



The vision for this advertisement is a double-page spread in a fashion magazine. Because the Bode Autumn/Winter 2023 collection is heavily inspired by the designer's own family history, I was inspired to use photos of the collection and place them in a family scrapbook, as many of us have. Everyone is a Bode model wearing the new collection. The pictures were taken at the Paris Fashion Week show; the portraits were taken backstage, and the shots of models walking were pulled from runway photos, stripped of their backgrounds, and then posed in new locations at different points in time, as Bode pulls inspiration from all decades of the 20th century. In the same way, we study each photograph in a family album, trying to better understand our ancestors, feel connected to loved ones who have passed away, and understand ourselves a little more through who we came from. Imagine the surprise of the reader of the magazine flipping to the next page to find they have been transported to a whole different medium, transported into the past– that is sure to catch attention.

The ad copy, 'Remember Bode', is kept short and without punctuation because of its potential to have so many different meanings.

Remember Bode.

This version of the phrase is telling viewers to remember the brand Bode in a very literal sense. Because the brand is quite young and has yet to take advantage of

advertising its designs, it needs to be remembered by people to one day be a household designer name.

Remember? Bode

This version of the phrase is asking viewers if they remember. 'Bode' is simply there as a label to show who the designer is who is asking the question. The copy works with the vintage photo album to bring viewers' minds back to their own family histories.

Remember Bode?

This version of the phrase is sort of the brand's way of saying "We're back". It could be part of a dialogue between people, too. For example, "Remember Bode? They do womenswear too now!" This version of the phrase might even prompt people to do further research on the brand after reading the copy and wondering, "Do I remember Bode? Where do I know this designer from?", therefore giving exposure to past designs and additional news from the present.

These are just a few examples of how punctuation can be added to the copy to give it different meanings, all of which apply to the brand overall. The main feeling that the brand wants to evoke is nostalgia, and the word 'remember' felt very complimentary to that goal.