

Markmonitor™ dotBrand TLD Elevate Your Fashion Brand



Own your digital identity, protect your IP, and deliver a seamless global brand experience

In today's fast-moving, style-driven industry, fashion brands must stand out, stay secure, and scale globally across digital channels. A dotBrand Top-Level Domain (TLD) gives fashion houses full control of a dedicated, branded namespace - empowering them to enhance security, unify global branding, and build trust with consumers worldwide. Here's how your dotBrand can benefit your business:

YOURBRAND.COM



HOME.YOURBRAND



Brand-Only Digital Security

Stop counterfeiters, fraud, and phishing in their tracks. With total control over your namespace, only you can create domains, ensuring authenticity and consumer safety across every channel.



Global Brand Consistency

Say goodbye to domain hacks and name compromises. Use your brand name to the right of the dot (e.g., style.gucci or shop.zara) for clean, memorable URLs across markets, languages, and product lines.



Future-Proof Your Digital Strategy

gTLD application windows are rare - securing your dotBrand now locks in digital sovereignty. Stay ahead of your competition and button up your digital identity with your dotBrand.



Cost Savings & IP Protection

Reduce spend on defensive domain registrations and typo-variants. With a dotBrand TLD, only your team can register domains, streamlining digital operations and locking down brand equity.



Fast, Flexible Campaign Launches

Launch seasonal collections, collaborations, and influencer campaigns with unique, branded domains - instantly, and without domain availability headaches or third-party delays.



Improved UX & Discoverability

Short, intuitive URLs drive better click-through rates, customer trust, and SEO performance - perfect for mobile, social, and e-commerce platforms.

Act Now! The Clock is Ticking

The next application window opens in April 2026. Start planning today to secure your dotBrand TLD - it's not just a trend, but a long-term asset!

For additional information, contact your Account Manager or visit [markmonitor.com](https://www.markmonitor.com)