

**DESIGNING THE MOLECULE OF BRAND –
SEMIOTIC ANALYSIS TOWARDS UNIQUE LUXURY BRAND HERITAGE**

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Abstract

While well-known luxury brands stores endeavour to create luxuriously appearing shop designs, their efforts remain surprisingly anonymously regarding heritage marketing and the possibilities intelligent semiotic signification offer. Maybe nowhere in the world this becomes more evident than in the district of Mayfair, London: While all major luxury brand chains are represented with shops at New Bond Street, just around the block traditional luxury bespoke tailors are located at Savile Row. In a spontaneous comparison, one might come to the conclusion that at Savile Row shops sell real luxury while at New Bond Street they just sell expensive products. This conclusion includes reasons which can be understood by analysing a typical traditional bespoke tailor shop with semiotic approaches. Semiotic approaches are getting more and more popular in marketing and management as they provide a better understanding of both brands as signs and signifying brands. Both perspectives lead to a new understanding of branding and the identity of brands as well as the context they are created in. Though the interest for semiotic approaches increases, analyses often stay on the surface and hence their results remain rather tame. In our analysis, we applied the complex philosophy of Charles Peirce whose approach allows to classify signs so precisely that presented brand identities appear in a structured construct we call the molecule of brand. Hence, the analysis leads to the conclusion what kind of signs produce a unique brand identity and how they refer to this identity concretely.

Keywords: Brand Semiotics, Luxury Brand Management, Brand Identity, Luxury Consumption, Myth, Framing

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