

HOW TO SPOT BRAND ABUSE

Brands will often be bundled and packed into small spaces together

Brands will resort to selling themselves cheap, leaving them feeling dirty and devalued

Ruthless price cutting and slashing, day after day will be easy to identify

Signs of abuse will indiscriminately cover the brand, hiding its individuality and suppressing its personality

Brands will be forced into groups to survive

#STOPBRANDCRUELTY