THE USE OF TEXT IN FASHION DESIGN.
ANALYSIS OF SLOGANS IN INDITEX GARMENTS. CASE SPRING-SUMMER 2023

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.

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.
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:

Image 1: Pink embroidered sweatshirt
Source: daydreamgraphicdesign.com
## Analysis Matrix

### Brand Logo
- Name indicating color or position
- **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
  - Arteson works
  - Objects
  - Symbols
  - Others

### Location
- **Front**
- **Back**
- **Sheer**

### Disposition
- **Horizontal**
- **Upright**
- **Arched**

### Amount of Space Occupied in the Garment
- ½
- ¾
- ¾
- ½

### 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/White
- Green
- Blue
- Red
- Pink/Purple/Blue
- Printed

### Rhetorical Figures?
- **YES**
- **NO**
- *If Yes, Which?*

### Values It Transmits
- Historical date
- Place/Geographical identity
- Friendship
- Love
- Beauty
- Wool
- Chiffon
- Commitment
- Convenience
- Difference
- Sport
- Faith
- Success
- Security
- Quality
- Economy
- Equality
- Freedom
- Happiness
- Unia
- Knowledge
- Motivation
- Maturity
- Nature
- Adventure
- Newness
- Flesh
- Focus
- Progress
- Empowerment
- Health
- Measure
- Security
- Sense
- Solidity
- Religiosity
- Technology
- Tenderness
- Clams
- War/Violence
<table>
<thead>
<tr>
<th>SLOGAN OR VERBAL MESSAGES</th>
<th>LOOK AT THE WORLD THROUGH KIND EYES</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>CHANGE</td>
</tr>
<tr>
<td>TRANSLATION</td>
<td>MIRA EL MUNDO CON OJOS AMABLES</td>
</tr>
<tr>
<td></td>
<td>CAMBIA</td>
</tr>
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<td>NUMBER OF WORDS</td>
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<tr>
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<td></td>
<td>Spanish</td>
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<td>French</td>
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<td>Others</td>
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<tr>
<td>FONT TYPE</td>
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<td>Roman or serif</td>
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<td>Linear or sans serif</td>
<td>●</td>
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<tr>
<td>Italic or script</td>
<td>●</td>
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<tr>
<td>Decorative or display</td>
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<table>
<thead>
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<th>FONT COLOUR</th>
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<tr>
<td>White</td>
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<tr>
<td>Blue</td>
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<td>Green</td>
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<td>Red</td>
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<td>Orange</td>
<td></td>
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<td>Gold</td>
<td>●</td>
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<tr>
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<table>
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<th>COLOUR OF THE GARMENT</th>
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<tr>
<td>Grey</td>
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<tr>
<td>White/Beige</td>
<td>●</td>
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<tr>
<td>Green</td>
<td></td>
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<tr>
<td>Blue</td>
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<tr>
<td>Red</td>
<td></td>
</tr>
<tr>
<td>Pink/Purple/Lila</td>
<td></td>
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<td>Printed</td>
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### OTHER ELEMENTS?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>YES</td>
<td></td>
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<tr>
<td>NO</td>
<td></td>
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</table>

- IF YES, WHICH?

<p>| | |</p>
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<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Human figures</td>
<td></td>
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<td>Animal figures</td>
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<tr>
<td>Vegetable figures</td>
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<tr>
<td>Abstract figures</td>
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<tr>
<td>Artistic works</td>
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<td>Objects</td>
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<td>Symbols</td>
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<td>Others</td>
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### LOCATION

<p>| | |</p>
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<th></th>
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<tbody>
<tr>
<td>Front</td>
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<tr>
<td>Back</td>
<td></td>
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<tr>
<td>Sleeves</td>
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### DISPOSITION

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<tbody>
<tr>
<td>Horizontal</td>
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<td>Upright</td>
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<tr>
<td>Arched</td>
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### AMOUNT OF SPACE OCCUPIED IN THE GARMENT

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<table>
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<tr>
<th></th>
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<tbody>
<tr>
<td>1/2</td>
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<tr>
<td>1/3</td>
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<tr>
<td>1/4</td>
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<tr>
<td>2/2</td>
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</tbody>
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RHETORICAL FIGURES?

YES

NO

- IF YES, WHICH?

Synesthesia

VALUES IT TRANSMITS

<table>
<thead>
<tr>
<th>Historical date</th>
<th>Knowledge</th>
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<tbody>
<tr>
<td>Place/Geographical identity</td>
<td>Motivation</td>
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<tr>
<td>Friendship</td>
<td>Maturity</td>
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<tr>
<td>Love</td>
<td>Nature</td>
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<td>Beauty</td>
<td>Adventure</td>
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<tr>
<td>Welfare</td>
<td>Novelty</td>
</tr>
<tr>
<td>Civility</td>
<td>Brand</td>
</tr>
<tr>
<td>Commitment</td>
<td>Peace</td>
</tr>
<tr>
<td>Convenience</td>
<td>Progress</td>
</tr>
<tr>
<td>Difference</td>
<td>Empowerment</td>
</tr>
<tr>
<td>Sport</td>
<td>Health</td>
</tr>
<tr>
<td>Success</td>
<td>Measure</td>
</tr>
<tr>
<td>Family</td>
<td>Security</td>
</tr>
<tr>
<td>Warranty</td>
<td>Senses</td>
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<tr>
<td>Quality</td>
<td>Solidarity</td>
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<td>Religiosity</td>
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<tr>
<td>Freedom</td>
<td>Tenderness</td>
</tr>
<tr>
<td>Happiness</td>
<td>Claim</td>
</tr>
<tr>
<td>Utopia</td>
<td>War/Violence</td>
</tr>
</tbody>
</table>
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 THINK & 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

#### 1. NUMBER OF WORDS

- 2 words: 12.5%
- 3 words: 9.375%
- 4 words: 12.5%
- 5 words: 9.375%
- 6 words: 12.5%
- 7 words: 9.375%
- 8 words: 12.5%
- 9 words: 9.375%
- 10 words: 12.5%
- 11 or more words: 6.26%

#### 2. LANGUAGE

- English: 86.15%
- French: 9.23%
- Spanish: 1.54%
- Others: 3.08%

#### 3. FONT TYPE

- Roman or serif: 33.30%
- Linear or sans serif: 30.43%
- Italic or script: 19.88%
- Decorative or display: 17.65%

#### 4. FONT COLOUR

- Black: 28%
- White: 41.7%
- Blue: 14%
- Green: 2.5%
- Red: 2.5%
- Orange: 5%
- Gold: 2.5%
- Degraded: 3.8%

#### 5. COLOUR OF THE GARMENT

- Yes: 61%
- No: 39%

#### 6. OTHER ELEMENTS?

- Yes: 61%
- No: 39%
8. LOCATION
- FRONT: 87.67%
- BACK: 12.33%
- SLEEVES: 0%

6.1. IF YES, WHICH?
- HUMAN FIGURES: 4.2%
- ANIMAL FIGURES: 13.9%
- VEGETABLE FIGURES: 13.9%
- ABSTRACT FIGURES: 12.5%
- ARTISTIC WORKS: 9.7%
- OBJECTS SYMBOLS OTHERS: 25%

10. RHETORICAL FIGURES?
- YES: 57%
- NO: 43%

11. VALUES IT TRANSMITS
- HISTORICAL: 8.4%
- DATE: 13%
- PLACE / GEOGRAPHICAL IDENTITY: 6%
- LOVE: 2.6%
- BEAUTY: 0.6%
- CIVILITY: 1.5%
- COMMITMENT: 0.6%
- CONVENIENCE: 5.3%
- DIFFERENCE: 0.6%
- SPORT: 8%
- SUCCESS: 1.5%
- ECONOMY: 1.5%
- WELFARE: 8%
- FREEDOM: 1.5%
- HAPPINESS: 0.6%
- KNOWLEDGE: 9.5%
- MOTIVATION: 11%
- MATURITY: 0.6%
- NATURE: 2.6%
- ADVENTURE: 0.6%
- NOVELTY: 1.5%
- BRAND: 3.3%
- PEACE: 1.5%
- PROGRESS: 5.3%
- EMPOWERMENT: 0.6%
- HEALTH: 0.6%
- SENSES: 5.3%
- SOLIDARITY: 0.6%
- EQUALITY: 0.6%
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 different 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.

BIBLIOGRAPHY
