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## **Three Keywords for Typographic Linen Napkins**

The Typographical Linen Napkins are towels designed and manufactured by Morla Design. The Linen Napkins usually, well sewed with grosgrain wool that exerts natural patterns and are fine textured. The linen napkins sold in a pack of four and cost \$40 to \$75. The towels used in hotels for serving customers and also as hand wipes. In marketing, the development of attracting ideas to sell a product forms the most essential part of the product's marketability. Keywords are critical because they allow market analysts to attract consumers thus making them develop an interest towards the product. Keywords are even important for unfulfilled searches since they guide marketers in learning what consumers search online because they are the identity of the product.

Introducing new products in the market presents a huge challenge to companies but with the use of new and enticing words, the task becomes easy to market analysts for they can identify with consumers easily. Such words enhance brand recognition and even promote the product's association with the consumer even after they leave the page where the company displays product. Keywords provide the consumer with insight into the fundamental nature of the item. The main keywords that designers mostly apply are formal keywords, cultural keywords and emotional keywords. The Formal Keyword These words help in describing item's texture, and shape pattern on the product and material used. The formal keywords for Typographic Linen Napkins by Jennifer Morla forms well-spaced letters that that look like carvings of letter T and S joined together. The repetition of the letters symbolizes an identity. The cultural keyword for the

napkins denotes a harmonious situation that seems to encourage closeness of families or customers during dining time. Our general cultural preference for gift giving are sharing meals provides a positive, harmonious sense that aims at connecting with others, but not repelling. The assonance of the patterns shows the sense of wanting to share more with the persons you care most. Design aesthetic represents an area that Morla excelled most, and the napkin designs have earned her multiple awards for their ability to reflect the society desire. The patterns depict our cultural demands where it encourages the societal togetherness. The napkins are harmoniously stitched to bring out the soft feeling that exists in a society that encourages sharing. Additionally, the napkins' harmonious nature offers a relaxing mood that that is comfortable and calming. The Emotional Keyword This word refers to the sentimental attachment that comes with the use Morla's Linen Napkins. The softness of the material used and their quality rejuvenates customers and make them want to use it more. The alluring colors encourage people to consider more order signifying the satisfaction that comes with the use of the napkins. The printed patterns show closeness, affection and a desire that partners show of co-existing together. Additionally, it shows people's love and care towards each other. Conclusion The keywords that a designer uses in introducing a product to the market determines the success of the product. The use of enticing words that show the formal, cultural and emotional attachment that comes with the use of typographic linen napkins increase the napkins marketability, and that has enhanced their popularity among the public.