

I obtained these advertisements by searching google for places I can find foreign magazines in the city. One of the top results was a store called the Magazine Café located on 37<sup>th</sup> street. I called the number provided to confirm what magazines they had which provided my search source to be accurate. I stopped by and was able to find a March 2015 Elle Magazine for both the U.S. and U.K.

The brand of the product being advertised which happens to be a women's fashion handbag is Dolce & Gabbana. The logo is the brand name in a black bold font similar to Futura showing the words "Dolce" and "Gabbana" to stand out larger than the ampersand. This could've been done to express equal important from both Domenico Dolce and Stefano Gabbana in the brand they've established as well as show their impressive partnership.

This brand has left a perception on me that it is a high end, great quality fashion brand. You admire the brand's name before the details of their products. Being that Dolce & Gabbana was introduced to the U.S. in the 80s and worn by today's celebrities like Adam Lambert, Anne Hathaway, Katy Perry and Robert Pattinson shows its continuous contribution to what's in style. This brand provides luxurious pieces with its Italian roots drawing international attention since everyone wants to feel like they know and look like more than just "home".

The U.S. ad's basic consumer need would be the appeal of control. It is a symbolic ad. The man and woman on the right side of the ad are in costume and position in a stance that makes them look like they are paused. The women on the left are dressed in suits giving off masculinity to their femininity. Their expressions are watchful because they are looking in the direction of the male and female. The handbag is placed in one women's hand similar to a television remote giving off a sense of entertainment by the two on the other side. After viewing this ad one should feel having a Dolce & Gabbana bag puts you in control of what's around you.

The U.K. ad shows basic consumer needs of friendliness, fairness, and options/alternatives. It is a symbolic ad. There are 6 people in this advertisement, one half are elderly women while the other 3 are younger and include the male gender. The elderly women are all carrying dolls and smiling next to one girl who is smiling along with them carrying two bags. The man is placed on the left side behind the smiling women with a guitar in his hand. His face expression, along with the instrument, brings a feeling of peace and happiness. The women sitting across from him seems satisfied by the interaction of the other women. After viewing this ad one should feel a Dolce & Gabbana bag is made for and will bring happiness to anyone. The age differences and gender selection show it doesn't discriminate who wears one. The dolls carried by the older women symbolize tradition explaining these bags can be passed down from generations, showing the bags to have long-term use and never go out of style. The two different bags show you don't have to settle for one kind which should keep you satisfied.



If ranked on Maslow's Hierarchy of Needs, the U.S. ad would fall into esteem needs. It's control consumer appeal shows independence, status and dominance with the way a Dolce & Gabbana bag makes you feel and look. You don't need anyone to buy it for you, you're able to buy and do as you like with it. The U.K. ad would fall under esteem needs as well. The friendliness, fairness and options/alternatives consumer appeal it has shown achievement, status, self-respect and respect from others. A Dolce & Gabbana bag brings joy to the wearer due to the success of having one. Having one in your possession shows you're in a position to afford it which pleases yourself and others who interact with you in knowing the type of individual you appear to be.





DOLCE & GABBAN

(15)





DOLCE & GABBAN

(UK)