

The 10 Fashion Brands You've Been Pronouncing Wrong

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It's a simple mistake that many of us make: buying our favourite designer pieces, but not saying the brand name correctly. As the autumn and winter wardrobes roll in, many editors, stylists and fashion-lovers are focused on trends — yet one detail often gets overlooked: how we talk about the brand names. First, pronunciation isn't just about sounding fancy. It signals respect for brand heritage, for the language of origin (often French or Italian), and for the craftsmanship behind the label. When you pronounce a name correctly, you automatically project greater style confidence. Moreover, mis-pronouncing a name may subtly undermine the brand's positioning as luxury or heritage.

The top 10 mis-pronounced brands

Here are the brands, in the order they appeared in the original survey, along with their correct pronunciations and a bit of context:

1. **Hermès** – Pronounced “**EHR-mez**”. It topped the list, with about 8 100 monthly searches for its pronunciation. Hermès is widely regarded as the epitome of French luxury – especially thanks to its Birkin bag and exquisite leather goods.
2. **Louis Vuitton** – Pronounced “**lou-ee VWEE-tah-n**”. It had some 7 080 searches for pronunciation. A monogram many know, but fewer say it properly — it takes some French rhythm.
3. **Versace** – Pronounced “**Ver-sah-CHEH**”. This Italian fashion house appears with about 5 120 pronunciation searches. The accent at the end (CHEH) is often dropped, but that's where the style lies.
4. **Givenchy** – Pronounced “**jee-VOHN-shee**”. Around 4 990 pronunciation searches. A French label synonymous with elegance, yet often mis-said.
5. **Gucci** – Pronounced “**GOO-chee**”. With approximately 4 570 searches. Though Italian, many English-speakers say “goo-see” or “goo-chi”, so the correct articulation matters.
6. **Yves Saint Laurent** – Pronounced “**eeves san lor-RAUN**”. Roughly 4 190 searches. The silent “Y” and the French “eeves” (rather than “yves” in English) trip many up.
7. **Loewe** – Pronounced “**Lo-EE-vay**”. With about 3 860 searches. A Spanish luxury fashion house that gets mis-pronounced as “low-eev” or “loe-we”.
8. **Jacquemus** – Pronounced “**ZHAK-moose**”. Some 2 720 searches. The French-born brand has become very trendy; the correct French pronunciation is key.

9. **Moschino** – Pronounced “**moss-KEY-no**”. Also around 2 720 searches. The Italian brand is known for its bold, playful aesthetic — pronounce the “KEY” syllable clearly.
10. **Dior** – Pronounced “**dee-OAR**”. With 2 070 searches. Although many say “dee-or” in English, the French “dee-OAR” has the correct elegance.

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