



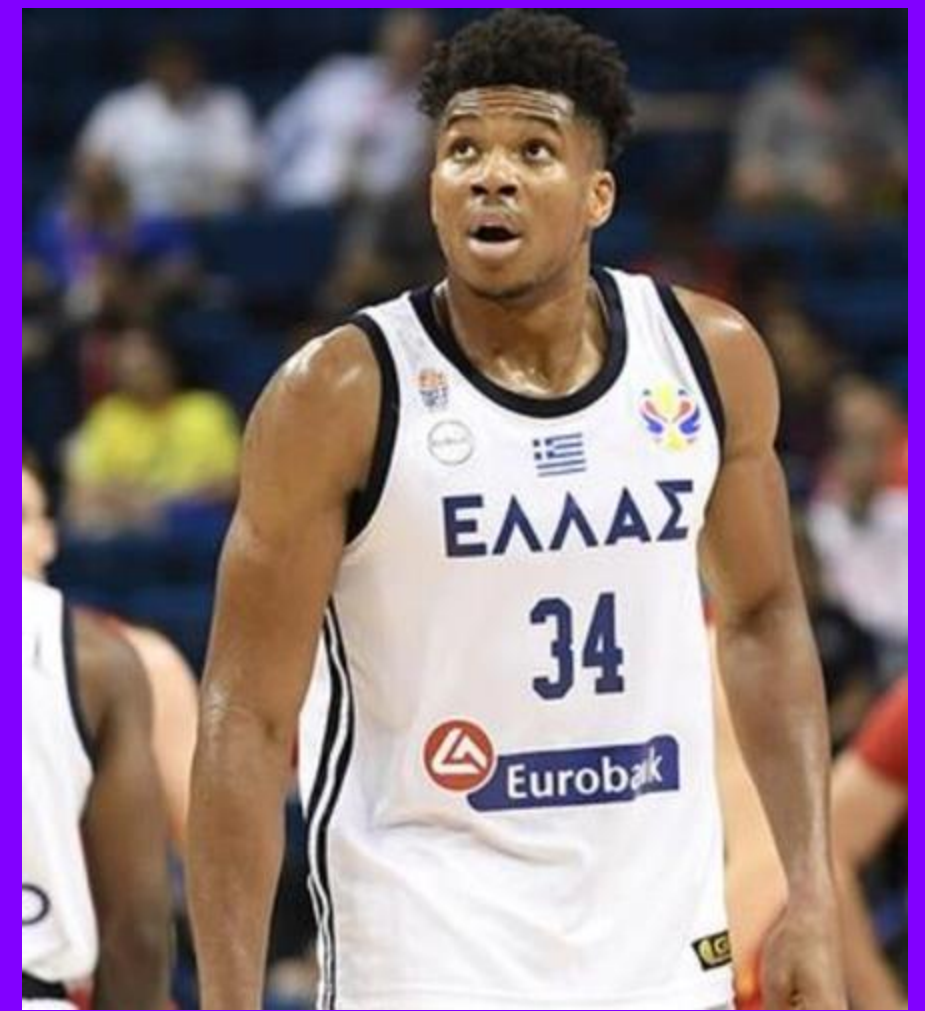
What you need to know about...

Naming in Greece

**we are
naming.**

While Greece stands as an inexhaustible wellspring of inspiration for names and branding worldwide, we Greeks find ourselves in a fascinating naming paradox as **we navigate a dual naming system in our everyday lives.**

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Internationally known as "Greece" while calling ourselves "Hellas," celebrated as "Greeks" while identifying as "Hellines," they refer to our language as "Greek," whereas we call it "Hellenika."

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As we embrace this linguistic duality, our country's **rich cultural heritage**—including mythology, epic poetry, philosophical thought, and democracy—continues to inspire the **creation of some remarkable brand names** from tech to fashion and even condoms.

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References the prophetic priestesses of ancient Greece.



After the Greek goddess of victory.



References the Trojan War and the concept of protection.

However, modern Greek business names tell a different story.

While international brands eagerly tap into ancient Greek narratives, domestic Greek companies typically follow two distinct paths:

They honor family legacy by
using founder surnames,
**reflecting the strong family-
oriented business culture...**

est. 1972
Gregory's



ΣΚΛΑΒΕΝΙΤΗΣ

FOURLIS
ΟΜΙΛΟΣ ΕΤΑΙΡΙΩΝ

EST. **KORRES** 1996



LOULIS
mills

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...or they draw inspiration from
the country's natural elements—
particularly the sun and sea—
**highlighting Greece's deep
connection to its land and
Mediterranean landscape.**

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Nevertheless, some emerging Greek brands are **deliberately subverting** from these **traditional naming conventions**.

Instead, they are **reclaiming** Greek words that once carried **negative connotations** and giving them a new meaning.

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LASPI

A boutique holiday retreat named after 'λάσπη' the Greek word for mud/sludge.

MANÁRI
TAVERNA

A modern taverna named after 'μανάρι' primarily meaning a young lamb or kid (goat), but also has a more playful or even slightly cheeky connotation, similar to "hot stuff".

KAYA

A contemporary souvlaki restaurant which name means "burning sensation, desire".

Others use English wordplay, hybrid language combinations and pop culture references, to create often humorous brand names that signal a more contemporary, globally-minded approach to business.

WINE IS FINE!

METHEN

20 M 20

MALT 'N MARVEL



Jesus crust

HEAVENLY MADE

thyme's up

WOWCHI

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These trends represent
a move towards
internationalization of Greek
branding and **an attempt to
connect with consumers on
a more personal level.**

However, when naming for a Greek brand, **careful consideration must be given to cultural nuances, target audience, and long-term brand consistency** to ensure that these names are effective and appropriate.

Want more insights on
naming around the world?
Visit **www.wearenaming.com**



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Ευχαριστώ (Thank you!)