

BRANDED?

GARETH WILLIAMS

V&A PUBLICATIONS

CONTENTS

ARE YOU BRANDED?

12	Levi Strauss
14	Coca-Cola
16	Rollerblade
18	Heinz
20	AA (Automobile Association)
22	Mr Clean
24	Bold
26	Mercedes-Benz
28	Muji
30	Gucci
32	Louis Vuitton
34	Prada
36	Cadbury
38	Chanel
40	Versace
42	Nokia
44	Adidas
46	Microsoft
48	PlayStation
50	Caterpillar
52	Apple
54	Diesel
56	Benetton
58	Tanqo
60	Virgin
62	Manchester United
64	Hello Kitty
66	Disney
68	Lara Croft
70	Swatch
72	Frosties
74	The New Beetle
76	The Body Shop
78	Gourmet Percol Coffee
80	The Co-operative Bank
82	Pampers
84	Barbie
86	Hard Rock Cafe
88	Irn-Bru
90	McDonald's
93	Further Reading