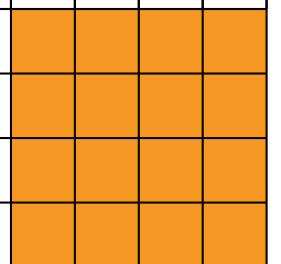
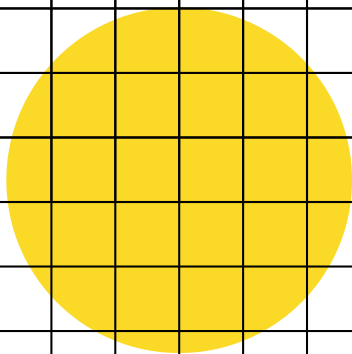
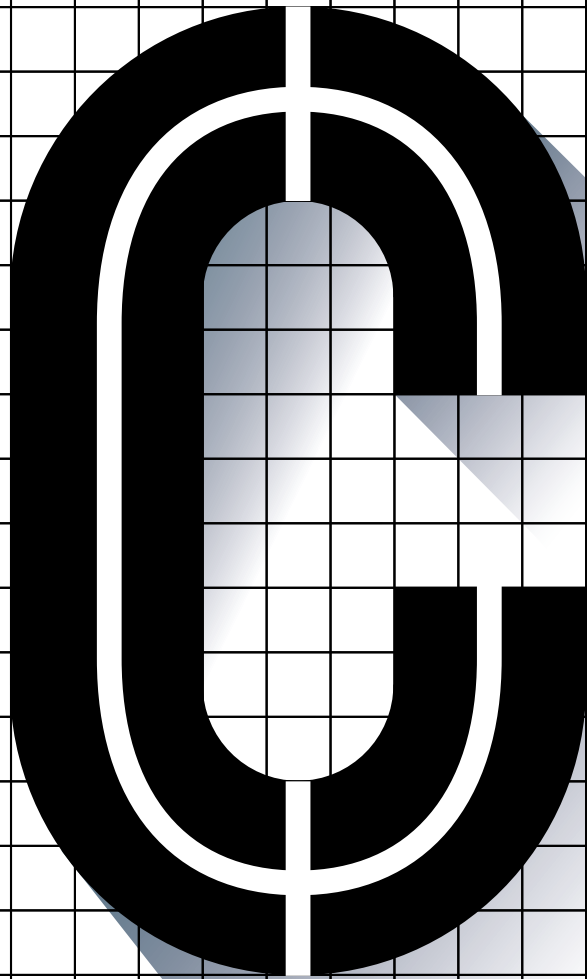
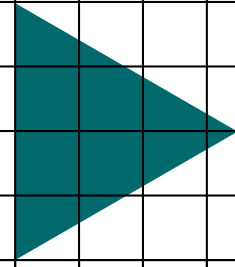


# Concept

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Fashion Design

# THE USE OF TEXT IN FASHION DESIGN.

## ANALYSIS OF SLOGANS IN INDITEX GARMENTS. CASE SPRING-SUMMER 2023

Fashion Design - Slogans - Social values - fast fashion

**Abstract.** The main objective of this work is to determine the use of the slogan in current fashion design. We focus on the company that sells the most in Spain, this being Inditex. Specifically, the texts that appear printed on the garments of Zara, Stradivarius, Bershka and Pull&Bear, from the spring summer 2023 season, will be analyzed. This work observes fashion design as a tool for communicating values to society. There are studies that analyze the slogan as a purely advertising element, however, there is a lack of research on its presence in garments consumed massively through the fast fashion market.

**Resumen.** El objetivo principal de este trabajo es determinar el uso del eslogan en el diseño de moda actual. Nos centramos en la empresa que más vende en España, siendo ésta Inditex. En concreto se analizarán los textos que aparecen impresos en las prendas de Zara, Stradivarius, Bershka y Pull&Bear, de la temporada primavera verano 2023. El presente trabajo observa el diseño de moda como herramienta de comunicación de valores a la sociedad. Existen estudios que analizan el eslogan como elemento únicamente publicitario, sin embargo, hay una carencia de investigaciones sobre la presencia de éste en las prendas consumidas masivamente a través del mercado fast fashion.

### 1. INTRODUCTION, OBJECTIVES AND HYPOTHESIS

Every design communicates a message and has a social impact. Design aims to have an effect on people whether through knowledge, attitude or behavior. Furthermore, every element that communicates, in a public place, generates cultural approval (Frascara, 1997).

In the case of fashion design it is quite evident, especially when text with a specific message has been included in the garments. It is common to enter a clothing store and find mainly t-shirts and sweatshirts with printed textual messages. Therefore, it is appropriate to analyze what slogans or phrases are used on the most consumed garments, what the texts that appear on them convey and what social values are communicated.

#### 1.1. OBJECTIVES

Determine the presence of the slogan on Inditex products for the spring-summer 2023 season.

- **Observe** what social values appear in these texts.
  - **Provide** a methodological proposal to analyze the values transmitted through slogans in fashion design.
  - **Underline** or highlight the importance of fashion design as a communication tool.
- The starting **hypotheses** are set out below.
- **H1:** The slogan is an element present in current fashion design, this can be observed in the garments offered by the Inditex group.
  - **H2:** The slogans expressed transmit social values and claim some topic in vogue.
  - **H3:** The texts on the garments use elements of advertising language: rhetorical figures and use of other languages.



**Image 1:** Pink embroidered sweatshirt  
Source: daydreamgraphicdesign.com

## 2. METHODOLOGY

To respond to the stated objectives, the methodology used is based on the content analysis technique and the quantitative analysis technique.

According to Krippendorff (1990), content analysis is defined as “a research technique designed to formulate, from certain data, reproducible and valid inferences that can be applied to their context.” This technique is effective for this study because it allows for objective and objective observation, systematically whether the hypotheses are met based on the determination of the evidence.

On the other hand, quantitative analysis is a method to precisely establish a series of patterns

in the behavior of the population under study. It is mainly based on the analysis of categorical and numerical variables, through data collection and analysis. Through statistical use and numerical measurement, the trend of the data is shown in order to answer research questions and test established assumptions (Hidalgo, 2019). In this case it is convenient to codify the different possibilities that are studied.

Next, we explain and justify the corpus that makes up the analyzed sample. This sample is made up of products that contain slogans from the Spring/Summer 2023 season sold in Inditex group stores.

According to the study carried out by info-RETAIL Magazine (2023), the fashion group Inditex has reached the position of the textile company that sells the most in Spain. Therefore, the study will focus on this company, the garments to be analyzed being t-shirts and sweatshirts. Because these are the type of pieces that usually contain printed texts.

The selected sample covers the dates between April 14th and May 15th, 2023, when new products are routinely introduced for the spring-summer season. The photographic captures of these garments were taken in the women section of the different Zara, Pull&Bear, Bershka and Stradivarius websites. Other Inditex brands such as Massimo Dutti were not included, because due to their market niche, in these the element to be analyzed was not present or barely appeared in their collection.

The analyzed corpus is made up of a total of 64 sweatshirt or t-shirt type garments.

Being such a specific research project, no analysis sheet was found that was completely appropriate. Therefore, a matrix had to be created from those used in other previous studies. In this way, we resorted to the work of Martín Montesinos and Mas Hurtuna (2009), specifically these authors were useful to us in observing the fonts.

Perelman’s analysis (1996) was also useful for its way of studying the presence of rhetorical figures.

In addition, it was considered appropriate to add a list of social values and a use of colors.

Below is the analysis sheet matrix that has been applied to each of the cases in the sample:

## ANALYSIS MATRIX

### BRAND LOGO

Number indicating order or position

WOMAN X NAME OF THE GARMENT ON THE WEBSITE PRICE

SLOGAN OR VERBAL MESSAGES

TRANSLATION

NUMBER OF WORDS

LANGUAGE

English

Spanish

French

Others

OTHER ELEMENTS?

YES

NO

- IF YES, WHICH?

Human figures

Animal figures

Vegetable figures

Abstract figures

Artistic works

Objects

Symbols

Others

LOCATION

Front

Back

Sleeves

DISPOSITION

Horizontal

Upright

Arched

AMOUNT OF SPACE OCCUPIED IN THE GARMENT

1/2

1/3

1/4

2/2

FONT TYPE

Roman or serif

Linear or sans serif

Italic or script

Decorative or display

FONT COLOUR

Black

White

Blue

Green

Red

Orange

Gold

Degraded

COLOUR OF THE GARMENT

Black

Grey

White/Beige

Green

Blue

Red

Pink/Purple/Lila

Printed

RHETORICAL FIGURES?

YES

NO

- IF YES, WHICH?

VALUES IT TRANSMITS

Historical date	Knowledge
Place/Geographical identity	Motivation
Friendship	Maturity
Love	Nature
Beauty	Adventure
Welfare	Novelty
Civility	Brand
Commitment	Peace
Convenience	Progress
Difference	Empowerment
Sport	Health
Éxito	Measure
Success	Security
Security	Senses
Quality	Solidarity
Economy	Religiosity
Equality	Technology
Freedom	Tenderness
Happiness	Claim
Utopia	War/Violence

EXAMPLE OF THE USE OF THE MATRIX

STRADIVARIUS

WOMAN

**53** GOLDEN LETTERS T-SHIRT 7,99 €



**SLOGAN OR VERBAL MESSAGES**

LOOK AT THE WORLD THROUGH KIND EYES  
CHANGE

**TRANSLATION**

MIRA EL MUNDO CON OJOS AMABLES  
CAMBIA

**NUMBER OF WORDS**

8

**LANGUAGE**

English

Spanish

French

Others

**FONT TYPE**

Roman or serif

Linear or sans serif

Italic or script

Decorative or display

**FONT COLOUR**

Black

White

Blue

Green

Red

Orange

Gold

Degraded

**COLOUR OF THE GARMENT**

Black

Grey

White/Beige

Green

Blue

Red

Pink/Purple/Lila

Printed

---

**OTHER ELEMENTS?**

---

YES

---

NO ●

---

**- IF YES, WHICH?**

---

Human figures

---

Animal figures

---

Vegetable figures

---

Abstract figures

---

Artistic works

---

Objects

---

Symbols

---

Others

---

**LOCATION**

---

Front ●

---

Back

---

Sleeves

---

**DISPOSITION**

---

Horizontal ●

---

Upright

---

Arched

---

**AMOUNT OF SPACE OCCUPIED IN THE GARMENT**

---

1/2

---

1/3

---

1/4

---

2/2 ●

---



---

**RHETORICAL FIGURES?**

---

YES ●

---

NO

---

**- IF YES, WHICH?**

---

Synesthesia

---

**VALUES IT TRANSMITS**

---

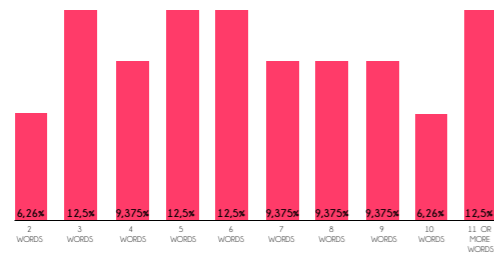
Historical date	Knowledge <span style="float: right;">●</span>
Place/Geographical identity	Motivation <span style="float: right;">●</span>
Friendship	Maturity
Love	Nature
Beauty	Adventure
Welfare	Novelty
Civility <span style="float: right;">●</span>	Brand
Commitment	Peace
Convenience	Progress
Difference	Empowerment
Sport	Health
Success	Measure
Family	Security
Warranty	Senses <span style="float: right;">●</span>
Quality	Solidarity
Economy	Religiosity
Equality	Technology
Freedom	Tenderness
Happiness	Claim
Utopia	War/Violence

**LIST OF THE SLOGANS THAT APPEARED ON THE GARMENTS ANALYZED**

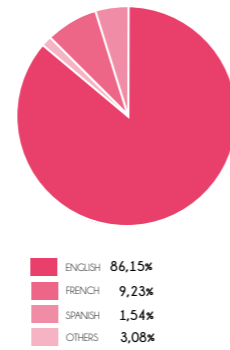
- “MASTER THE ART OF LIVING”
- “YOU SHINE DIFFERENTLY EVERY DAY”
- “THE POINT IS THIS: YOU NEED TO THINKS & ACT WITH KINDNESS”
- “SOMETHING NEW IN THE WORLD”
- “AVAILABLE FOR THINGS THAT MAKE ME FEEL AWESOME”
- “IT’S TIME TO START DREAMING AGAIN, WITH LOVE FROM ME TO ME. MY STORY NEVER ENDS”
- “CHAMPS ÉLYSÉES PARIS AXE HISTORIQUE .1983.”
- “SMILEY ORIGINALS TAKE THE TIME TO SMILE”
- “ARTE CLASSICA VENUS OF MILO GREEK ART 150-125 B.C.”
- “CALIFORNIA UNITED STATES SINCE 1992 THE CHILL OF THE HOLIDAYS”
- “WASHINGTON D.C. DISTRICT OF COLUMBIA”
- “LET’S CELEBRATE SINCE 1923. 100 YEARS DISNEY”
- “MONDRIAN DE LIGNES ET COULEUR: III, 1937”
- “BUT NEAR MISSED THINGS. ADERERROR”
- “SAN FRANCISCO 1990 NORTHERN CALIFORNIA U.S ROUTE 101”
- “QUIET THE MIND FIND PEACE IN SERENITY”
- “CHILL MINDSET CREATE GOOD VIBES”
- “SHINE AS THE SUN LIFE IS PERFECT AND WE ARE AMAZING”
- “CALM MY MIND CREATIVE NEW WAYS TO ENJOY THE NOW”
- “FLOWERS AND SOUL IN FULL BLOOM”
- “FREE AS THE WIND FEEL FREE AND ENJOY THE SUNNY WAVES PALM BAY, FLORIDA 1991”
- “FIND THE DREAM BE GENTLE TO YOU”
- “LO-FI BEATS UNDER THE SUNNY SKYLINE”
- “EXPECT ALL THE GOOD THINGS FIND TIME TO CALL YOUR SOUL FIND TIME TO FIND YOUR INNER PEACE”
- “BE THE MAIN REASON SOMEONE FEELS VALUED, LOVED & SUPPORTED”
- “CREATE A NEW CYCLE A NEW CYCLE TO BEGIN TO CREATE NEW ADVENTURES AND MEMORIES SUNBEAM DREAM”
- “NEXT CHAPTER THE FUTURE IS BRILLIANT MOVE FORWARD”
- “WILD SPIRIT SOFT HEAR”
- “I DIDN’T CHANGE I FOUND MYSELF REMAIN AS YOU ARE”
- “COLORADO TEAM UNITED DON’T LIMIT YOURSELF”
- “ALL THINGS GROW UNDER THE SUN”
- “ENJOY THE NOW IF YOU CHANGE YOUR PERSPECTIVE, YOU CHANGE EVERYTHING”
- “THRIVING ON CHAOS”
- “STOP STOPPING YOURSELF”
- “I LOVE PIZZA (EVERYDAY)”
- “I LOVE YOU BUT I CHOOSE ME”
- “SEOUL’ 98 SOUTH KOREA”
- “SELF LOVE BELIEVE IN YOURSELF ALWAYS NEVER FORGET”
- “MOONLIGHT HEAVEN SWEET PARADISE SEARCHING FOR GOOD VIBES ONLY”
- “N’OUBLIE PAS DE VIVRE”
- “FREEDOM GARAGE ROCK NOWHERE, ARIZONA, USA”
- “YOU WILL BLOOM IF YOU TAKE THE TIME TO WATER YOURSELF”
- “I LOVE CALIFORNIA SOUTH BEACH WELCOME TO PARADISE”
- “MONTECARLO ATHLETIC VIBES”
- “ARIZONA PHOENIX A DREAM A VISION 1972 OUT THE ORDINARY”
- “GRENELLE SPORTIVE CLUB CENTRE DE LOISIRS DE LA CITÉ”
- “EVERYTHING MATTERS”
- “CARA MIA SORRENTO 96 ESTATE ITALIANA”
- “I LOVE SALSEO! CASA STRADIVARIUS & BIBO DANI GARCÍA”
- “LOYAL TO MYSELF DON’T LET OTHERS DEFINE YOU”
- “GIRLS DO IT BETTER”
- “WHEN ART MEETS FASHION”
- “LOOK AT THE WORLD THROUGH KIND EYES CHANGE”
- “FEEL ALL THINGS AS THEY COME”
- “MAIN CHARACTER”
- “KEEP PUSHING FORWARD GOOD THINGS TAKE TIME”
- “KEEP PUSHING FORWARD GOOD THINGS TAKE TIME”
- “LET IT FLOW”
- “OH HEY THERE YOU LOOK AMAZING”
- “SACRAMENTO CALIFORNIA 1987”
- “BROOKLYN EST 1996”
- “MANHATTAN DOWNTOWN ATHLETIC CLUB”
- “FRENCH RIVIERA SAINT TROPEZ SAILING CLUB COTE D’ AZUR FRANCE”
- “NEW JERSEY ESTD 1998 VINTAGE TEAM UNITED STATES OF AMERICA”
- “LOS ANGELES CALIFORNIA DOWNTOWN”

### 3. RESULTS

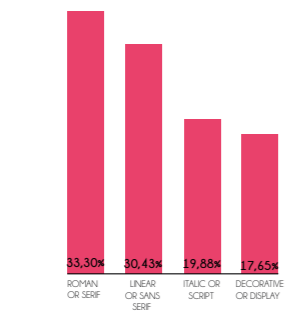
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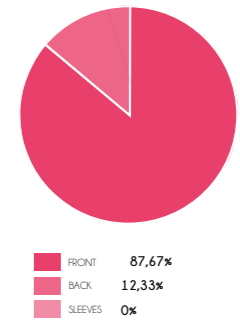
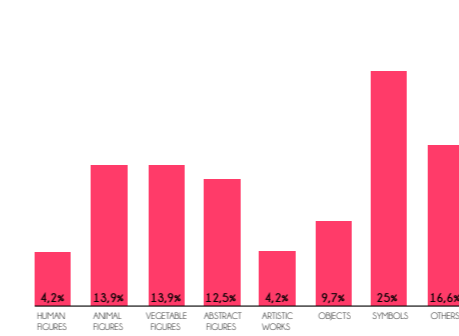
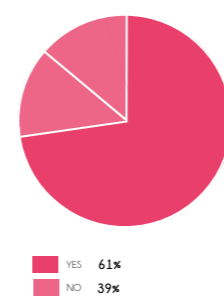
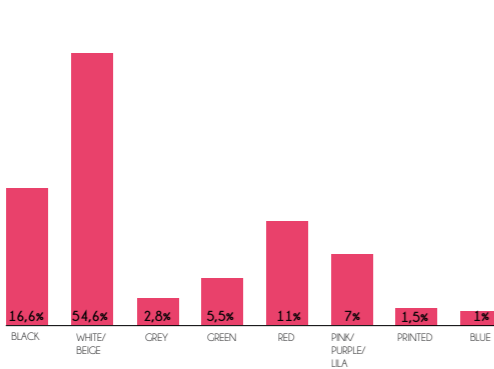
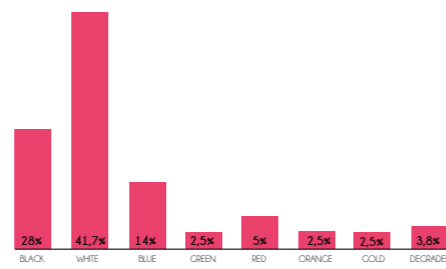
#### 2. LANGUAGE



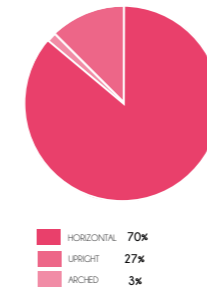
#### 3. FONT TYPE



#### 4. FONT COLOUR



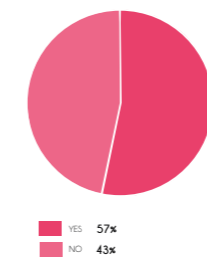
#### 8. DISPOSITION



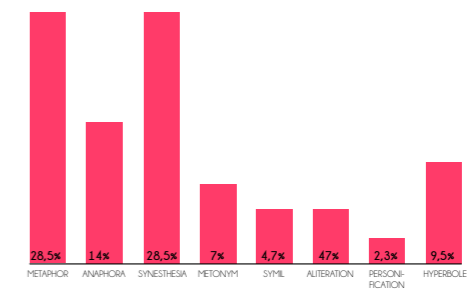
#### 9. AMOUNT OF SPACE OCCUPIED IN THE GARMENT



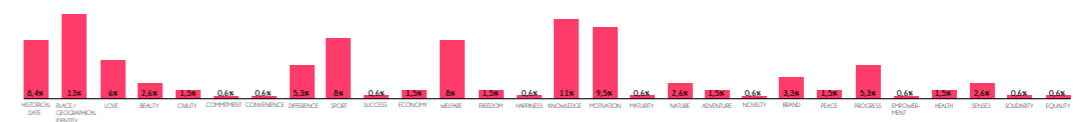
#### 10. RHETORICAL FIGURES?



#### 10.1. IF YES, WHICH?



#### 11. VALUES IT TRANSMITS





#### 4. CONCLUSIONS

The most notable results and their relationship with the consequences of the stated objectives are presented below.

Además en estos eslóganes hemos observado que la extensión en número de palabras más representativo en los eslóganes es tres, cinco, seis y once palabras. Todos ellos con el mismo porcentaje.

In relation to hypothesis **H1**: The slogan is an element present in current fashion design, specifically this occurs in the garments offered by the Inditex group.

It is observed that all the garments analyzed contain textual elements and that these are usually combined with other visual elements.

In favor of hypothesis **H2**: The slogans expressed transmit social values and claim some topic in vogue. This is reaffirmed and the values that appear the most are Place and Geographic Identity, both with the same presence. They are followed by Wisdom, Motivation, Historical Date, Wellbeing and Sports.

Currently, as Lipovetsky (1990) expresses, the consumer is hedonistic and seeks the enjoyment of pleasures. The fact that the Geographic Identity value appears first corresponds to this statement because the places mentioned are usually places of recreation, leisure, vacations and sports. Although it is worth noting that there are more and more phrases that appeal to wisdom and emotional and intellectual motivation, something that moves away from that consumer who simply seeks well-being and appeals to reflection and personal enrichment.

**H3**, which stated that the texts on the garments use elements of advertising language such as rhetorical figures and the use of other languages, is validated. The most used resources are metaphor and synesthesia, followed by anaphora and hyperbole. And in relation to languages, the language most used is English. The rest of the languages present are French and others such as Italian but with a very little relevant presence. It is striking that Spanish only appears in one of the garments analyzed and combined with terms in English.

To conclude, looking to the future, we encourage other researchers to continue this analysis looking at more textile brands and di-

fferent seasons. Finally, we want to highlight the contribution we have made as a methodological proposal to analyze the use of textual elements in Fashion Design.

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