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### Original Citation

Thomson, Jennifer A., Wigley, Stephen M. and Parker, Carolyn R. (2010) Kate Loves Topshop: Celebrity Endorsements and the Lovemarks Concept in a Fashion Retail Context. In: 17th Eirass Conference on Retailing and Consumer Services, July 7th-9th 2010, Istanbul, Turkey. (Unpublished)

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# Kate Winslet Topshop: Celebrity Endorsement & the Lovemarks Concept in a Fashion Retail Context

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# Introduction



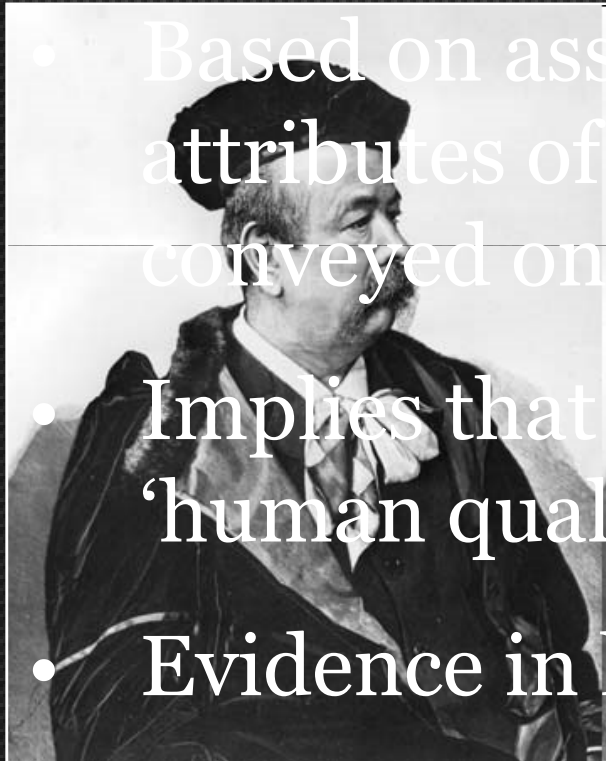
- Context and motives of the research.  
...aim and objectives.
- Literature and practical background.  
...methodology.
- Findings.
- Conclusions and further research.

# Context and Motives

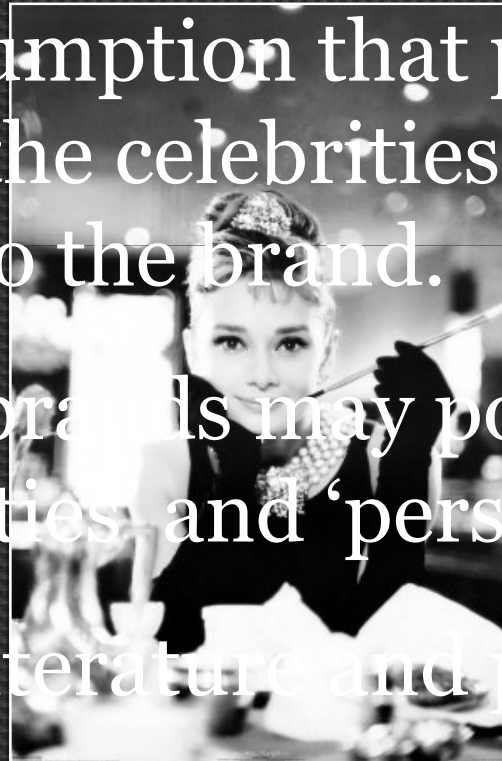


## Provenance of Celebrity Endorsement:

- Based on assumption that personal attributes of the celebrities may be conveyed onto the brand.
- Implies that brands may possess 'human qualities' and 'personalities'.
- Evidence in literature and practice.



Charles Frederick Worth



Audrey Hepburn for  
Chanel



Jackie Kennedy for  
Givenchy

# Context and Motives



- Is 'the brand' an obsolete concept?

- Roberts (2005):



- 'Emotion 'is the component determining brand strength and power.
- Powerful brands become "a loved part of customers' lives".

# Aim and Objectives



- Explore Lovemarks in context of another marketing concept:
  - What emotions does Topshop evoke – is it a Lovemark?
  - What emotions does Kate Moss evoke – is she a Lovemark?
  - What salience and fit is there between Kate Moss and Topshop?
  - Is the Lovemark concept a useful means of planning celebrity endorsement?

# Literature



## Celebrity Endorsement:

- McCracken '89
- Erdogan '99
- Kamins '90
- Kamins & Gupta '94
- Tripp et al '94
- Hunter & Davidson '08

**Successful endorsement demands connection of personal attributes of the celebrity with those of the brand:**

- **Attractiveness**
- **Credibility**
- **Expertise**
- **Lifestyle**
- **Social success**
- **Reputation...**

# Literature



## Emotion & personality in branding:

- Fournier '98
- Richins '97
- Laros & Steenkamp '05
- Aaker '04
- Otnes '97
- Horn & Gurel '77
- Carroll '08

**Consumers interpret brands emotionally and attribute personal qualities to them;**

**Especially the case in consumption of highly symbolic goods;**

**Contemporary brand management makes tangible differentiation difficult.**

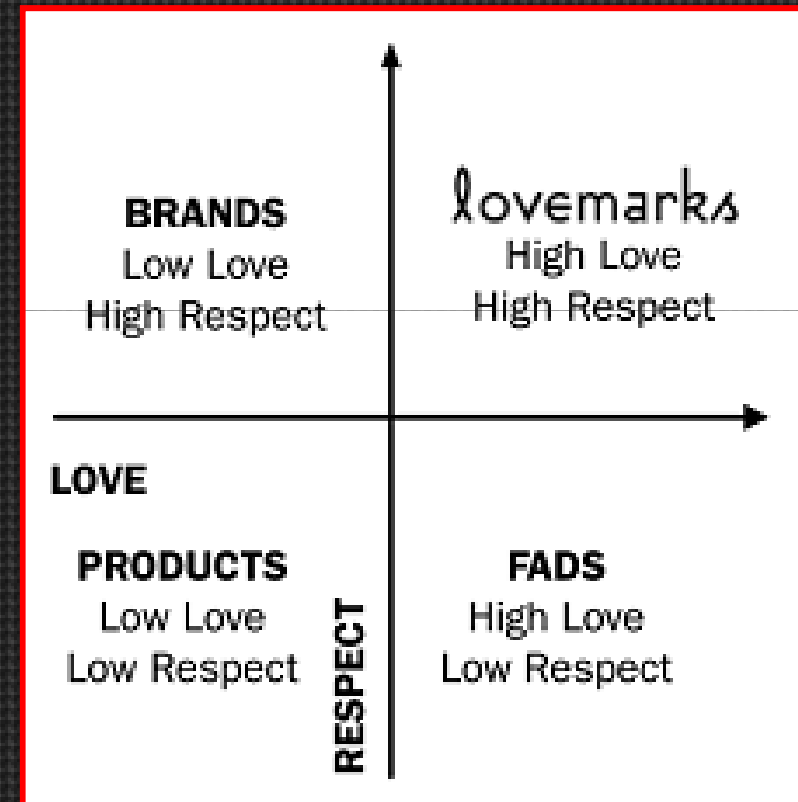


# Lovemarks



- Roberts '05
- Cooper & Pawle '06

	<u>PRIMARY</u>	<u>SECONDARY</u>
<u>EMOTION</u>	<ul style="list-style-type: none"> <li>• Joy</li> <li>• Sorrow</li> <li>• Anger</li> <li>• Fear</li> <li>• Surprise</li> <li>• Disgust</li> </ul>	<ul style="list-style-type: none"> <li>• Love</li> <li>• Guilt</li> <li>• Shame</li> <li>• Pride</li> <li>• Envy</li> <li>• Jealousy</li> </ul>



# Applied Background



# TOPSHOP

- Flagship brand of Arcadia Group Ltd:
  - £1,898m sales (2009)
- Favourite store of 16-34 y/o UK females:
  - Mintel (2009)
- Most successful and high profile of UK fast-fashion retailers and a powerful influencer of UK high-street trends.

# Applied Ba



**THE Sun** KATE MOSS EXCLUSIVE

Monday, March 6, 2006 35p www.thesun.co.uk

# COKE FIEND



**She snorted cocaine in Nelson Mandela's house**

© THE SUN THE FULL INCREDIBLE STORY - PAGES 4 AND 5

# Methodology



- Five focus groups:
  - Six 16-34 y/o female participants each.
- Discussion structured according to research aims and key issues in literature:
  - Impressions of Topshop.
  - Feelings toward Kate Moss.
  - Perspectives on branding and celebrity endorsement in fashion industry.

# Findings - Topshop



- Majority of respondents identified Topshop as a 'fad' or 'brand'...  
...only 22% positioned Topshop as a Lovemark!

## Positive emotions:

- Admiration.
- Reputation.
- (pleasant!) Surprise.
- Joy.
- Pride.

## Negative emotions:

- Disgust.
- Hatred.
- Envy.
- Disillusionment.
- Guilt.

# Findings – Kate Moss



- Vast majority of respondents nominated Kate Moss as a 'brand'

<u>Topshop</u>	<u>Topshop AND Kate Moss</u>	<u>Kate Moss</u>
Guilt Joy <i>Hate</i> Fear	Shame Surprise Envy Love Pride Jealousy Sorrow Anger Disgust	<i>Cynicism</i> <i>Humour</i> <i>Annoyance</i>

# Findings



## Theme

## Context

Skinny

Topshop sizes are small; Kate Moss collection even smaller; Moss set 'waif look' & skinny-jean trends.

Price

Topshop is affordable / expensive; Moss collection is too expensive; Moss associated with expensive brands.

Fashion

Topshop is fashionable; some clothes are 'too cool'; Moss has recognisable style but it may be 'fake'; Topshop & Moss connected to music scene and world of fashion/showbiz celebrities..

Bad Role  
Model

Moss (*was*) a drug-user; Moss contributes to female body-image concerns; Topshop & Moss dictate fashion & cultural agenda.

Good Role  
Model

Moss is a successful businesswoman; she is a confident single woman; she recovered from a drugs scandal; Topshop makes fashion accessible.

Endorsement

Topshop & Moss mutually beneficial; Moss's style fits Topshop's style; supermodel image benefits Topshop.

# Conclusions



- Lovemarks a superficial 'theory' and tool...
- ..but emotional response is important in defining consumer perceptions of brands.
- Perceptions of celebrity personalities affect opinion of their collaborations.
- Negative emotions potential outweigh positive emotions in a group setting.
- Secondary emotions and rationality may have more power than anticipated.
- Subjective and personal nature of emotion and branding.



# Conclusions



- Topshop is NOT a Lovemark – although it is ‘loved’.
- Kate Moss is NOT a Lovemark – can any person?
- Kate Moss & Topshop evoke similar positive & negative emotions – there appears to be salience.
- Utility of Lovemarks concept may be in identifying salience between emotions felt for brand and celebrity.

# Further Research



- Replicate study to other instances of celebrity endorsement.
- Explore comparative power of positive and negative emotions.
- Compare emotional responses to brands across product categories, nationalities and genders.

Thank You, I love you all.