



CLASSICAL TURNS

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Job Ref.: FEB 1012

Client Name: [REDACTED]

Naming suggestions in Greek for your clothing business

As regards your request for an appropriate Greek word to serve as the name for your clothing business, I offer six suggestions below. The first three are structured around your suggested concept of 'wealth'. I list the word (i) in Greek script with the first letter capitalised, (ii) in capital Greek script, (iii) transliterated into the English alphabet, (iv) translated into the English alphabet (via the Latin form), (v) translated into English; in (vi) pronunciation of (iv) is indicated. I suggest that you choose between (iii) and (iv), as most people cannot read Greek script; I have underlined the form that seems to be most natural for English speakers.

(i) Πλοῦτος (ii) ΠΛΟΥΤΟΣ (iii) Ploutos (iv) Plutus (v) wealth (vi) Ploo - tus

(i) Πλούτων (ii) ΠΛΟΥΤΩΝ (iii) Plouton (iv) Pluto (v) Pluto, god of Wealth and Hades, i.e. the Underworld (vi) Ploo - tow

(i) Ευπορία (ii) ΕΥΠΟΡΙΑ (iii) Euporia (iv) Euporia (v) wealth, abundance (vi) You - Po - ree - are

(i) Δόξα (ii) ΔΟΞΑ (iii) Doxa (iv) Doxa (v) Glory, honour, fame (vi) Docks - a [as in 'hat']

(i) Κάλλος (ii) ΚΑΛΛΟΣ (iii) Kallos (iv) Callus (v) Beauty (vi) Call [rhyming with 'pal'] - os [as in 'boss']

(i) Κράτος (ii) ΚΡΑΤΟΣ (iii) Kratos (iv) Cratus (v) Triumph, victory (vi) Crat - [rhyming with 'pat'] - os [as in 'boss'] *NB - Nike also means 'victory'

Please feel free to send any further queries by email to the address above.