**Thesis roadmap**

There are some high end brands in their website not many words are written, they are still wide spread due to word of mouth, publicity by influencers.

There are discourse similarities between affordable brands and high end brands too, psychology behind that affordable brands like to taste us luxury within price range.

There are high end brands many words written, to gain more familiarity

For visual discourse inclusivity of skin colors, along with skin type

Fair & Lovely → Glow & Lovely (Unilever), Clean & Clear Fairness Cream (Johnson & Johnson – discontinued), Pond’s White Beauty → Pond’s Bright Beauty (Unilever), L'Oréal- emoved “fair,” “light,” and “whitening”  
  
for uxury, fitness

| **Old Discourse** | **New Discourse** |
| --- | --- |
| “Perfect body” ideal | **Body neutrality / positivity** |
| Performance for elites | **Accessibility & inclusivity** |
| Luxury as status | **Luxury as identity & values** |
| Silence on social issues | **Engagement with activism** |

**1. Performance for elites → Accessibility & Inclusivity**

**Old Discourse:**

* Fitness and luxury brands used to cater primarily to *a narrow, elite demographic*.
* Language often implied exclusivity: “elite performance,” “crafted for champions,” “not for everyone.”
* Advertising emphasized perfection, aspiration, and being better than others (e.g., “Just Do It” with pro athletes).

**Shifted Discourse:**

* **Accessibility and inclusivity** now dominate, aiming to connect with *everyday people*.
* Brands highlight *all body types, backgrounds, and abilities* using terms like “for all,” “you belong,” “your journey.”
* Example:
  + **Nike’s** campaigns now feature para-athletes, older runners, and beginners.
  + **Lululemon** talks about “sweating together” rather than performing for status.

**Why it changed:**

* Rise of social media and body positivity movements.
* Younger consumers demand *authenticity* and *representation*.
* Emotional advertising taps into *belonging*, *self-worth*, and *empowerment*.

**2. Luxury as status → Luxury as identity & values**

**Old Discourse:**

* Traditional luxury ads equated **status symbols** (e.g., price, exclusivity, heritage) with success.
* Words like “prestige,” “rare,” and “exceptional” reinforced *class divisions*.
* Imagery: yachts, runways, private jets.

**Shifted Discourse:**

* Modern luxury connects with *personal identity, ethics, and emotions*.
* Focus on *self-expression*, *craftsmanship*, and *conscious consumption*.
* Examples:
  + **Gucci** showcases diverse, artistic personalities with the message “Be Yourself.”
  + **Chanel** subtly integrates sustainability, signaling “value beyond price.”

**Why it changed:**

* Millennials and Gen Z prefer **values-based luxury**: sustainability, ethics, and emotional alignment.
* Status is now built on *individuality* and *belief systems*, not just wealth.

**3. Silence on social issues → Engagement with activism**

**Old Discourse:**

* Most brands *avoided controversial or political topics*.
* The goal was neutrality to protect broad appeal.
* Ads stuck to selling products, not taking stances.

**Shifted Discourse:**

* Today’s audiences demand *social responsibility*.
* Brands now speak out on *racial justice, gender equality, climate change*, etc.
* Examples:
  + **Nike**’s Colin Kaepernick ad ("Believe in something...") was a turning point.
  + **Glossier** and **Fenty Beauty** openly support BLM and LGBTQ+ rights.

**Why it changed:**

* Consumers want to **align with brands** that reflect their *values*.
* Emotional language linked to *hope*, *anger*, *solidarity*, or *guilt* drives engagement.
* Silence is often interpreted as complicity — leading to boycotts or backlash.

**Beauty Brands**

| **Brand Name** | **Country of Origin** | **Known For** | **Official Website** |
| --- | --- | --- | --- |
| **~~Olay~~** | USA | Anti-aging, retinol, vitamin C, peptides | [olay.com](https://www.olay.com/) |
| **~~L’Oréal Paris~~** | France | Brightening, hyaluronic acid, aging care | [lorealparis.com](https://www.lorealparis.com/) |
| **Neutrogena** | USA | Dermatologist-recommended, retinol, SPF | [neutrogena.com](https://www.neutrogena.com/) |
| **~~Garnier~~** | France | Brightening (Vit C), spot reduction | [garnierusa.com](https://www.garnierusa.com/) |
| **~~The Ordinary~~** | Canada | High-performance ingredients, low cost | [theordinary.com](https://theordinary.com/) |
| **~~CeraVe~~** | USA | Ceramides, barrier repair, anti-aging | [cerave.com](https://www.cerave.com/) |
| **~~Eucerin~~** | Germany | Sensitive skin, aging, brightening | [eucerin.com](https://www.eucerin.com/) |
| **La Roche-Posay** | France | Dermatologist-approved, Vit C, anti-aging | [laroche-posay.com](https://www.laroche-posay.com/) |
| **Aveeno** | USA | Oat-based calming formulas, brightening | [aveeno.com](https://www.aveeno.com/) |
| **Simple** | UK | No fragrance, gentle care, hydration | [simpleskincare.com](https://www.simpleskincare.com/) |
| **~~Nivea~~** | Germany | Affordable moisturizers, anti-wrinkle lines | [nivea.com](https://www.nivea.com/) |
| **Pond’s** | USA (Unilever) | Skin lightening creams, anti-aging | [ponds.com](https://www.ponds.com/) |
| **~~Lumiere~~** | South Korea | K-beauty, brightening essence, snail mucin | [lumierecosmetics.com](https://www.lumierecosmetics.com/) |
| **RoC Skincare** | France/USA | Retinol creams, anti-aging specialists | [rocskincare.com](https://www.rocskincare.com/) |
| **~~Pixi Beauty~~** | UK | Glow Tonic, Vit C, affordable brightening | [pixibeauty.com](https://www.pixibeauty.com/) |

**luxury Brands**

| **Brand** | **Website** | **Product Variety** | **Known For** |
| --- | --- | --- | --- |
| **Gucci** | [gucci.com](https://www.gucci.com/) | Clothing, bags, shoes, watches, fragrances, accessories | Iconic monogram, high-fashion + streetwear fusion |
| **Louis Vuitton** | [louisvuitton.com](https://www.louisvuitton.com/) | Bags, shoes, clothing, watches, fragrances, jewelry | Luxury travel, monogram canvas, heritage goods |
| **~~Prada~~** | [prada.com](https://www.prada.com/) | Shoes, clothing, bags, eyewear, fragrances | Sleek, minimalist modern luxury |
| **~~Dior~~** | [dior.com](https://www.dior.com/) | Apparel, shoes, bags, watches, perfumes | Couture elegance, iconic fashion house |
| **~~Armani~~** | [armani.com](https://www.armani.com/) | Suits, casualwear, watches, shoes, perfumes, accessories | Italian tailoring, classic lifestyle branding |
| **~~Hugo Boss~~** | [hugoboss.com](https://www.hugoboss.com/) | Menswear, shoes, watches, fragrances, suits | Sharp, professional style, accessible luxury |
| **Ralph Lauren** | [ralphlauren.com](https://www.ralphlauren.com/) | Polo shirts, clothing, watches, shoes, accessories | Preppy American fashion, timeless polo logo |
| **Versace** | [versace.com](https://www.versace.com/) | Bold clothing, shoes, watches, accessories, homeware | Glamour, loud designs, Medusa head branding |

| **Brand** | **Known For** |
| --- | --- |
| **Hermès** | Birkin and Kelly bags, silk scarves |
| **~~Chanel~~** | Tweed suits, iconic bags, fragrances |
| **Fendi** | Leather goods, especially Baguette bags |
| **~~Céline~~** | Minimalist luxury fashion and bags |
| **~~Givenchy~~** | Elegant fashion, perfumes, streetwear edge |
| **~~Balenciaga~~** | Bold designs, oversized silhouettes |
| **Bottega Veneta** | Handcrafted leather, woven design (Intrecciato) |
| **~~Loewe~~** | Leather craftsmanship, now edgy-luxury |
| **~~Saint Laurent~~ (YSL)** | Rock-chic fashion, leather jackets |
| **~~Valentino~~** | Elegant couture, Red Valentino |

**Fitness Brands**

| **Brand** | **Website** | **Product Range** | **Known For** |
| --- | --- | --- | --- |
| **~~Nike~~** | [nike.com](https://www.nike.com/) | Shoes, sportswear, gym apparel, equipment, fitness accessories | Innovation in sports gear and sneakers |
| **Adidas** | [adidas.com](https://www.adidas.com/) | Shoes, fitness clothing, gym bags, sports gear | Performance + streetwear style |
| **Under Armour** | [underarmour.com](https://www.underarmour.com/) | Compression wear, shoes, gym gear, accessories | High-performance gym clothing |
| **~~Reebok~~** | [reebok.com](https://www.reebok.com/) | Workout shoes, CrossFit gear, yoga/fitness apparel | Classic and training-oriented designs |
| **Lululemon** | [lululemon.com](https://www.lululemon.com/) | Yoga gear, leggings, sports bras, gym bags | Premium yoga and athleisure wear |
| **Puma** | [puma.com](https://www.puma.com/) | Sports shoes, activewear, accessories | Trendy sports fashion |
| **~~Gymshark~~** | [gymshark.com](https://www.gymshark.com/) | Fitness clothing, lifting gear, gym accessories | Influencer-driven fitness wear |
| **~~Decathlon~~** | [decathlon.com](https://www.decathlon.com/) | Affordable gear for all sports: weights, mats, cycles, outfits | Value-for-money multisport brand |
| **~~Asics~~** | [asics.com](https://www.asics.com/) | Running shoes, training shoes, activewear | Running and performance shoes |
| **~~Rogue Fitness~~** | [roguefitness.com](https://www.roguefitness.com/) | Gym equipment, barbells, racks, fitness tools | CrossFit and strength training gear |

|  |  |  |  |
| --- | --- | --- | --- |
| **New Balance** | Fresh Foam 1080 | Running shoes, apparel | Comfortable, supportive running footwear |
| **Columbia Sportswear** | Omni-Heat Jacket | Outdoor apparel, footwear, gear | Weatherproof outdoor clothing |
| **The North Face** | ThermoBall Eco Jacket | Outdoor apparel, backpacks, gear | Durable outdoor performance wear |
| **~~Patagonia~~** | Capilene Cool Shirt | Sustainable apparel, outerwear | Eco-friendly outdoor and activewear |
| **~~Mizuno~~** | Wave Rider 27 | Running shoes, sports equipment | High-quality running & volleyball gear |
| **Salomon** | Speedcross 6 | Trail running shoes, hiking gear | Trail and mountain sports equipment |
| **Brooks Running** | Ghost 15 | Running shoes, apparel | Long-distance running comfort |
| **~~Merrell~~** | Moab 3 Hiking Shoes | Hiking & outdoor footwear | Durable hiking and trail shoes |
| **~~Skechers Performance~~** | GOrun Razor | Running and walking shoes | Affordable comfort-focused footwear |
| **Fabletics** | High-Waisted PowerHold Leggings | Activewear, athleisure | Affordable subscription-based fitness wear |
| **~~Alphalete Athletics~~** | Amplify Leggings | Gym apparel | Body-contouring fitness wear |
| **~~ON Running~~** | Cloudswift | Running shoes, apparel | Lightweight, innovative cushioning |
| **~~Inov-8~~** | F-Lite 260 | Functional fitness, trail running shoes | Grip-focused shoes for extreme terrains |

**Literature review**

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    - ~~Do millennials’ personalities and smartphone use result in materialism? The mediating role of addiction~~
    - Building and breaking social media habits
* ~~~~ **~~Malmberg & Nelson (2002)~~** ~~— Examines attentional differences between low- and high-frequency words during memory tasks~~ [~~Digital Commons USF~~](https://digitalcommons.usf.edu/psy_facpub/1692/?utm_source=chatgpt.com)~~.~~
*  **Ferré et al. (2004–2006)** — Illustrates how negative emotional words (e.g. disgust, fear) are processed with greater attention and recall [SpringerLink](https://link.springer.com/article/10.1007/s00426-019-01192-4?utm_source=chatgpt.com).
*  **Pieters et al. (2010)** — Shows how visual and typographic complexity in ads increases viewer attention and engagement [mdpi.com](https://www.mdpi.com/1995-8692/9/5/28?utm_source=chatgpt.com).

Indian product

Savlon vs Dettol

Fair and lovely vs glow and lovely

Ponds fwhite beauty vs bright ponds