

Konsep kecantikan iklan media cetak Louis Vuitton tahun 2010-2012 di Prancis = The Concept of beauty in Louis Vuitton print media advertising in 2010-2012 in France

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Abstrak

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Louis Vuitton adalah produk fesyen kelas dunia yang lahir di Prancis sejak tahun 1854. Prancis sebagai salah satu negara multikultural juga merupakan negara yang banyak melahirkan desainer-desainer fesyen terkenal di dunia. Dalam memasarkan produk-produknya, berbagai macam cara dilakukan untuk menarik perhatian pembeli. Salah satu caranya adalah memakai model-model cantik dari berbagai etnik di dunia untuk dimuat dalam iklan media cetak. Artikel ini akan memaparkan konsep kecantikan iklan media cetak menurut Louis Vuitton dari tahun 2010 sampai dengan 2012.

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ABSTRACT

Louis Vuitton is a one of world-class products in the world were born in 1854. As one of multicultural country, France is also gave birth many famous designers. To market their products, there are several of methods to attract the attention of buyers. One of the methods is use the beautiful models from some ethnic in the world to be published in their print media advertising. This article will explain the concept of beauty in Louis Vuitton print media advertising in 2010-2012 in France.;Louis Vuitton is a one of world-class products in the world were born in 1854. As one of multicultural country, France is also gave birth many famous designers. To market their products, there are several of methods to attract the attention of buyers. One of the methods is use the beautiful models from some ethnic in the world to be published in their print media advertising. This article will explain the concept of beauty in Louis Vuitton print media advertising in 2010-2012 in France., Louis Vuitton is a one of world-class products in the world were born in 1854. As one of multicultural country, France is also gave birth many famous designers. To market their products, there are several of methods to attract the attention of buyers. One of the methods is use the beautiful models from some ethnic in the world to be published in their print media advertising. This article will explain the concept of beauty in Louis Vuitton print media advertising in 2010-2012 in France.]