



WESTGROUPE REBRANDS FYSH UK

A new name and logo has been launched as the company targets women who embrace individual style

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WestGroupe's Fysh UK has rebranded to Fysh as the eyewear company updates its look to better represent the brand and the women who wear its frames.

UK, which stood for 'urban kool,' has been dropped from the name so that the brand did not appear as though it was from the United Kingdom.

A WestGroupe representative told *OT*: "We are updating the brand. It's a refresh, to have the brand reflect the product styling and the Fysh women who wear it. Also, we are revamping all our social media and visuals to reflect the brand vision in this way, so it is consistent across all platforms."

Marketing campaigns and social media posts will target women who embrace individual style. Frames will continue to feature bold colours, patterns and unique shapes.

A stylistic 'Y' emblem has been added to the logo, which will feature as an overlay on images and on all Instagram stories.