost promotions. Word of mouth can be cost-effective and will reinforce loyalty as well as spread the word to new prospective customers.

The New Modest already have **brand elements which is a logo and a tagline**, their logo and tagline will help the company to differentiate from the competitors. The company can use the logo and tagline to their packaging materials. This will help enhance both brand awareness and brand image. Kotler & Keller (2016, 317) indicates that Innovative packaging can substitute for ad campaigns by capturing the consumers' attentions at the point of purchase.

Lastly, the company may implement several approaches to connect with the consumers, such as emotional branding, story-telling, and cultural branding. Emotional branding is becoming an important aspect that connects with the consumers. Emotional differences are often most powerful when they are connected to underlying functional differences (Kotler & Keller 2016, 317). The company may also continue to conduct low-cost marketing research to continuously innovates its products and services.

5.3 Brand Differentiation

As described in chapter 2.4. Brand differentiation is essential for the company to stand out from their competitors. The differentiation process is undertaken by companies to ensure that their brand has a unique qualities product. Companies promoting their products in a way to best target their consumers and are likely to gain a competitive advantage from their rivals' companies to increase their market share. To be branded Kotler & Keller (2016, 392) highlight that product must be differentiated. Many products can be differentiated from the competitors' offerings. Kotler and Keller (2016, 393) point out that differentiation contains features, performance quality, conformance quality, durability, reliability, style, etc. As the design has become the important differentiator.

Products differentiate in form, size, shape or even the physical structure of the product (Kotler & Keller 2016, 393). For instance, most products can be offered in the market with varying features, this will help supplement the basic function of the product. Therefore, brand differentiation focuses on what that company can offer to its consumers. To differentiate itself from similar rival's retailers, it is essential to provide a product that something different, that the competitors do not have (DJS Research 2021). Service differentiation, on the other hand, cannot easily be differentiated, Kotler and & Keller (2016, 394) adding

an important value to consider when it comes to service differentiation, the key to competitive success is adding valued services and improve the quality by providing secure online sites to help consumers get valuable information and complete its transactions efficiently. The meaning of the service differentiators is ordering ease, delivery, customer training, returns, etc. The main goal is to eliminate the cause of controllable returns by handling them properly.

Due to the highly competitive business environment and consumers demands, differentiation is sometimes critical to success. Companies continuously innovate their products and services offering to improve customer satisfaction and to keep up with the trends. But the crucial thing nowadays is that due to the increased use of technology, it makes it easier for the competitors to copy the products and services in the same target market. This is why brand leaders faced with the challenges to ascertain alternative ways to innovates their product and services and provide a long-term differentiation as well as to stand out from the competition in the most remarkable way (Deshler 2019).

To implement this model to the commissioning company and to create feasible brand differentiation, The New Modest needs to understand what motivates the customers to shop and what happens after the purchase has been made. Customer's motivation based on their needs have been analysed in previous chapter were customers expresses their different ***lifestyle, pre-purchase, buying behaviours, brand awareness, needs***, and decision-making process. These five types of stages are beneficial for The New Modest to considered to differentiates its product and services.

The New Modest can use the interview findings to differentiates its product and service in the Finnish market. The interviewees clearly emphasize their needs and suggestions, the product should fit to their standards that follow the ***Islamic clothing requirements***, personal values, cultures, and religion. These three factors play an important role in their buying behaviour and decision-making process. Aside from those factors, the majority of interviewees indicates the importance of the product conformance quality, durability, style, and customisation and prices. In addition, the interviewees also demonstrate that, although they are following the Islamic clothing requirements, they want trendy clothes, fashionable and comfortable.

When we ask the interviewees about recommendation and suggestions, participant 6 expresses,

“I will spend money if I find a store that has good quality clothes that fits to my style and its modest. And the brand must carry everything that I need cause I’m tired of buying tops in a bigger size.”

To finalise this chapter, as mentioned above, service differentiation plays an essential contribution to customer buying behaviour. It was mentioned in the interviews but not briefly explained by interviewees as they are more focused on the products. However, even though it was not strongly explained why services play an important role in the customer buying process, it is beneficial for The New Modest to apply service differentiation to their company. For example, poor delivery and bad customer service could change the consumer behaviours towards the brand. And as an effect, it could result in a poor recommendation, negative reviews toward the brand and most of all negative brand images plus low customer satisfaction and low customer retentions. The reason behind applying service differentiation is that this will allow The New Modest to strengthen its brand identity. Can diff

5.4 Brand Identity

The concept of brand identity is often summarized by a small set of word or phrases. Aaker (2000, 65) defined concept such as quality, innovation, excitement, friendliness, trust, and relationship etc. are the key elements of the core identity of the prominent brand. Aaker (2000, 43) indicates that the brand identity should help establish a relationship between the brand and the customers by generating a value proposition that could potentially involve functional, emotional, as well as self-expressive benefits, this could happen by providing credibility for endorsed brands.

When creating a brand identity for the New Modest, we have to consider the products scope, attributes, quality/value, uses, users and country of origin. The New Modest sells affordable and stylish modest clothes specifically knitted dresses, maxi skirts and Hijabs. The product makes the customers feel appreciated and confident. These products can be used in their daily life by anyone, but the main target group is Muslim young adults living in Finland.

The second perspective we analysed the brands value. The New Modest values inclusivity, diversity, and justice. Their attributes are being consumer concern. Consumers are the most important part of The New Modest company since this particular group has been neglected. The New Modest is focusing on local customers but they are planning to expand to Scandinavia countries in the next five years.

The third perspective we analysed the brand as a person and that incorporates personality and customer/brand relationship. The New Modest personality is bold, enthusiastic and lively. The personalities are based on the brand short history, plans and products. The New Modest has not been active lately anywhere since they postponed their production but based on previous interaction with their consumers, the communication has been open between the consumers and the brand.



Figure 13. The New Modest logo

The last perspective is brand as a symbol that consists of the visual and heritage. In figure 13 you can see The New Modest logo. The colour of the logo illustrates the feminine aspect of the company, and the rose symbolizes hope. Also, in the logo, there is the year the company has been established.

5.5 Brand Trust

As described in chapter 2.6. brand trust is the willingness of customers to rely on a brand. The customers can only trust the brands when the brand could deliver what it claims (Kotler 2016). When a brand meets the consumer's expectation, it creates brand trust and loyalty and turns into building a successful relationship. For The New Modest case, the company could deliver its promise to its consumers, by delivering good quality products, fair price, trendy clothes products and fast delivery

The company can also ask the customers to leave a review every time they purchased certain products from The New Modest if possible. The reviews can be based on products that simply elaborates on how satisfied they are with the products they purchased or services. Having reviews and recommendations from customers will help strengthen the brands. The reviews and recommendation must be visible on the store websites and social media channels in order to gain the attention of the audience or customers. Customers have a high expectation, and they want to see as many reviews as possible about the brand.

Another possibility is to publish success stories of The New Modest customers, Showing their satisfaction with the product and services. Given this idea, the company may encourage the customers to purchase again and creates brand loyalty as well as gaining new prospect of customers. As nowadays, people tend to share their lifestyle, and experiences about the brands in their social media channels which could result in more engagement between the brand and the consumers. Simson (2019) point out that businesses must be transparent with their customers and deliver their promise, to create trust, building trust, and keeping that trust is paramount. A customer at presents is fully informed than they have been, and businesses can quickly be judge through social media via comments or post (Simon 2019). For The New Modest to maintain customer satisfaction, if problems occur from the customer sides, the company should address the matters shortly to avoid being judged on social media which could damage the brand name. The technologies will make it feasible for the companies to compile a more detailed understanding of the social and economic context of the individual at a much lower cost (The Marketing Journal 2016).

Once the customers trust the brand, the company should maintain that trust. The internet enables people to act, see, and interact on certain things that they think it is relevant and worth their attention.

5.6 Brand Beneficence

As described and summarized in chapter 2.7. brand beneficence is the final consideration of building a brand. This will measure whether the brand does serve the person, the society, or does the brand delivered what it claims to be, or what it promised to the consumers. To apply this model to The New Modest, the company can actively participate in some groups discussion on social media to promote brand awareness about modest fashion and provide tips about sustainable clothing.

The New Modest could also participate, or being a guest speaker in some universities, business dialogues, trade fair etc. to share their company stories, such as the stories behind modest fashion, and how modesty reflects a person personal value. Spreading awareness about the importance of modesty in Muslims will give insights and understanding of why certain people not only Muslim but also non-Muslim prepare to wear modest clothing for a personal reason or due to religious beliefs. Not to encourage people to choose wearing modesty, rather create awareness about modest fashion.

The New Modest could also provide tips on how to use old clothes and turn them into something new which is cost-efficient but style. Whether the concept of reusing old clothes is beyond The New Modest expertise, but simple tips produce customer excitement, engagement, and most of all trust.

6 Discussion

The idea for this thesis topic came from a common interest in branding and also The New Modest needed help with their business. We both agreed that establishing a strong brand is essential for a start-up. This was a perfect combination for us to make a product-based thesis. At the start of the project, we have read many branding and marketing books to find the right theoretical framework and we ended up choosing Kotler 6-step conceptual branding model and it had everything we were looking for to create branding guideline. We were eager to do qualitative research, thus made our process complex because it was difficult for us to differentiate research and product-based thesis. Other difficult parts of the thesis for us were to analyse the competitors and find relevant information. However, we overcome the hurdle and creating the end-product was an uncomplicated process due to the research we have implemented in this thesis.

The beginning of the project is to implement or develop a theoretical framework. As mentioned earlier after discussing with the co-founder of The New Modest. We conclude by creating a 6-step brand guideline. The development of the theoretical framework was also based on the opinion of the commissioning company and its relevance to the project. The theoretical framework of our thesis was implemented successfully, as the commissioning company also agreed with the concept of the thesis. The 6-step brand guideline managed to provide a comprehensive insight into building a strong brand or branding in general for the company.

The second part of our project is to conduct a semi-in-depth interview. The interviews are made as a basis of customer understanding which will help in brand building guideline. The interview allows us to dig deeper into customer lifestyle, needs, point of view, and experiences. Along with the interview, we also conduct competitor analysis and company self-analysis. The data we have collected would give the commissioning company a different perspective about other company, and it is essential to differentiate itself in the market. Although there was not enough time to conduct interviews in a much larger group, we still managed to get the data that we needed during the thesis process. The data is also sufficient to create a brand-building guideline for The New Modest. The guidelines that we have created for the company is concise and well designed, it provides visual and key findings of the project without complication.

Finally, we think that this project was successfully achieved its main objectives, and that to create a 6 step-by-step brand guideline for The New Modest. The guidelines also include

details on how the company brand could communicate to people. Overall, we are both happy with the positive outcome of our project as we successfully created the products that we promised at the beginning of the project.

6.1 Recommendation

The brand-building guideline we have created for The New Modest contains valuable insights that could help the company to strengthen its brand identity in the Finnish market. Each step of the guideline was explained briefly so that it can easily be implemented by the commissioning company to build a stronger brand.

For The New Modest to succeed the company needs to sell products actively and efficiently. By doing so, the company needs to believe in its product, services, as well as the value of its products and how it will help the consumers. To be recognized in the market The New Modest needs to actively be present in social media channels, to keep its loyal customers informed about the new products or services or the upcoming products that will be available to their customers. The Muslim consumer is no different from the other consumers, they want to be addressed, entertained, and be informed by the media they are consuming (Temporal 2011, 183). In addition, social media channels will increase The New Modest visibility, which will help increase brand awareness and brand visibility as well as brand trust when the company could immediately address all the customers concerns.

Further to social media channels visibility, The New Modest can use storytelling its post and such topics would include, for instance, the story behind the creation of The New Modest, how both founders discover each other's, their hobbies from the time before they build the company, and why they called the company like The New Modest, and what is there both inspirations why they have decided to build the company. This would help the consumers to understand the company vision and mission. Additionally, the company could also advertise customer success stories, which will showcase how the company answers or addresses the consumers' needs and expectations.

The company can also collaborate with influencers which will help The New Modest to be recognized not only in the target market but also create brand awareness in other countries. However, the company needs to do a profile check on every influencer they want to collaborate with before engaging with them. Because this will also cause brand damage if not properly implemented.

6.2 Future perspective

The New Modest next step to do is to implement digital marketing to further develop its strong brand identity in the market, and for the consumer to continuously attach to the company and its brand. Both social media marketing and digital marketing will help the company to attract new customers while maintaining the relationship of loyal or old customers. It is also suggested that the company will continue collaborating with universities, teachers, and students to conduct research to keep updated on consumer's needs and behaviours. The research will provide new insights to the company to further develop or maintain its brand identity, to innovates its products and services as well as to keep with the current trends.

Next to future goals for The New Modest is to collaborate with other brands which will strengthen not only The New Modest brand but also the other brands. Collaboration allows both companies to be recognized and strengthen their brand identity in the market. Building relationship with other brands is beneficial for the company to be known and improves its sales.

6.3 Project Reflection

When reflecting on our learning and experiences throughout the project of building a strong brand identity for The New Modest. Both of us were positive about the outcome of our work. Since we have decided to do the thesis together.

Diana Codilla: My reflection in doing this project for the New Modest was full of excitement, I always been an enthusiastic person and I am curious about things, and I love the idea of finding new areas of interest, trying something new that will help me gain knowledge, competences and gaining new skills. Doing this project together with my colleague which happens to be the co-founder of The New Modest was full of excitement in general because first of all, I have so little knowledge about modest fashion and Muslim religion. I only read a few articles or blogs about modest fashion before this project. After talking with my partner about possible topics for the thesis or areas of interest, she then told me about her company if I am interested to do a thesis for her own company together with her. So, without further hesitation, we have decided to do a thesis for her own company. The topic of modesty is new for me and I did not know how modest clothing reflects a person's values, beliefs, religion, and cultures. This project has allowed me to understand, gain new knowledge about the fashion industry, modest clothing, religion, culture and it also allows me to develop new skills.

Being part of this projects was both overwhelming and fascinating. First, the topic of the project is overwhelming and challenging based on my knowledge. Although this is not my first time to do the project with the company, I still could say that this project is one of the most difficult and challenging to all the project that I have been. Together with my partner, we have to plan what to do first, what to consider, what to execute, and what will be the final results at the end of the project.

Our project was not the simplest one but exciting. During the project process there are times that I lost my motivations based on my reason, but my partner Aisha is always there to motivate me and give me a piece of advice, keeping my spirit up and brightened my day, I thank her for doing the best that she can to succeed in our project. Although our communication was far from perfect, we did not give up, we continuously fighting for our dreams. And the most meaningful lesson we get from our project is that no matter how hard the situation is, we will never give up on each other, keep on fighting for each other's dreams and never let the struggles and challenges stop us from doing what we want and reach our individual goals.

Aisha Mohamed Salad: Starting a company while studying, was the most stressful thing I did. However, I had the chance to combine the two and that has been the best decision I have made. The thesis writing process was extremely educational and beneficial for my studies and company. I have done previously a great amount of research about Modest fashion, but I have not done deep analysis until now in this thesis.

Being the commissioner for our thesis was very helpful for us since I was always available to give insights on the company, and we did not have separate meetings. Although at first, it was hard writing the thesis as two different roles and separating them. As the commissioner, I have learned the needs of the target group and the challenges they face. What I have heard from the interviewees has been an eye-opening experience. It felt good to hear that there is a huge need for a company like The New Modest. Another thing I have realised from this process is the importance of branding and how it can help with marketing, and how it could lead to sales. I will use the guideline for my company and all the insights to build a stronger brand.

As a student and author, I learned to organize my time, stay motivated even when I am not and stay focus. These are the things I learned throughout the process and it was thanks to my thesis partner Diana who was there to keep us motivated and focused. Working with a partner has its ups and downs, but mostly it has been a great experience.

The downs have been the lack of communication since we did not see each other face to face as much as we want it to and also it was difficult for me to communicate my thoughts and ideas. Besides motivating each other we had each other bounce ideas off and we were critical of each other's work. This helped us to create the best version of the thesis.

We have learnt a lot about different approaches to conducting the interviews and about people who participated in our interview. We also learnt various methods of branding and brand building which is beneficial for both of us for our future career. We have done a lot of research together, reading articles, blogs, books, and journals. Based on the materials that we have read, we decided to be focused on modern branding trends, which allow us to gain knowledge in the area of branding. And a big help if we decide to continue this career path after our studies.

The project gives us a lot of learnings that we could take with us wherever we go. Most importantly, we have both developed critical thinking, throughout conducting qualitative research, creating meaningful questions. And most of all enhancing our communication skills. We both carefully analyse our findings because the data we could get from interviews and reading materials will help us to create the product, so that the commissioning company can make use of the products to build a strong brand.

The result of our thesis is meaningful not only for the commissioning company but also for us. We would like to create a thesis that can help the company to build a strong brand in Finland, and for the company also to make use of the valuable information that we have gathered during the thesis process. The New Modest is not the only one that benefits this project, it also benefited us, which is why the result of our work means a lot for both of us. The commissioning company allow us to do the project with them, which allow us to gain valuable knowledge about the market, target group, fashion industry and enhance our communication skills.

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Attachment

Attachment 1. Thesis Management Plan

Topic & chapter	Knowledge base	Project management methods	Results	Responsible & deadlines
Building brand identity, (Chapter 2)	Brand Management (Beverland 2018) 6-step Brand Building conceptual model (Kotler 2016) Marketing Management (Kotler et al., 2012) Brand identity planning model (Aaker 2002)	Secondary data	Theoretical framework	Diana
Modesty, Fashion, Islam (Chapter 3)	Fashion brands (Tungate 2005) Islamic Branding and marketing (Temporal 2011)	Secondary data	Background research to understand Modest fashion.	Aisha
Methodology (Chapter 4)	Interviews with the target group	Primary data, Qualitative research,	Insight on modest fashion consumers.	Diana & Aisha
Case company; The New Modest (Chapter 5)	Articles on Modest fashion, competitors, and interview results	Secondary and primary data	Insights on the competitors and customers.	Diana & Aisha

Building brand manual	Brand identity planning model (Aaker 2002)	Secondary and primary data	A brand manual for The New Modest	Diana & Aisha
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Attachment

Attachment 2. Brand Building Guideline – for The New Modest



Introduction

- This brand guideline is to help The New Modest to establish a strong brand.
- We used Kotler's 6-step brand conceptual model as a theoretical framework, and we also did analyses on the company, potential customers and competitors.
- The 6-steps are Brand Purpose, Brand Positioning, Brand Differentiation, Brand Identity, Brand Trust and Brand Beneficence.

1

THE NEW
MODEST
EST. 2021

● New Collection

Release a new collection in fall/winter 2021

● Brand Awareness

- Before the release, increase The New Modest brand awareness.

● Be Active on SoMe Channels

Increase social media following and website visitors

● Strong Brand Identity

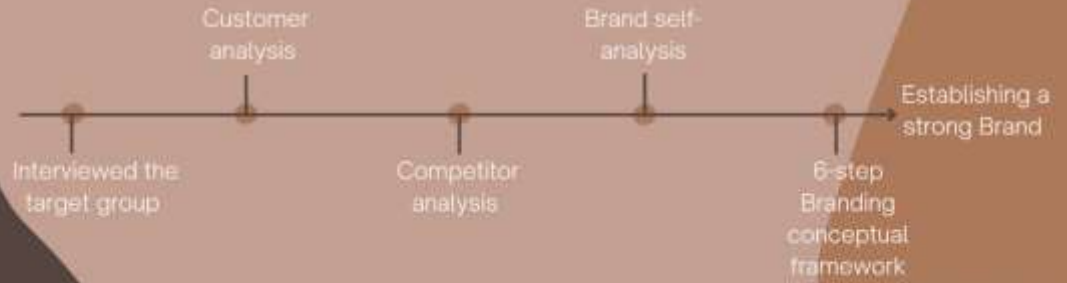
Make the brand stronger and stand out from the competitors

2

THE NEW
MODEST
GOALS

THE NEW
MODEST
EST. 2021

Brand Building Process



THE NEW
MODESTY
EST. 2021

3

Step 1 Brand Purpose

THE NEW
MODESTY
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4

The New Modest Brand Purpose

The New Modest higher purpose of existing is to make their customers feel important, heard and seen. Their customer is their number one priority.



THE NEW
MODEST

5

Step 2 Brand Positioning

THE NEW
MODEST

6

Main competitor: The Modest Online

THE NEW
MODEST
EST. 2017

Founded in 2017
Located in Finland
Multi brand online store
Previously known as Arabian Import
7 785 followers on Instagram
2 005 followers in Facebook
They sell traditional modest clothing such as dresses, abayas, and hijabs



7.

The Modest Online Strength and Weaknesses

Strenght

- Positive customer reviews
- Good quality clothing
- Affordable prices

Weaknesses

- Not activate in Instagram, they post once month
- Low engagement rate in their social media accounts



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MODEST
EST. 2017

8.

The Brand Mantra

Brand Names	Emotional Modifier	Descriptive Modifier	Tagline
	Trendy	Modern Modest clothes	"Modest but make it fashion"
	Classic	Traditional Modest clothes	"We got you covered"

9

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The New Modest Brand Positioning ideas

- Fast delivery and personalized packaging by using their logo and tagline in their packaging
- Variety of different trendy, modest clothing
- Ask for feedback and make it visible on the website
- Post regularly and engage with Social Media followers
- Implement several approaches to connect with the consumers, such as emotional branding, story-telling, and cultural branding.

Modest
but make it
Fashion

THE NEW
MODEST
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10

Step 3 Brand Differentiation

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MODEST
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11

Brand Differentiation

THE NEW
MODEST

- Ordering in ease, delivery, customer returning etc.
- Good customer service
- The products should fit target groups standards that follow the Islamic clothing requirements, personal values, cultures, and religion.
- The products should provide conformance quality, durability, style, and customization and prices.
- Also trendy clothes, fashionable and comfortable.
-



12

Step 4 Brand Identity

13.

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MODEST
EST 2020

Brand Identity

- The New Modest sells affordable and stylish modest clothes, specifically knitted dresses, maxi skirts and Hijabs.
- Values inclusivity, diversity and justice. Their attributes are being consumer concern. Consumers are the most important part of The New Modest company since these particular consumers have been neglected.
- The brand's personality is bold, enthusiastic and lively.
- The colour of the logo illustrates the feminine aspect of the company, and the rose symbolizes hope.

14.



Step 5 Brand Trust

15.

Brand Trust

- The company can also ask the customers to leave a review every time they purchased certain products from The New Modest if possible.
- Another possibility is to publish success stories of The New Modest customers, Showing their satisfaction with the product and services.



THE NEW
MODEST
SINCE 2014

16.

Step 6 Brand Benefience

17.

Brand Benefience

- The New Modest could share their company stories, such as the stories behind modest fashion and how modesty reflects a person's personal value in the social media platforms.
- The New Modest could also provide tips on how to use old clothes and turn them into something new, which is cost-efficient but stylish. Whether the concept of reusing old clothes is beyond The New Modest's expertise, but simple tips produce customer excitement, engagement, and most of all, trust.



18.

Conclusion

The New Modest's purpose is to cater to their target group, which other brands usually neglect. One of the main competitors of The New Modest is Modest online. However, there's a difference between these two brands. The New Modest differentiates from the competitors by offering a different and niche style compare to their competitors. The New Modest sells stylish modest clothes, and they value inclusivity and justice. The brand cares about its customers and the issues that concern its customers. To create brand trust, The New Modest can share their journey on their social media platforms.

19

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EST. 2020

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