

Fashion and language essay example

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The marketing communication for a product or service from a verbal and visual perspective is based on the premise to create recognition and an eventual trial and loyalty of the prospective consumers.

In this age of a cluttered business environment and an intense competition amid all product and service availability in view of a globalized business environment, the significance of targeting a consumer segment through marketing communication using different channels is paramount.

When it comes to fashion brands the usage of the images and verbal discourse used gains precedence in view of the fact that most fashion brands targets a consumer that is a niche or a particular segment i. e. Male, female and other age groups in them.

The Italian fashion giant Gucci is a prime example of a fashion brand using verbal and visuals communication with regards to not only target but communicate the association of the brand with them as per their way of life. The upper class is the primary target with a focus on an upper middle class who wants to be part of the social status that Gucci brings to their lifestyle, in essence the young generation that invests in fashion with a premise of treating themselves and a way of life.

With changing times Gucci has also understood the need to bridge the gap amid the cultures with intent to act as a social agent and making Gucci being change in the lives of the people the brand connects with.

The fashion line however, extends to a multiple segment with a focus on all age groups as evident in the website sections. The communication of visual and verbal discourse on the home page of the website exudes affluence and the verbal taglines used i. e. Game changers, silver fix and the minimalist

targets the aforementioned segments of the Gucci brand effectively.

The advertisement of Gucci's men perfume, Made to Measure launched earlier this year is a true illustration of a Fashion brand using the visual and verbal discourse to target the consumer.

With a black and white background showcasing class and history of the brand with James Franco the face of the brand, the visual clearly focuses on the affluent niche in terms of the communication that is more focused on their lifestyle and the tag line Made to Measure is also an illustration of the verbal bulls eye in terms of communicating the message.

Gucci has created a very robust presence on the social media with regards to fortifying the brand's reputation with regards to connecting with the consumers and also focus on prospective consumers and targets.

As evidence from the Gucci Facebook page the engagement of the consumers can be gauged form the fact that it has 14, 749, 384 likes and more than 63000 visits on the page.

The social media communication in essence focuses on the visual aspect of Gucci by showcasing the brands and the brand ambassadors and the creative brains behind the designs.

As stated by Linda McLoughlin, in her article languages of magazines, the verbal and visual discourse creates the interest and also communicates the personality of a brand.

In the examples given with regards to the verbal and visual commentary, the most apt in terms of fashion branding is Pulse Scrub It; it showcases the product features in terms of its usage as evidenced by the seven steps visuals.

The verbal tone is attuned in relation to the consumers if the product in an effective manner with the focus on avoiding face rash due to warm water. Similarly the visual and verbal tone of another illustration of Brand Nude focuses on women and the visual communication showcases women from the world of fashion and style to make a point of utilizing the product by the consumers.

The three sub heading helps explain the usage of the product to the target market. The focus of both these communication is to create an image of quality in the minds of the consumers by positioning it as a symbol for their lifestyle.

The one singular aspect that makes both the brands connected is that they are beauty product, the illustration of the advertisement in terms of design and visuals and the verbal discourse, examines the construction of a feminist and masculine language to target a segment.

Gucci as a brand and its global appeal has to take into account the visual and verbal communication of each campaign images or discussion on social media in a manner that relates with the brand's essence on terms of equity and its position in the fashion industry in general.

Bibliography

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