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**MEMORANDUM TO EVERY OFFICE**

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**TO:** Everyone  
**FROM:** [edmoss@maykit.me.uk](mailto:edmoss@maykit.me.uk)  
**SUBJECT:** Brand typecasting  
**DATE:** Today  
**CC:** Everyone else who might otherwise miss it



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**Brand typecasting – the new branding phenomenon**

Some females - and I'm not being sexist here, just a basic quantitative observance - driving a Mini or one of those ridiculously unnecessary 4x4 juggernauts, tend to be blond. And these are the ones always glued to their mobiles. In fact, I'm convinced all the new Range Rover Evoques that have sprung up around the show are simply being driven in turn by the same short, blond, telephone-obsessed woman.

Similarly, the young ladies with their jeans tucked into their genuine (or otherwise), Ugg boots, look like clones of each other, identical hair, bleached teeth, far too much make-up, copy fashion bags hanging from their arms and an interminable Blackberry clutched in their hands.

Then there's the great unwashed. Always in blue tracksuits (with perfunctory white stripes down the legs) and trainers, despite there being no intention on their part to take any form of exercise whatsoever, the exception being the lifting of chips out of their newspaper wrapping or a slow amble down to the pub to exchange their weekly shopping money for beer.

And then there are the 'cool dudes', with their cumbersome ape-like, swinging, bandy-legged walk, with a baseball cap either sideways or backwards on their head, a ridiculous cheap large, fake diamond ear-stud in each ear, and trouser crotch below, their knees. Always listening - and making us listen because they are too ignorant to use earphones - to what

sounds like building site noise accompanied by someone shouting unintelligible angry garbage emanating from the dangling earphone not in their ear.

And yet all of these people were the first to rebel about having to wear a uniform at school, yet they look and act more identical to one another than ever!

Then there's a hard core of men at an age when they seem to have forgotten they were teenagers well over 50 years ago, but they still insist on having ignorant football club tattoos and several gold curtain ring/s in one ear, appearing, to all intents and purposes, like complete numbskulls.

I think it has a lot to do with the fact that the chasm between fashion and style has widened to such an extent.

I saw a picture of the designer Karl Lagerfeld a short time back following his presentation of the Chanel collection. And what a mess he looked. Almost 70, ponytail, Harry Hill-style shirt with tie untidily loose, pair of jeans with cowboy boots and some sort of grey, tailed trench coat.

Even to those of us who are completely fashion unconscious, he looked a total mess. And the fact he's "Karl Lagerfeld" is no excuse. Fashionable perhaps. Stylish, not even the slightest. So don't fall into the brand typecasting with your own products and customers.