How to create a unique/successful minimalist watchbrand

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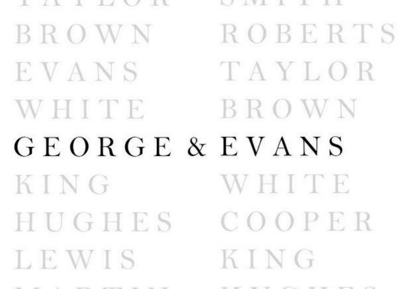
How to create a unique and successful minimalist watch brand

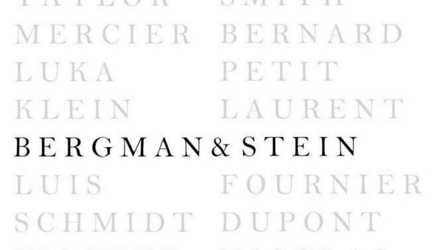
by u/Morgenthau100

With the rise of popular 'minimalist' watch brands of the likes of Daniel Wellington, The Fifth, and Larsson & Jennings, I have created a guide for budding watch designers who want to compete in such a saturated market. To achieve such a goal requires being able to stand out from the crown; to be unique; to offer a product that truly no other brand has offered before; and all at a price of $199 (or a bit more/less depending on how much you're spending on marketing)


BROWN ROBERTS
EVANS TAYLOR
WHITE BROWN
GEORGE & EVANS
KING WHITE
HUGHES COOPER
LEWIS KING

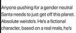
NAME:

Let's start with the name. You'll want to use a combination of two Anglo sounding names. A good place to find such names if you're not very familiar with the English language (don't worry if you're not actually English, your history and heritage should have nothing to do with the name of your brand) Google 'Popular English names'. Here's a name I made myself, I got 'George' off the back of an old statistics textbook, and 'Evans' from the name of the distributor I saw on the label for the fish oil I'm using.


MERCIER BERNARD
LUKA PETIT
KLEIN LAURENT
BERGMAN & STEIN
LUIS FOURNIER
SCHMIDT DUPONT

MOST VIRAL IMAGES
sorted by popularity

Probably the last year with her so we decided to make it special.


Santa's dick

Fake Package Glitter Bomb With Fart Spray

Christmas Dragons

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FISCHER NICOLAS

If Anglo sounding names aren't your thing, feel free to use more mainland European sounding names. French and German surnames together are the best. The great thing about these names is that it creates this idea that your watch has more heritage and history than it actually does.

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