New Product Naming Candidates

Products

Three new products in **cotton (Canvas)** — same material family as Bjorn Canvas Stone. All follow **Era 2 naming** and Akkoniq's neutral color palette (Carbon/Polar/Stone/Terra).

Product	Type	Material	Status
P1	Transformer shoulder bag	Canvas	**Decided: Leeloo**
P2	Messenger bag	Canvas	Naming in progress
P3	Larger Floki (organizer/pouch)	Canvas Stone	Naming in progress

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P1 — Leeloo (decided)

SKU prefix: LL. Example: `LL-CC` = Leeloo Canvas Carbon.

Rating: 5.0 | Phonetic: 5 | Pronounce: 5 | Click: 5 | Brand: 5

Pop culture reference (The Fifth Element, 1997). Playful, memorable, 3 syllables, strong positive associations. The character transforms from vulnerable to powerful — maps to the bag's transformer personality. Clean across all western markets. French film origin is a bonus in EU markets.

Candidate Pool

All names assessed during the naming process, sorted by creative rating. Methodology: phonetics-first with two-phase assessment (creative scoring separate from validation). See `.claude/skills/product-naming/SKILL.md` for full process.

#	Name	Rating	Meaning / Origin	Why	Why Not
1	Leeloo	5.0	The Fifth Element (1997 film)	Perfect phonetics, playful, 3 syllables, instant recognition. Character transforms vulnerable→powerful — maps to transformer bag. Clean across all markets. French film origin bonus in EU.	— (decided for P1)
2	Loki	5.0	Norse trickster god	Perfect phonetics, instant recognition, mythological depth	Era 1 regression? Marvel overshadowing. LOQI bag brand.
3	Mago	4.75	IT/ES "wizard" / modified from mango	Perfect brand register, universal phonetics, meaning aligns naturally	JP "grandchild" (negligible). I'Mago Italian leather (adjacent).
4	Bento	4.5	JP compartmentalized box	Instant image, universal, organized	Nomad Lane "Bento Bag" (different product type).
5	Brio	4.4	Italian "vigor, energy"	Perfect phonetics, exact brand register	BRIO toy brand (different category).
6	Aria	4.4	Italian "air, melody"	Musical, flowing, universally loved	Very popular name, low ownability.

7	Roo	4.3	Short for kangaroo	Clean, short, pouch imagery, lowest collision density	May skew too casual.
8	Juno	4.2	Roman goddess / 2007 film	Strong mythology, universally known	Coach Juno, HOBO Juno. Crowded in bags.
9	Velara	4.0	Invented (veil/valor roots)	Elegant, distinctive, highly ownable	Velara activewear (not bags).
10	Moxie	4.0	American "courage, nerve"	Immediate personality, high energy	American-casual register. Oldest US soda brand.
11	Pikko	3.8	Invented	Punchy, playful, doubled consonant	Danish vulgar (minor market, note only).
12	Lark	3.8	Bird / "on a lark"	Bright, memorable, dual meaning	Closed ending. Lark & Ives bags.
13	Fjord	3.8	Scandinavian geography	Powerful imagery, Nordic	"fj" pronunciation fractures. NYA-EVO Fjord backpacks.
14	Kiwi	3.75	Fruit / bird	Bright, playful, instant image	KIWI shoe polish (global trademark). Too casual.
15	Necta	3.63	Modified from nectarine	Clean validation, evokes sweetness	Lacks spark. Necta vending machines (diff. category).
16	Paya	3.63	Modified from papaya	Open vowels, warm	**ES flag**: "payasa" = female clown.

17	Tango	3.6	Dance	Energetic, universal recognition	Adidas trademark. Mass-market register.
18	Paika	3.6	Invented	Distinctive, ownable	Low click factor.
19	Fable	3.6	English "story/tale"	Evocative, storytelling quality	Fable England bags brand. "Lie" meaning.
20	Drift	3.6	English "movement"	Atmospheric, moody	"Aimless" connotation. Car drifting culture.
21	Ginger	3.5	Spice/root	Warm, high click, spicy energy	Namespace saturated in fashion.
22	Milo	3.4	Germanic "gentle"	Warm, friendly, open vowel	Nestle Milo (huge globally). Pet name feel.
23	Dash	3.4	English "quick movement"	Punchy, kinetic, 1 syllable	Sporty-casual. Mrs. Dash. Closed ending.
24	Pixie	3.2	English folklore creature	Playful, whimsical, magical energy	Too childish for brand register. Pixie Mood bags.
25	Nook	3.0	English "small corner"	Cozy, intimate	"Nookie" proximity. Barnes & Noble. Anti-dynamic.
26	Pebble	3.0	Small stone	Tactile, humble, endearing	Passive/inert. Opposite of brand DNA.
27	Ollie	2.8	Nickname (Oliver)	Friendly	Generic. Ollie & Nic bags (UK, est. 2002).

28	Basil	2.2	Greek "king" / herb	Witty (Fawlty Towers)	Herb dominates. BS SKU. Basil bike bags (NL).

Product Matching

Names from the candidate pool mapped to each product by fit. Only names rated >=3.5 with match score >=6 included.

P2 — Messenger Bag

Structured, purposeful, carries with intent. Minimal design, gold branding strip, black webbing strap.

Name	Rating	Match	Rationale
Mago	4.75	9	Wizard = purposeful, knowing, commands respect. Perfect register.
Velara	4.0	9	Elegant, intentional, premium. Messenger as refined daily carry.
Brio	4.4	8	Vigor and energy — a messenger carries with purpose.
Aria	4.4	7	Musical, flowing. Slightly gentle for a messenger.
Juno	4.2	7	Strong, protective goddess. Carries and guards.
Loki	5.0	7	Trickster, dynamic. Works but stronger narrative for P3.
Moxie	4.0	7	Attitude and courage. Messenger as bold daily statement.
Lark	3.8	7	Adventure, lightness. Messenger as everyday companion.

P3 — Larger Floki (Canvas Stone)

Bigger organizer/pouch. Essential carry, crafty, Floki's bigger sibling.

Name	Rating	Match	Rationale
Loki	5.0	10	Floki's godly big brother. Perfect narrative bridge Era 1 to Era 2.
Bento	4.5	9	Compartmentalized, organized, essential. Born for an organizer.
Roo	4.3	9	Kangaroo pouch = carries essentials. Short, playful, clean.
Pikko	3.8	8	Playful, compact. Doubled consonant has craft energy.
Mago	4.75	7	Wizard, crafty. Works but stronger for P2.
Brio	4.4	6	Energy, vivacity. Less natural fit than organizer-specific names.
Lark	3.8	6	Adventure carry. Light, everyday.
Necta	3.63	6	Essential, distilled. Clean but lacks spark.
Paika	3.6	6	Distinctive, ownable.

Decision Needed

- [x] P1 name selected: **Leeloo**
- [ ] P2 name selected (messenger)
- [ ] P3 name selected (larger Floki)
- [ ] Production colors confirmed (neutral palette: black/white/beige/wood)
- [ ] Collection name for cotton line (or standalone?)
- [ ] SKU prefixes finalized