

Which option do you like better and why?	What type of target audience do you think this brand is aimed at?	Do you think the logo above represents a clothing brand well?	What made you choose the answer for the last question?
Option 1 Love heart	15 - 24	Yes	The heart is made of threads
Option 1 because the love heart is created by threads suits the name well	15 - 24	Yes	My Personal Opinion
Option One	25 - 34	Yes	The heart
2.. heart doesn't match it	25 - 34	Maybe	it works for both genders
What is your first impression on the word "Thread"	What is your first impression of the logo for Thread?	Do you think the logo has any issues?	What gender do you think this brand is aimed at?
		Nothing	Women
Clothing?	Looks good	Nothing	Women
String, souds cool	hipster	Nothing	Both men and women
sewing	looks cool	Nothing	Both men and women