



The Research on the Popularity of Vivienne Westwood Visual Effects Advertising in 2021 and 2022

Yuxuan Zhu¹(✉) and Xingyu Liu²

¹ International Department of Middle School Affiliated to Hangzhou Normal University,
Hangzhou 310012, China

zyueteng@zju.edu.cn

² Bishopamat High School, West Covina 91791, USA

Abstract. Vivienne Westwood is a niche brand with a unique personality, it is special to the requirement of clothing, the design of the main punk wind, give a person a kind of no fear from the traditional sense, but also accord with the style of the designer brand characteristics, Westwood referred to as “the mother of punk” fashion, in the “galleries Lafayette” has the same status in fashion. The brand has been in a tepid state until 2021. Since 2021, the brand has reached the level of explosion, and the reasons are worth exploring. Therefore, the focus of this paper is to discuss how Vivienne Westwood achieved the explosion in 2021 and 2022 through visual effects advertising. These include promotion of the main character of NANA comic, analysis of punk elements, and promotion of social software such as Little Red Book Twitter. These reasons let more buyers know and received a welcome, to reach the extent of the explosion.

Keywords: Popularity · Vivienne Westwood · Visual Effects · Advertising

1 Introduction

With the development over time, more and more brands appear in the eyes of the public, and their styles attract people’s desire to buy. But as luxury brands have grown, so has spending. The high price makes more people have money pressure. Therefore, the emergence of light luxury and niche brands alleviate people’s anxiety about money. Vivienne Westwood is a brand with answer tailoring and punk spirit. The brand was founded in 1971 by British fashion designer Vivienne. Vivienne’s amazing design is the transformation of modern style, the brand has consistently used the characteristics of the traditional clothing in the 17th and 18th centuries to cover up. With a special approach, the street pop success in the field of fashion. And its designer Vivienne also has the title of punk godmother, the creative style of the brand also reflects the rebellious factor of Vivienne. Vivienne was full of “anti-bone”, subverting the classic traditional aesthetics and striking the fashion industry dominated by “French elegance”. And wean said in the

Y. Zhu and X. Liu—These authors contributed equally.

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interview that she does not just want to engage in punk, and who wants to walk out of a punk fashion road. Vivienne Westwood's most iconic brand is the earth planet with the cross. The cross comes from the crown of the British royal family, and Saturn is the symbol Vivienne accidentally turned into an astronomy book to bring a sense of the future to her logo. She also hoped that everyone who brought the earth planet would become unique and be their queen. Vivienne Westwood has been in the fashion industry for more than 50 years, they use their maverick look to define themselves, refuse to comfort you, and advocate the elimination of class. It not only influenced traditional music but also resisted and rebelled against high-end fashion. Let more common people also enjoy this unique style. However, the brand Vivienne was remembered by more people like the Queen Mother. Because Vivian's status in the fashion industry can be compared to "old man" Karl. It speaks volumes about her status in the fashion world.

In 1975, Westwood's focus shifted to another niche, extending from simple necklaces to Vivienne Westwood. At first, Vivienne Westwood was just some motorcycle riders' clothes, and then came the sexy skin-tight clothes with graffiti style, and now the printed cut-out silhouette. The style has been reversed several times. Finally picked the fusion of street elements suitable for the style. It wasn't until 2021 that floral prints merged with punk suits appeared. To make the new clothes more fashionable and reduce the dull suit, the black plaid fabric forms the stitching and contrast, and the contrast between colours, patterns, and fabrics brings the collision between clothing styles. The contrast between the printed pattern and the solid colour, colour is bright, the pattern is lively, and the monotonous colour forms a contrast.

Vivienne Westwood's marketing strategy is slightly different from that of other brands. There is no exaggerated hype and exaggeration. Vivienne Westwood's initial publicity was to capture the popularity of the Sex Pistols, and bands wore Vivienne's clothes and became spokesmen. At that time, it became a very popular brand in the UK. It was not until 1987 that Naomi, a supermodel, wrestled in her platform heels designed by Westwood on the show, which attracted great attention and brought more and more people to know the brand. Subsequently, Vivienne Westwood held several famous repairs shows after the election. The most familiar one was the 1991 runway show, in which female models wore corsets that represented the 18th century to cater to the male gaze. This slightly suggestive combination resolved the definition of gender. But the impressive marketing uses the support of popular anime characters. For example, in NANA, director Shirai uses Vivienne Westwood's design to create a generous and casual character and punk rock temperament for her characters. Yuzawa ai in the manga, there are elements of a visible costume and the most famous Saturn necklace. A tribute to Vivienne Westwood. This is Vivienne Westwood's unique marketing method, the fan effect. Vivienne Westwood picked NANA and saw the potential of the huge fan power behind them. Vivienne Westwood sees it in the fanatical love of a revered cartoonist that leads to a desire to emulate the main character. And the comic is very interesting, there are a lot of colour backgrounds in the cartoon, and the enjoyment of visuals brought a greater improvement. Through the dress and personality of the protagonist to show the product, can let the fans understand the characteristics and style of the brand. Correspond to the character of the main character. The next most important thing is to do a good job at a lower price. Cartoonists and royalties are cheaper than celebrity endorsements. Such

brand marketing allows more people to know the quadratic element, and also makes Vivienne Westwood have more consumption value.

2 Literature Review

Brand advertising is a method of highlighting the position of the brand in the eyes of consumers with the direct purpose of establishing the product brand image and improving the market share of the brand. A company will use advertising to earn social attention, attract more customers and create revenue. Advertising can also be used to attract more resources and give a brand more possibility for development. Advertising is to make the brand have and maintain a high-profile brand image. For consumers, “substantial interests + psychological interests” are what they can seek from advertising. For some consumer groups, brand advertising will pay more attention to the psychological satisfaction brought by advertising to consumers. According to the analysis of advertising audience psychology. The psychological composition of the advertising audience can be divided into three elements: intention, cognition and emotion. Emotion is the highest level of audience psychology. It directly affects consumers’ attitude and behaviour. Consumers who are touched in their hearts often have a deep sense of identity for products, which further leads to purchase actions and brand dependence lasting. The humanized way aims to touch the deep emotion of the audience and let it obtain an infinite warm experience from advertising. It is better than simple persuasion, entertainment and other communication skills and functions, and the conquest of consumers is at a higher level [1]. Most brand advertisements will more or less be used to set off consumers’ emotions and try to arouse consumers’ inner movement.

Brand image is a concept between products and enterprises, it includes not only the promise of the brand to customers, but also the impact of the enterprise on society. Brand image is something that convinces customers trust in it, makes the trend of social public opinion beneficial to the brand, and shows its unique brand characteristics. Therefore, specific advertising purposes have become a matter that every brand will consider. A brand should have a distinctive brand feature whether it is big or small. The brand feature will make consumers understand the use of the brand’s products. Only when consumers know the purpose of the products, their interest in the products will be stimulated according to their needs. If the brand feature gives consumers a strong impression, once consumers have this demand, the first intervention will be the most impressive brand [2]. For a brand to make effective advertising, the stage of brand positioning in advertising is essential. So, what is brand positioning, brand positioning is to place the brand in the hearts of potential customers in the future or use advertising to find a position for the brand in the hearts of consumers. The brand position distinguishes a brand from others, which also makes consumers deeply impressed by the brand. For example, luxury brands and commodity brands cannot use the same form of advertising, because one stays ahead of fashion and does not need to highlight its cost performance in advertising. Luxury advertising is designed to reflect the identity and status of buyers and its life quality. The advertisements of commodity brands are to highlight its high-cost performance and facilitate the improvement of consumers’ life efficiency and quality. Therefore, the positioning of a brand largely determines its advertising style and audience. No advertising

is omnipotent, but no advertising is absolutely infeasible. If a brand wants to grow up, it cannot do without the help of advertising.

In time of diversification and information liberalization. A brand can be popular all over the world because of one advertisement, or it can usher in the lowest point of its career. Authors divide the common advertising modes that can be used for any brand into seven categories: emotional occupancy mode, functional appeal mode, customer trust mode, media communication mode, creative design mode, event binding mode and celebrity endorsement mode.

When it comes to Vivienne Westwood, people's first reaction is its unique design style - Punk. In fact, there are not as few brands that use punk as their main style, but only Vivienne Westwood becomes a household name and even affects the world. In the era of excessive saturation of modern brands, it is so difficult to keep long-term operations, the design of advertising and marketing strategy have become even more important. So how did Vivienne Westwood become a textbook existence in brand design and marketing. Authors believe that many brands hope to find their own epitome and learn useful brand development strategies from the history of in order to break through the bottleneck and carry forward. Authors have done Market Research and in-depth analysis on Vivienne Westwood, a brand that has suddenly exploded in market in the past two years.

3 Results and Discussion

In addition to promoting the visual effects of advertisements through cartoons and other films, Vivienne Westwood also creates her sales by promoting social platforms that remain relevant to the opinions and needs of the various industries in which she operates. In addition, the use of social platforms such as Twitter has changed the relationship between brands and consumers, expanding marketing campaigns and allowing customers to experience more products as a result of the growth of social networks. At its core, Twitter is a social media platform and a versatile tool that allows users to share, like, and retweet tweets. It's one of the most popular websites on the Internet. Vivienne Westwood released preview pictures of the latest products and advertisements for various products on Twitter to attract a large number of users interested in her clothes and create her unique brand image. Users who are interested in fashion are likely to become Vivienne Westwood consumers if they buy and examine the characteristics of the brand and share them as actively as possible [3]. The company estimates that Twitter will have 69.3 million active users by 2021, with 17.1% of users aged 18 to 24 and 38.5% aged 25 to 34. It's no surprise, then, that the site is used by many younger audiences, such as fashion bloggers. To create a visual effect for her brand, Vivienne Westwood studied the target audience of the brand. The younger demographic will also benefit from traffic-attracting bloggers and brand ambassadors who will review brand features and share their feedback via Twitter to attract attention and buy. This is the fan effect. Every time they release a new product on their official account, they only post a picture. They use beautiful advertisements and videos to show the competitiveness of their products to attract customers. There are also ways to release a look book for the new season or to highlight what makes a new product special. These high fashion accessories always seem to attract young people. Fans, or potential customers, pay attention to the comments

and delivery of bloggers and influencers before buying, and they do a good job of self-promotion.

A Chinese version of Twitter, Little Red Book, allows its users to send messages and notes via text, photos, and other media. As one of the features of Little Red Book, users are required to provide real data to use the service [4]. According to a survey conducted in July 2019, as of July 2019, the number of users on Little Red Book has exceeded 300 million, with 70% of new users born in the 1990s, which also meets Vivienne Westwood's criteria for a desirable user base. In terms of the appearance of Little Red Book, it perfectly meets the needs of users, as the users can view product information, and choose whether to buy or create an immersive experience to view product information at the same time. Furthermore, the user group consists of almost exclusively women, with a lot of fashion and good things to share. This also meets the user's shopping needs. As Vivienne Westwood is a fashion designer who specializes in clothing and accessories, the Little Red Book was the best advertisement tool she could come up with to advertise and develop her brand. There is something inherently bold and unapologetically modern about Vivienne Westwood's Street style that is also consistent with the fashion pursuits of many young people in Little Red Book. Because of this, Vivienne Westwood is becoming more and more popular among Little Red Book readers. This analysis suggests that the most popular style shared by most users is not clothing, but rather accessories. Teens tend to be more drawn to accessories rather than clothes. For example, Westwood has crafted a necklace that features the earth planet and is encircled by Swarovski rhinestones. They glistened in the sun. However, now that more people have realized that this necklace is from NANA, many people have expressed their desire to have the same style necklace as the protagonist, to declare their personality and personality authentically, with the spirit of punk. Purchasing a diamond that sparkles like this can be irresistible to many young women. Furthermore, the Earth Planet necklace is a well-made and affordable necklace that will not disappoint you. Because of this, many people released Vivienne Westwood ornaments in Little Red Book to let more people know what makes the brand so unique. As a result, the brand became more and more popular.

So how do people know Vivienne Westwood? Authors believe many people know it because of a comic book named Nana. In other words, Nana, a book by a Japanese cartoonist, built Vivian Westwood and itself. People can find many epitomes of Vivienne Westwood in Nana. Nana's necklaces, rings, and jackets are designed by Vivienne Westwood. Three dimensional Saturn necklaces, finger rings on knight armour, and exaggerated love jackets all reflect Vivian Westwood's rebellious spirit and desire to show her personality. The collision between Nana and Vivian Westwood is inevitable because of their common belief, punk, rebellious spirit, and love. Nana's story revolves around a punk band. In the cartoon, the band's classic punk style, the iconic Saturn accessories, and a full set of Vivienne Westwood equipment all tell the connection between Nana and Vivienne Westwood. The name of the band is "Sex Pistols".

This is a very legendary band. Objectively speaking, they don't have any work that impresses the world, and their real active time is not long, all kinds of strange lace news emerge one after another. However, they influenced not only Europe but also Asia and the world. Everyone admired them and called them the - ancestors of punk bands! Malcolm McLaren is the band's agent and a good friend of Johnny Rotten, the band's

lead singer. Malcolm McLaren was a famous rock singer in his early years. Later, he opened a clothing store with his wife. He manages the store very well with his talented business mind, but what he loves most are music and rock. Malcolm McLaren has always wanted to be a band agent, so he used his contacts to gather a group of young people who also like music from his clothing store for the launch site.

Unexpectedly, this casual band set off a wave of punk bands in Britain. Until 2017, there are commemorative activities about the band every year, and the fashionable surroundings of various bands are still coming up one after another! Malcolm McLaren's second wife is Vivienne Westwood, the protagonist of this article. The band naturally wore punk costumes designed by Malcolm McLaren and Vivienne Westwood which are full of rebellious style! The performance costumes of Sex Pistols made them famous and embarked on the road of punk fashion! Punk culture is the soul of Vivienne Westwood. Vivienne Westwood's brand logo is a cross plus Saturn, representing "destruction, overthrow, destruction and rebirth", which is the essence of punk culture. From an astrological point of view, Saturn represents the most important "lesson" that everyone needs to overcome in life [5].

In the cartoon, Nana often wears a gift from Meili for her 18th birthday. It is a classic red love jacket. The design of the lapel is a huge red heart which covers almost half the front of the jacket. This exaggerated and unique design is not uncommon in Nana's cartoons. It can even be said that the dressing style of the whole book perfectly fits the design of Vivienne Westwood.

Vivienne Westwood has always paid great attention to expressing the beauty of female characteristics. Highlighting the charm of sexy innocence. Similarly, the exaggerated colour matching and the rebellious elements of metal punk in Vivienne Westwood's design form a sharp contrast with the low-key and soft that women should have in the traditional sense, Vivienne Westwood's design shows women's determination and spirit to break the secular restrictions.

So, what kind of person is Nana? Some people say she is a woman like a lobster, with a hard armour on the surface, inside, she is fragile, sensitive and insecure in her heart. Her persistence to her dream is something that many people can't do, she yearns for it. She is so wild, free and arrogant. She is independent and has irresistible power. Nana lacked warm family affection in her childhood. After finally finding the love and dream of her life, she chose to stay when her boyfriend chose his dream. Choosing love is courage and choosing to lose is also courage. Do not humbly obey to love. Nana did it. I've been trying to inspire people to rethink and think for themselves in order to get rid of their constraints and programming- Vivienne Westwood. Nana, with the essential independence, reason, strength, freedom in modern female thinking, pursues her dream without fear. She is sincere to herself and others, and her rebellious and wild nature are cognitively consistent with Vivienne Westwood's brand declaration. This is why Nana chose Vivienne Westwood, and Vivienne Westwood also chose Nana. Vivienne Westwood gained a high reputation because of Nana when people living in Japan were depressed at that time.

In the early 1970s, Westwood and Malcolm McLaren planned a style revolution. Now, Vivienne Westwood is also carrying out an irreplaceable revolution. Vivienne Westwood has been fighting against the world all her life. She has been designing,

cutting and changing, from the punk spirit at that time to later feminism, from women's power to global warming. She will make a positive statement on international events such as environmental protection and nuclear weapons! She turned the brand show into a venue for demonstrations and protests. She invited his friends to act as models and walk on the stage in clothes with all kinds of strong and ironic slogans. It is not difficult to find her in all kinds of environmental demonstrations. Vivienne Westwood once gave up attending London Fashion week for this reason, and even appeared at Paris Fashion Week in 2014 to arouse public attention to climate change. Vivienne Westwood has always encouraged the repeated wearing of a garment to give the garment a longer life. "I'm trying to connect my design with history, the present and the future," she said. Vivienne Westwood is not only doing the design with punk culture as the theme from the current perspective. She uses her forward-looking eyes to capture the past, the present and future, she uses her design and practical actions to fight against everything she considers as incorrect. At the launch of the 2013 show, Vivienne pulled up banners and slogans at the curtain call, calling on people to pay attention to climate change. Vivienne applied a large number of card elements in the design of men's 2018s series, and she gave it a unique representative meaning. Among them, the square represents the corrupt financial system, the heart represents love, the plum blossom represents war, and the spade represents the evil forces that destroy the earth. These representative elements closely echo Vivienne's environmental protection design concept [6]. These are examples of how Vivienne Westwood uses shows and designs to tell people to pay attention to environmental protection. A video of the spring and summer 2019 series, Vivienne Westwood herself said in the video - the best way to save the earth. In the past, Vivienne Westwood focused more on resisting and opposing war and social inequality. Now, Vivienne Westwood is still active in social topics. She seduces and reveals current social problems with absurd and strange dramatic forms.

Here is an example: at Vivienne Westwood's autumn/winter 2019 series, she brought Rose McGowan, a female victim who bravely stood up in last year's social hot "me too" event, to the show. Those who follow the "me too" movement should be familiar with the name Rose McGowan. She is one of the first people who stand up and accuse Weinstein of sexual assault. She is also the leader of the "me too" movement. Rose McGowan wore exaggerated and note filled clothes on the stage, revealing the corruption and incompetence of capitalists in an ironic way. As the most popular and perhaps the most rebellious grandma designer in Britain, she has always been a subject of discussion - in September 2015, she drove a tank and led a group of demonstrators to Prime Minister Cameron's private house in Yorkshire to protest against the government's use of "hydraulic crushing" to extract shale gas which will harm the environment. For Vivienne, environmental protection is more important than fashion design. She uses the collections, collaborations and catwalk to show as a platform to capture the imagination, promote innovative design and campaign for protecting life on Mother Earth, Gaia [7]. The environmentalism advocated by Vivienne Westwood has greatly affected a group of her original followers and attracted a group of new followers. Vivian is also trying to make more people pay attention to these problems. She updates and improves the traditional marketing model and connects her brand with the hot topics of politics and environmental protection to stimulate and attract her followers.

2021 is a year of epidemic, and many companies are facing serious shortage of funds and even on the verge of bankruptcy. In this year, in addition to masks, respirators and other medical equipment closely related to the epidemic, only Vivienne Westwood, a typical design brand, reached the peak of the market. People are witnessing that the so-called fashion brands such as fear of God and north face have gone from a small audience a few years ago to the current 'school uniform', and the phenomenon of premium in the second-hand market is not uncommon. Similarly, Vivienne Westwood and they are the same reason. As it is mentioned by Gary Lundquist, in his writing at the Colorado Innovation Newsletter when one asks which comes first the product or its brand the obvious response to it would be its brand [8]. This answer is not a result of a simple observation, but the re-occurring market phenomena that describes consumer behaviour. In this era when people begin to pursue the quality of life and taste, the position of brands in the market is becoming more and more important. People begin to spontaneously seek fashion brands that can reflect their life attitude and dress taste within the scope of consumption and will not let themselves fall in the price trap. This year, the trend pursued has changed from luxury goods that can show one's identity and class to 'niche brands' with more audience groups and broader market. On social platforms or online shopping platforms, it is not difficult for us to see someone share the new 'minority brand' clothes and show the personality route of the brand. In fact, these are promoting the brand of marketing, and promoting itself to become a mass brand, a brand with higher popularity and higher audience rate by taking the road of personality under the name of 'minority brand' and reflecting its own taste. At that time, the brand will break away from the label of niche and gradually become a mass brand with higher income. After his bottleneck period, Vivienne Westwood successfully used the network platform to create brand image and unique single product design, which was popular all over the network. This is a model that all brands should refer to. For the popularity of Vivienne Westwood, several elements could not be ignored. According to the psychological needs of people in the new era, Vivienne Westwood has realized brand innovation from three perspectives: brand innovation, marketing innovation and channel innovation. When introducing a new concept or product, the brand needs to be very careful, Pricing too high or too low and deviating from a brand's price positioning, or not conforming to the production style of the brand is dangerous, it may lead to doubts about the brand in the market. For example, a company implements brand innovation through creating a new product that has the same brand name with parent brand. If the category of new product is incompatible with parent brand image it might cause the failure of the new product and the dilution of the parent brand equity [9]. Marketing positioning conflict includes geographic market overlap and pricing positioning overlap. When a company introduces a new brand or a new product it may cause overlap in geographic market and price positioning [10]. Vivienne Westwood will promote classic products, maintain a perfect balance between brand style and innovative design marketing methods, and make itself a brilliant stroke in the brand career in the gray year of 2021.

4 Conclusion

People like Vivienne Westwood, not only because of its products, but also because of its founder's personality and courage. She publicizes the rebellious spirit, she is persistent,

and she never stops her pursuit of justice. These individual elements make people find the missing part of their soul in her brand, people find themselves and manage to be the one they want to be but don't dare to be by following her movements. Because of the particularity of Vivienne Westwood, its social influence has exceeded the level that normal marketing strategies can achieve. Under the combination of hot events and the leading of two brave women, Vivienne Westwood has walked out of a different marketing path with its unparalleled creativity. There is such a possibility that Vivienne is relying on her brand to attract higher attention to the topics she pays attention to, so as to improve the current situation and develop towards what she thinks is the good. Her persistence and efforts are worthy to be affirmed and learned by all of us. Sticking to what people think is right and putting it into action is what a person or brand should always believe in. Vivienne Westwood should not be defined. The secular eyes and the labels put on her by the world cannot stop her from moving forward. In the environmentalist world, people should reduce the overexploitation of nature and the destruction of animals and plants. Vivienne Westwood's legend belongs only to her, which should be attributed to years of unwavering radicalism and breaking boundaries of design constantly. Whether it is the concern about climate, the battle for equality or deconstructive design, Vivienne Westwood will always be a hot topic in both markets and the fashion circle. Every time Vivienne Westwood participates in global pop topics, it is promoting the spread of her own brand.

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