

# Review of: "The Advertising and the Other Marketing Communications of Luxury Goods – Archetypal, Semiotic and Narrative Aspects"

Mario de la Torre-Espinosa<sup>1</sup>

<sup>1</sup> Universidad de Granada

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The article analyzes the marketing communication of luxury goods using semiotics as a methodology. The starting point is quite compelling, and the research line is both interesting and current. The paper provides numerous illustrative examples.

However, there is a need for a clearer structural organization in the analysis. For instance, the relationship between the Semantic Field and Archetypes shows promise and productivity, yet the main ideas of the article could benefit from quantitative analysis to provide support to the analysis.

Furthermore, it would be valuable to establish how patriarchy influences the marketing of these products through the portrayal of women. This goes beyond merely transferring values; it involves using women as objects of desire, closely associated with this category of products. It's essential to recognize that the target audience for these products (men) is enticed through gender-biased strategies. Thus, gender emerges as one of the most pivotal elements in designing advertising campaigns that primarily target male (heterosexual) customers.

Lastly, the connection between the music commercial "From London with Love" and Romeo Beckham does not appear to be functioning correctly.

Congratulations for the article.