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| Journal Name: | [**Journal of Economics, Management and Trade**](https://journaljemt.com/index.php/JEMT) |
| Manuscript Number: | **Ms\_JEMT\_133085** |
| Title of the Manuscript:  | **Can you see me? A Perspective of Brand Clues on the Fashion Industry in Saudi Arabia** |
| Type of the Article | Empirical Article  |

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| PART 1: Comments |
|  | Reviewer’s comment**Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | Author’s Feedback *(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | The article provided me to review , contributes to the scientific community by exploring the interplay between brand clues, self-identification, and social-identification in Saudi Arabia's fashion industry. It offers interdisciplinary insights, combining marketing, branding, and psychology, and highlights cultural influences on consumer behavior. The findings provide actionable strategies for brand managers, enriching global understanding of brand identification in diverse cultural contexts. |  |
| **Is the title of the article suitable?****(If not please suggest an alternative title)** | The title seems to be much catchy. Seems fit for the exploration and for an empirical study, suits much. |  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | Yes, in fact informative as well |  |
| Is the manuscript scientifically, correct? Please write here. | Yes, as per the research article guidelines framed |  |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | Yes  |  |
| Is the language/English quality of the article suitable for scholarly communications? | excellent |  |
| Optional/General comments |  |  |

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| **PART 2:**  |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?**  | *(If yes, Kindly please write down the ethical issues here in details)* |  |

**Reviewer details:**

**Afsar Ali, University of Kashmir, India**