

Selected fashion houses that exclusively offer luxurious goods use specific form of promotion of their products. Each house usually holds onto traditions of its country and features essential for its own brand while creating new collections. From the point of view of neo-rhetoric it would be appropriate to analyze visual advertisements of the houses (Chanel, Dolce & Gabbana, Burberry) if they create certain models via them. The main advertising campaigns for the spring/summer 2011 season were chosen for this comparison.

Under the terms of observation and semiotic analysis of the fashion advertisement focused on rhetoric figures it can be proved that individual fashion houses aim their attention to how their potential customers' thinking is influenced by their advertising. The model of Roland Barthes is used for the analysis of chosen visual advertisements. Out of all rhetorical tropes the attention is paid to main four – visual metaphor, metonymy, synecdoche and irony. Fashion advertising meets unwritten norm that sets a target to convince the customer of suitability of the products for him.