

Quintessentially nationalistic products

[Business](#), [Marketing](#)



Although this is far from the truth, the brand continues to evoke such ideas with its careful use of Red, White, and Blue along with the inclusion of a horseshoe in the logo.

Quintessentially Non-Nationalistic Products

With regards to three products that are noticeably non-nationalistic in origin, this analysis has chosen to examine Pepperidge Farm's Pirouettes, Ford's Fiesta, and American Apparel's European-themed product offerings. Due to the fact that each of these products draws on inspiration from the other side of the Atlantic, the amount of nationalist influence on the products is limited if not non-existent. Firstly, the Pepperidge Farm product does not even bear a comparable name in English. It is marketed as a French creation even though it is made and distributed by an American bakery (Pepperidge Farm 1).

Secondly, the Ford Fiesta has recently had a major face-lift and redesign from its earlier days as a very boring and nondescript econobox (Ford 2). As such, the designers have drawn on inspiration from Ford's European division to design a product offering for the American market that draws heavily on European functionality, style, and overall compactness.

Lastly, American Apparel is a firm that also draws on the very cutting edge of fashion from Europe and manufactures and sells these product offerings in the United States. Even though the name implies that the firm is somehow quintessentially American, the product offerings deviate substantially from that which a consumer would likely find at an American Eagle, Abercrombie, or another typically American clothing retailer (American Apparel 1).