

CORT - Brand Development Guide DRAFT 1

One sentence description of my proposed startup

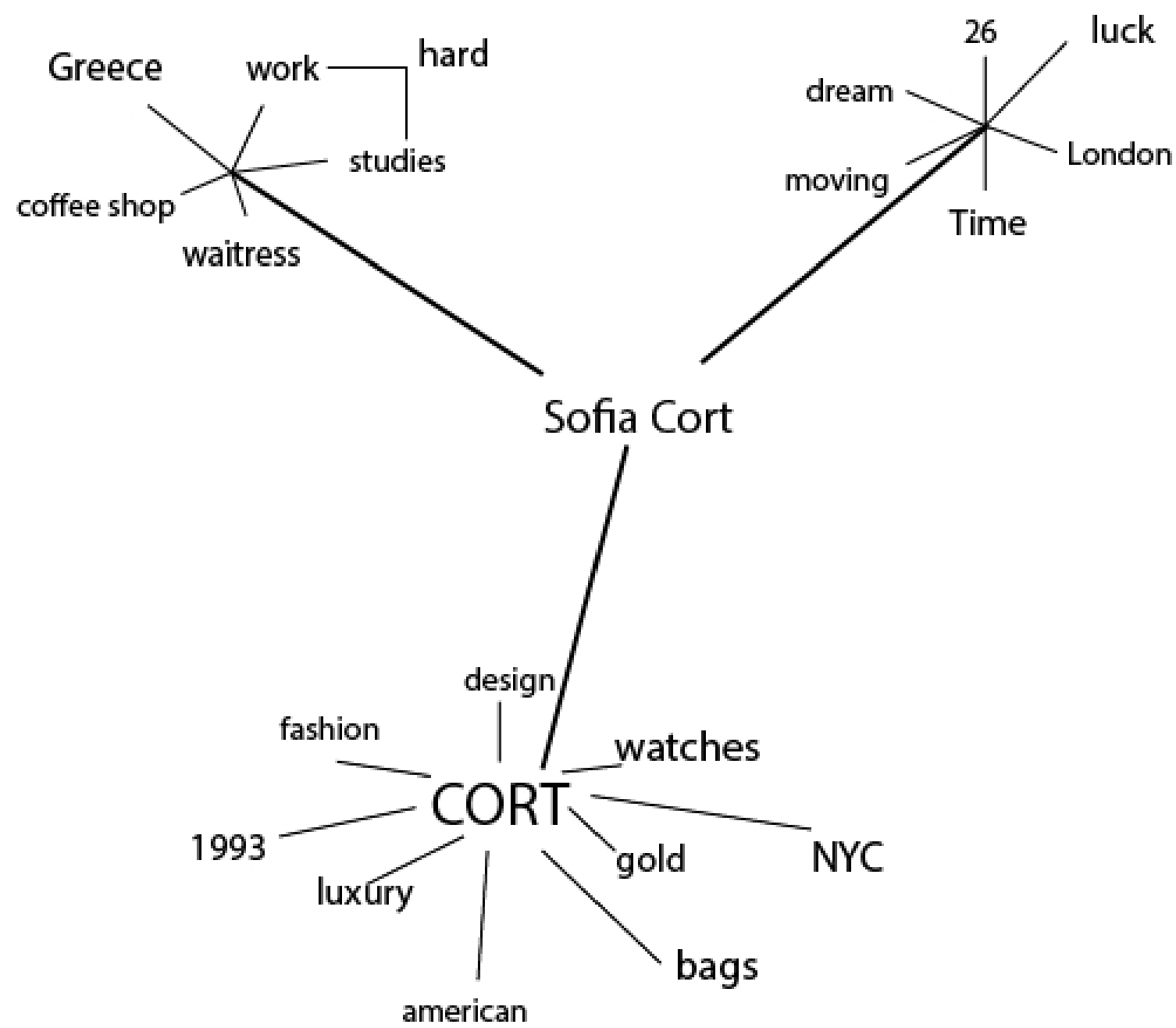
My start up is a brand of watches and bags.

A single paragraph that describes a fictional history of CORT

Cort is an American luxury fashion company established in 1993 by designer Sofia Cort. The company is known for watches and bags. As of 2016, the CORT holdings have more than 640 stores and over 2000 in-store boutiques in various countries.

The designer was a little girl from Greece who worked as a waitress to live. In the age of 20, she realises that she want to be a designer, so she worked hard to study. She had two jobs to achieve her goals. Finally, at her 24 she became a part of design, when a woman with a big luxury bag came in the coffee shop and she told her that she likes her smile and ask her to work for her. Everything came so fast. Time was by her side. She moved to London for few months and suddenly, she has a job opportunity in New York City so she moved to. She was only 26 when she began the brand with her surname. She decided to start with watch design. People said "Time is always by her side".

Mind mapping and brainstorming sketches



Three different naming options for CORT

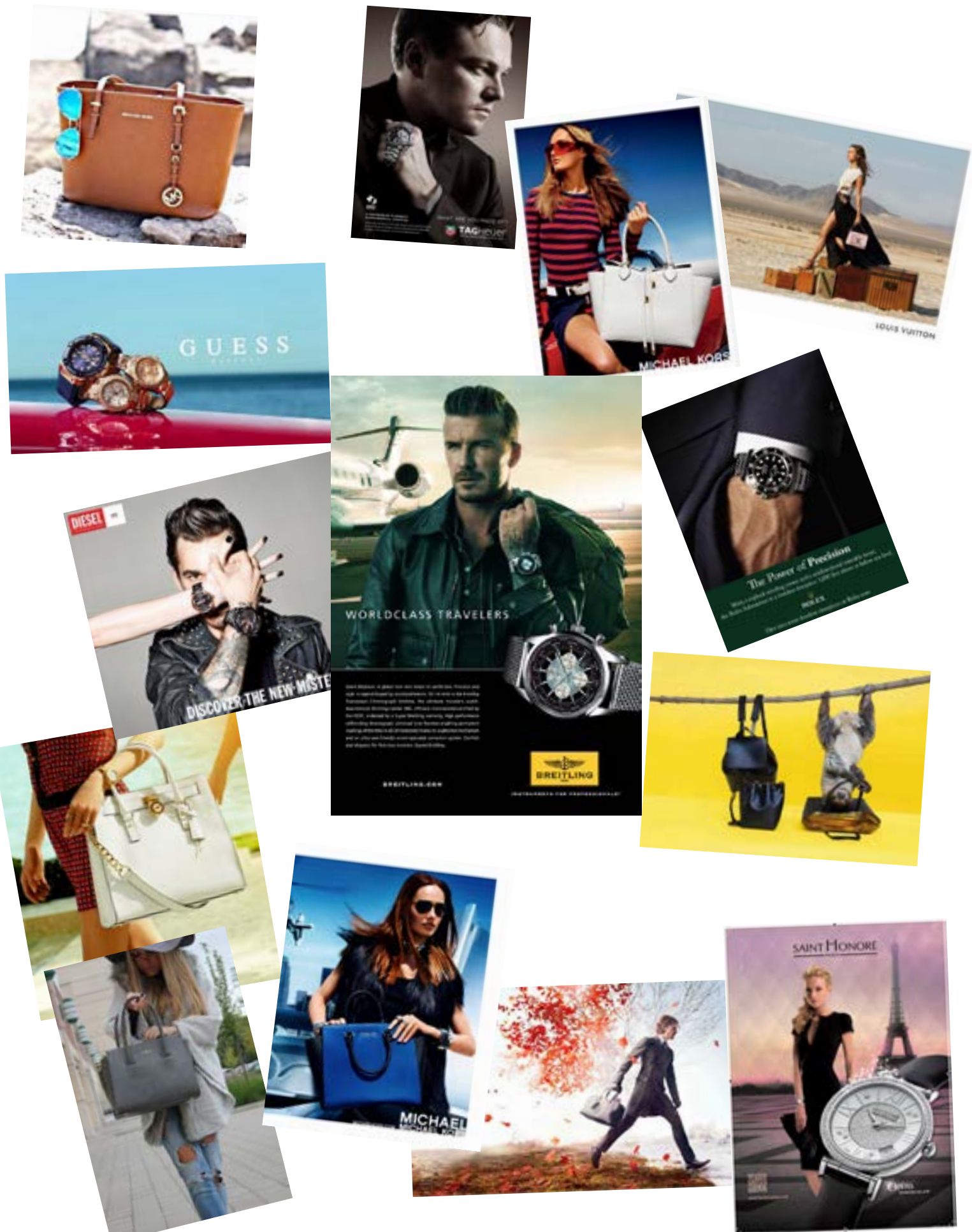
Sofia Cort design
American fashion brand
Luxury bags and watches



A list of three adjectives that describe the start-up's key qualities

Design
Luck
Time

Contemporary Images



Historical References

