

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

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While the article has potential, I feel that there needs to be a tighter integration between the theoretical framework and the analysis of the three key examples of advertisements promoting luxury products. At the moment there is not a clear sense of how the general theoretical discussion in the first part of the article is going to be employed in the analysis of these three examples.

I suggest that in the introduction, it should be clearly flagged that the aim of this article is to demonstrate how the concept of the archetype can be deployed in the analysis of the advertising of luxury products through its application to three key examples: From London with Love; J'Adore – the Future is Gold and L'Odysee de Cartier. The direction of the argument and the purpose of the theoretical discussion will then be immediately apparent and more specifically focused.

In the ensuing theoretical discussion I would then focus on those archetypes that are most directly relevant to the analysis of the three key examples before demonstrating how they can be applied in each case.

The way in which examples which contradict these archetypes such as Ellie Goldstein's promotion of Gucci mascara or the South Korean music group BTS's promotion of Louis Vuitton outfits is inserted into the discussion is somewhat confusing. More care needs to be taken as to how these counter examples are acknowledged without this undermining the central argument about the prevalence of certain archetypes in luxury advertising.