

## **How do Top Italian Apparel Brands Communicate Luxury through Advertising**

Freda Swaminathan  
Professor  
FORE School of Management  
New Delhi 110 016  
e-mail: [freda@fsm.ac.in](mailto:freda@fsm.ac.in)

### ***Abstract***

*Italy is famous for creating brands that have an aura of luxury and are leaders in fashion design. Advertising plays a key role in the building of a premium brand image. This paper will study the advertising of the Italian apparel brands that are listed by various rating organizations as top Italian brands. The Interbrand's Top 100 Global brands have 3 Italian brands in the list - Gucci was ranked No 38, Prada No. 72 and Ferrari as No 98. The paper focuses on the apparel sector and reviews the brands that have made Italy a front-runner in fashion. What advertising strategies did these brands follow to make them global brands that are so successful in the luxury segment? The paper will review the challenges that these brands have faced and study how advertising played a role in making these global and luxury brands. The market position and opportunities of these brands will be researched and their prospects assessed.*

**Key Words:** Luxury Fashion Brands, Advertising, Creative strategy, Print, Television