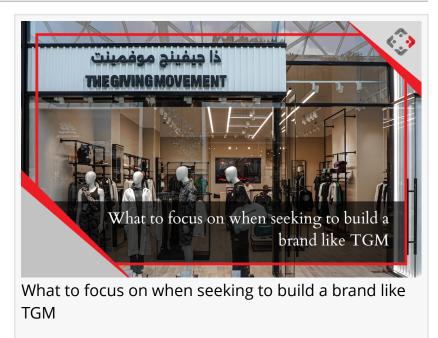


YRC Shares Key Insights on Building a Brand Like TGM

YRC shares key insights on brand building, inspired by models like The Giving Movement (TGM).

PUNE, MAHARASHTRA, INDIA, March 17, 2025 /EINPresswire.com/ -- In this communiqué, ______ OU____ OU_____ _____ OU_____ - YourRetailCoach (YRC) shares a quick perspective on important areas of attention for brand building and strengthening while looking up to exemplary models like TGM (The Giving Movement).





TGM is a brand that aligns itself with charity, sustainability, and the environment. Underscoring its concerns towards environmental issues, TGM maintains that it seeks to minimise its ecological footprint. Fabric science and production processes in the fashion industry have significant ramifications on the planet's environment. For example, cotton production demands



Elevating Business Processes As a SAP Signavio Certified Partner." *Nikhil Agarwal* substantial areas of land. An increase in the demand for cotton indirectly leads to an increased demand for land for fabriculture.

TGM puts an enormous emphasis on its commitment to charity, sustainability, and the environment. This also gives the brand a robust and standout brand image. Such a

perception cannot be ignored, stays on the top of minds, and is hard to counter.

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TGM products are of high-end premium quality. The brand specialises in athleisure and

streetwear apparel and accessories. Now, there are many factors that fashion brands must consider when they intend to score high on the parameter of quality. Major factors include fabric, sewing, fitment, hardware components, functionality, durability, and washing and care.

Veteran omnichannel <u>DDDDDDDDDDDDDDDDDDDDDDD</u> would agree that a strategic factor in quality management is the degree of control over the supply chain. When the supply chain processes are in close physical proximity, it is easier to closely monitor quality and adherence to other policy and process standards.

It is improbable that brands like TGM that offer such high-end premium quality merchandise undermine these factors.

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