

Title: The evolution of “luxury” fashion advertising in the digital age Name: Fiona Nolan

Supervisor: Sorcha O’Brien With the continued revelations of the internet development and the advancements of online consumer interactivity and social media, many brands have adapted to the concept online advertising. The social web movement motivated by bloggers and social networking addicts are asserting the power among online communities which is having an indirect influence on the strategy of advertising for brands in all types of categories. As a consequence of these influences the aim of this paper is to examine, how “luxury” fashion brands have responded to the developments of the internet. The meaning of the term “luxury” is established and the fundamental differences between “luxury” fashion brands and “high street” fashion brands explored. The concept of advertising and branding is also examined, with a particular view to observe the considerations and challenges “luxury” fashion brands are subjected to when engaging with the promotion strategy through online consumer interactivity and social medias. The research argues that “luxury” fashion brands can create an online atmosphere, although its clarification is one that is continually being redefined as part of the development of the internet evolution. Considering all the creative digital applications, mobility and social medias that are now available, “luxury” fashion brands have a great opportunity to project their brands’ “myths” through the medium of a multi-channel channel platform that can create rich and entertaining experiences for their consumers. The concept of interactivity gives “luxury” brands the power to respond to the changes of the internet and the opportunity create new harmonious “luxury experiences”, potentially unifying the physical world brand experience with that of the virtual world experience creating an all round consistent “luxury experience” for their consumers.