

ADVERTISING INFORMATION

Reference: CLOTHING: CONCEPTS AND CONSTRUCTION, Prentice Hall 1990

INFORMATIVE ADVERTISEMENTS

They often can be a source of helpful information before shopping. This type of advertisement gives you facts about a product and tells you where it can be purchased. Advertisements let you know what types of clothes are sold by different stores. Also you can use information from advertisements to make some comparisons among similar garments.

You will find a wide range of useful information presented in words and pictures. An accurate picture of a garment is better than words to tell you about the style. A colored picture is effective in showing you how the garment might combine with the clothes you have. Pictures show style and color better than words.

Facts about the fiber content and care of a garment are useful in estimating the time and cost of maintaining it. Look for words such as "Hand Washable" or "Dry Clean Only" to learn how to care for each garment.

A trademark or designer may be mentioned to attract attention to the advertisement and to the garment.

A good advertisement will also include information about the sizes that are available, the specific price of a garment or the price range of the garments you are planning to buy. The location of where to buy the product is included, which stores (if it is a chain) are excluded from the sale.

APPEALING ADVERTISEMENTS

They may not provide enough facts for consumers who want information about the products they buy and who want to compare products. Some advertisements try to persuade consumers that they need a particular garment rather than describe the garment itself. Such advertisements often encourage the consumer to buy the product, but give few facts about the product.

Other advertisements provide certain facts but also encourage the consumer to buy by using information that is unrelated to the garment itself. For example, an advertisement may suggest that you will win the approval of others if you buy and wear the advertised garment. An advertisement may also suggest that a garment is the "very latest thing to wear this season. You may be told that the garment is the style "everyone" is wearing or that "people who know" are wearing this style.

Advertisements may be designed to appeal to your need for individuality or your need to be different in some way from others. They may emphasize some unusual or unique features of the garment that will make you be noticed by others.

Still others appeal to you by telling you that wearing a particular garment will give you the personality you want. The advertisement will emphasize that clothes will make you the person you want to be. "The girl he will remember" or the "the hero of the ski slopes" are claims that tell you what you will be if you buy this product.

Some advertisements are fun to read and look at, buy unless that product fits into your wardrobe, you may not find it useful and it will not get worn.