

# e'news

Sunroo is one of the leading infant and toddler apparel brands in PRC with over 140 outlets nationwide. To upgrade its brand image, Sunroo appointed TM&N to undertake a brand rejuvenation program. TM&N redefined the brand positioning for Sunroo as a healthy, natural and environmentally friendly apparel brand with international standard and premium quality products. Based on the new brand strategy, TM&N developed the brand identity, packaging system and application on retail environment to project a stronger brand look and convey cohesive expression of the nature-loving apparel brand.

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## Rejuvenating an Infant Apparel Brand in PRC



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