ABSTRACT

This dissertation aims to comprehend how a face becomes a brand. It will examine the entire selection process of a face for a label. After the procedure the research paper will put forward thoughts about the weaknesses and strengths a face might provide, the numerous ways it is helpful and further means which can really destroy the endorsements. Moreover, the dissertation shall also address the dispute between the fashion models and celebrities doing the same job. Similarly, the Significance of associating a face and effect of not using an endorser for endorsement will also be inspected. The research conducted for this dissertation aids in finding out the effects of these endorsements on the people. Talking to the professionals from the industry like designer, models, art directors, fashion editors, and director to find out the insights and all the relevant information. Finding the quantitative data for the dissertation through the online survey and qualitative through the interviews conducted. Analyzing all the relevant information found out through the research to reach a conclusion.