



Brand Aesthetics

Gérald Mazzalovo

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Consumption is going aesthetic. The attention devoted to the formal aspect of products and services has become central to building the competitiveness of enterprises, as confirmed by the success of brands such as Absolut Vodka and

Desigual. In *Brand Aesthetics* the author explores the growing importance of aesthetic factors in the success of brands and the reluctance of brand managers and academics to deal with these issues. He proposes a series of theoretical and practical managerial instruments that offer the advantage of being able to analyse the aesthetic aspects of the various brand manifestations and allow a more refined management of design, creation and communication activities. The tools introduced are applied to specific brands such as Samsonite, Citroën, Mercedes and Pininfarina. In order to illustrate the operational capability of the concept of brand aesthetics, Gérald Mazzalovo has chosen to deepen the linear dimension of formal expression and concludes his study with an online survey unveiling some fascinating results.

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