

FASHION  
BRAND-  
SCAPING  
THE  
DIMENSIONS  
OF FASHION  
BRAND  
EXTENSION  
ADÉL  
KOVÁCS

Breuer Marcell  
Doctoral School  
of Architecture

# FASHION BRANDSCAPING

## THE DIMENSIONS OF FASHION BRAND EXTENSION

Thesis  
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Supervisors:  
Ágnes Borsos dr.  
Krisztina Remete DLA

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# ABSTRACT

## The Dimensions of Fashion Brand Extension

In our constantly changing world, due to the worsening climate change, the pursuit of sustainability, geopolitical factors, and economic uncertainties, it is necessary to make our design methods more conscious.

The thesis Fashion Brandscaping – The Dimensions of Fashion Brand Extension examines the connections between fashion and the built environment from the perspective of brand philosophy. The research focuses on specific historical, contemporary, and educational projects in which the interdisciplinary and holistic design approach resulted in timeless and therefore sustainable projects that carry cultural values in the brand environment.

The dissertation analyzes the development of the relationship between fashion sales and art, the strengthening of the brand cult through entertainment activities integrated into fashion sales spaces as well as those fashion spaces that play an essential role in the positioning of fashion brands. It encloses in a time capsule the virtual spaces that exist in the metaverse, which will affect not only us, but also our virtual identity.

The aim of the dissertation is to contribute to the culture of in-depth planning by exploring and establishing a holistic design methodology.

#brandscaping #brand philosophy  
#brand atmosphere #sales space  
#interdisciplinary design  
#complex fashion project  
#designer's signature  
#fashion space  
#meta space

# THESIS

## The Art of Selling

Fashion and fine art in the sales spaces of fashion brands create a mutually beneficial synergy that enriches the shopping experience and thus strengthens the uniqueness of the brand.

## Entertainment, the Sales Catalyst

The integration of entertainment activities independent of fashion trade into the sales space increases the time spent in the brand environment, increases customer engagement, and thus generates traffic.

## To Be Present without Presence

In addition to the sale of collections, the activities of fashion brands also include the use of the virtual identity of customers, and virtual brand spaces have become part of brand marketing.

## The Consistency of Fashion Spaces

The fashion spaces created with an interdisciplinary approach result in a concept experience that affects all our senses, with which the brand is deeply etched in our memory.

## The Algorithm of Design

Architecture and fashion are related professions and are closely interwoven from a design point of view. The conceptual coordination of the specialist areas can be achieved by applying the same brand philosophy.

