

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

Lívia Valença¹

¹ Universidade Federal de Pernambuco

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The article has extremely rich and interesting content. The relationship between semiotics, archetypes and luxury goods in advertising is very valid. What I perceive, however, is a very large amount of somewhat dispersed information. I believe that the article itself needs to be reorganized, so that it gains more fluidity. However, for that, it is necessary to be, in fact, clear what purpose of the article: an analysis of some advertisements for luxury goods, of different categories, in relation to the theoretical basis? A review of a specific product - champagne? I didn't quite understand the reason for starting talking about luxury goods and then focusing on champagne, giving the idea that I would talk exclusively about this category, but then returning to luxury goods in general. Also due to the fact that luxury goods in their various categories still have particularities that can greatly influence the issue of archetypes and semiotics. perfumes and cars, for example, can deal with the issue of exclusivity and beauty in slightly different ways. The very issue of beauty emphasized in the abstract was somewhat abandoned throughout the article. The content is very extensive and sometimes structured as if it were a book, a handout. It's an article, it needs to have a limit, a fluidity, a beginning, middle and end. All tied up. As I said, the material is good. You just need to reformulate the objectives about what you really want to talk about and focus on it, making a more conclusive and lean article. Success!