

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

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Potential competing interests: No potential competing interests to declare.

The premise of this article is a very interesting one. And there are some strong and engaging points throughout. However, the article, in my option, is still in a draught stage with a lack of cohesive threads that pull the overall premise together in a consistent flow for the reader. This article needs a heavy editing with the removal of most of the lists of words that define the notion of luxury etc, it is not necessary and it just slows down the flow of your ideas and observations.

The Literature review is not thorough enough in its information or creditations, and also I feel that the article would benefit greatly if this review was integrated throughout the different aspects discussed. In this way the reflections and observations of previous academics could comfortably tie in with your discussion.

The abstract needs to be tighten up and read as an overall snapshot of the article rather than a list of the different processes the writer engaged in for the creation of this article.

There are terms utilised within article which are vague and outdated. Words such as 'admen' when discussing professional advertising, visual communication and marketing experts, are inappropriate and weakens the tone of the article. When discussing 'specialists' it is important to be clear about who and what areas of specialisation are being referred to.

The expansion of luxury commodities and brands into the developing global market place was touched on but all too briefly and too thinly. The expansion of these brands into regions that until recently were not even considered indicates a pivotal shift in the global consumer story and the global economic story overall. This is an opportunity to discuss the semiotics engaged by and of the western world in the non western market place and this would really bring some depth to this article.

Reading of researchers and academics such as Russel W. Belk, Susan Fournier and David Glen Mick, to name a few would definitely assist in making this article what it deserves to be.