



BEFORE



AFTER

LITTLE ME CHILDRENSWEAR

This popular childrenswear label was once the flagship brand for a 90 year-old family owned US apparel manufacturer. After more than a decade of intense focus on building their Ralph Lauren childrenswear licensed business, the Little Me brand had lost some attention and needed a total brand refresh. Brandemic (formerly BrandRx Marketing) engaged with the senior leadership team to build a more customer-centric brand strategy, product roadmap and operational plan that directly led to a successful turnaround and acquisition by a larger industry player within 18 months.

Ultimately being asked to step in as interim-CEO, Brandemic's Brent Hollowell led the process to align all of the company's far-flung business units ranging from NYC, to Maryland and Hong Kong, behind a singular brand strategy aimed at modern moms who wanted to let their kids dress like kids instead of tiny adults. Everything from the logo and brand design language to the product line and retail segmentation strategy was revamped to reflect this new direction uncovered by the BRANDEMIC process.