AIFreeForever

The Clothing Brand Naming Guide for 2026

A short guide to naming a clothing brand: the six name formats, what makes a name work on a label, how to check a name before you print, and a shortlist page. Use it with AIFreeForever's free Apparel Brand Name Generator.

Six name formats

Format	Examples	Best for
Invented words	Zyra, Ombar, Yuno	Unique branding, trademark-friendly
Descriptive	Bold Fit Co., Urban Layers	Clear brand positioning
Abstract or minimalist	Nue, Forma, Elo	Modern appeal, versatile branding
Culture inspired	Nordik Tribe, Tokyo Stitch	Story-driven brands
Initial-based	A&V Apparel, MK Threads	Founder-focused brands
Playful	SnugBug, Loopie Wear	Kids' and casual brands

A name check list

1. **One to three short words.** Short names fit labels, hang tags and handles.
2. **Easy to spell.** People can search it after hearing it once.
3. **Fits your audience.** Teens, parents and luxury buyers each like a different sound.
4. **Room to grow.** The name still works when you add shoes, bags or a new line.
5. **Looks good in a logo.** Write it in two or three fonts and on a tag.
6. **Sounds good out loud.** Say it in a sentence: "I bought it at ...".

Check a name before you print

1. **Trademarks.** Search the name in the USPTO's free Trademark Search (tmsearch.uspto.gov), and in your own country's office.
2. **Strength.** The USPTO explains that invented and arbitrary words make the strongest trademarks, and descriptive names are weaker.
3. **Domain and handles.** Look for the web address and the Instagram and TikTok handles you want.
4. **Shops.** Search Etsy, Amazon and Google for clothing brands with the same or a similar name.

Get better names from the generator

Pick the apparel type, the audience and the personality on the settings card, then add a few keywords or a place, such as "linen, coast" or "skate, Tokyo". Each request gives three names with why each works and a tagline. Type a change such as "shorter" or "more luxury" for three more.

My shortlist

Write your best three names, then tick each check before you choose.

Name 1 and its tagline

Name 2 and its tagline

Name 3 and its tagline

Trademark, domain and handles checked

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