Design & Brand Innovation Management
NAGASAWA, Shin'ya

1. Area of expertise, research area, or current themes in his/her research

We focus on the innovative products with inimitability (product innovation) and the innovative brands managing both heritage and innovation, and both timelessness and modernity (brand innovation) and will conduct interdisciplinary research as follows:

1) How to design a prospective product with identity of the brand (design management of new products)
2) How to design aesthetic form of product and to create Kansei (subjective and hedonic) value which can not be measured quantitatively but qualitatively (design management in narrow sense)
3) How to design strong identity of the corporation or the brand (design management in broader sense, and brand management)
4) How to innovate not only the form of the product as an output but also designed value and design process (design innovation management)
5) How to innovate brand through creating the innovative products, communicating the essence of difference from others, and leading the market (brand innovation management)

To give examples of target products and companies, we have researched new product development in the motor industry and the food industry, luxury brands such as Louis Vuitton and Chanel, heritage and innovation of long-standing companies such as Toraya and Chiso, marketability of environmental business including waste management business and environmentally-conscious products, and so on.

2. Supervision Policy

We place great importance on products (referred journal papers, presentations on international conferences, publications)

3. Advice to prospective students

Since 2017, the performances of doctoral course students are as follows:

- Cause and Effect of Design Features and Brand Value: Consumer Interpretation of Design and Value of Long- and Short-Term Products, The Design Journal: An International Journal for All Aspects of Design,

The Core Value of Luxury Brand: Rarity or Authenticity?, *Proceedings of Luxury Industries Symposium London 2017 (LUXI2017)*, Academic research sessions – Paper presentations "Luxury industries: to brand or not to brand?", pp.1-10, ESCP-EAP Europe Paris, 2017


Luxury Strategy by Daily Fashion Brand of UNIQLO: Flagship Shop Strategy for Large Store Location,


