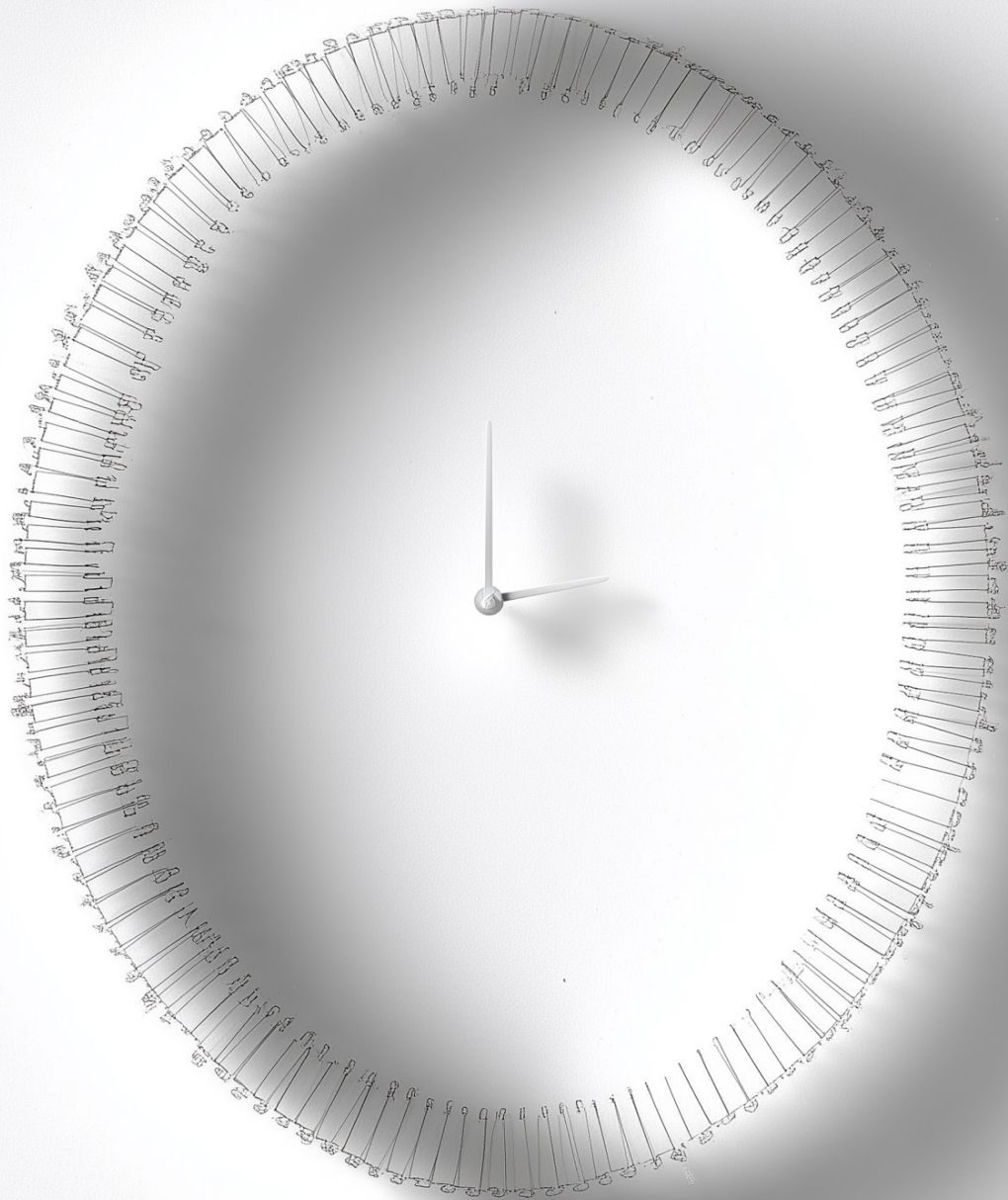


Past presents future.



Multi-Sensory and Nostalgia in Digital Marketing

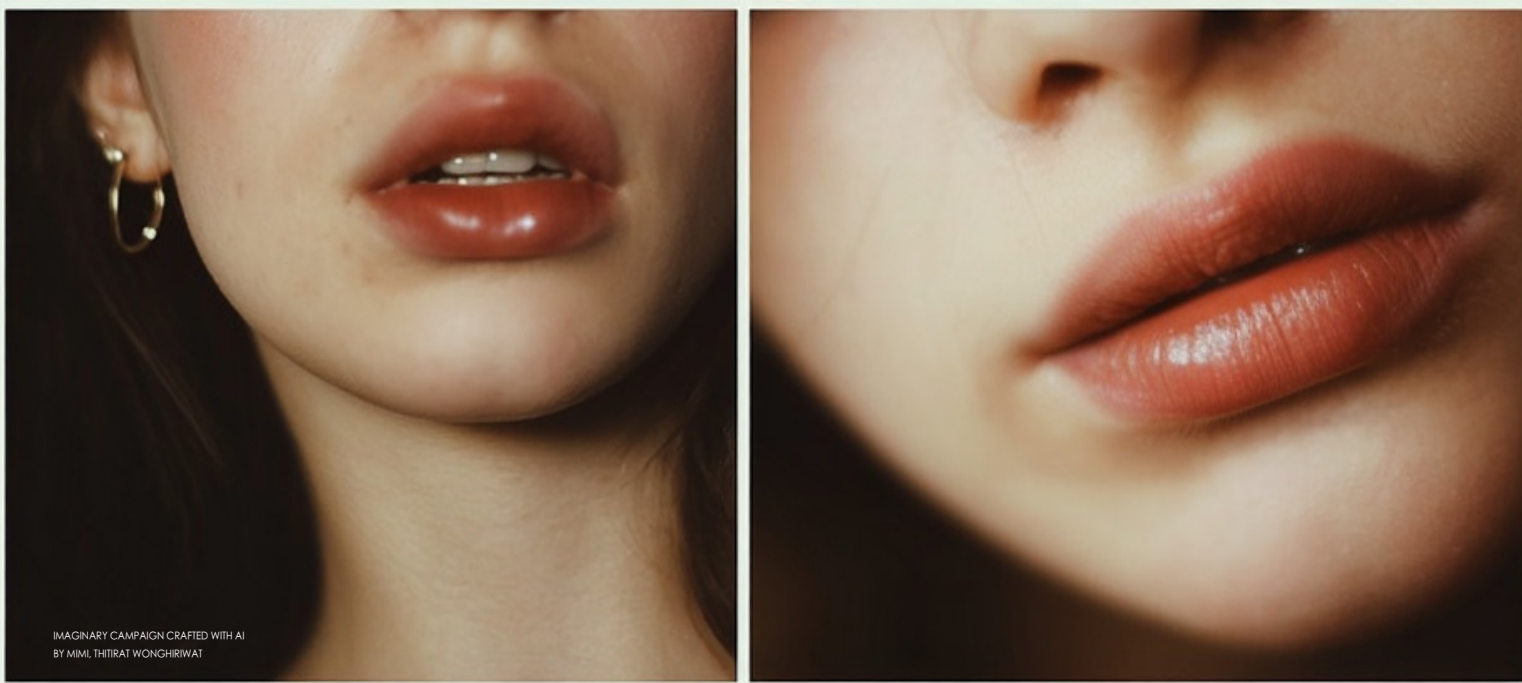
'Past presents future' Cover image.
AI-generated imagery created using Midjourney (v7) by author.

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EXECUTIVE SUMMARY



IMAGINARY CAMPAIGN CRAFTED WITH AI
BY MIMI, THIRAT WONGHIRAWAT

According to the ‘Nostalgic Consumer Trends and Nostalgia Marketing Study’ by Daszkiewicz (2023),

Although nostalgia marketing is frequently discussed in terms of its applications, many sources fail to clearly define it, often reducing it to a set of promotional tools. In reality, it is a strategic approach that leverages emotionally resonant elements from the past to generate trust in new ideas and breathe fresh life into modern marketing campaigns.

By referencing cherished moments from the past, marketers can give brands a more relatable, human touch, fostering emotional bonds that bridge past and present. Utilizing nostalgic imagery, symbols, and sounds can trigger the warm emotions often tied to personal memories, while also helping to strengthen social connections through shared experiences.

Multi-sensory communication serves as a powerful tool to evoke positive emotions and comfort, unconsciously prompting individuals to reflect on their identity and autobiographical experiences, known as nostalgia. This is because it offers the most impactful way to forge a deep connection through communication. As a result, nostalgia marketing offers a unique way to forge emotional connections by tapping into cherished memories and shared cultural experiences. This approach is particularly relevant in our current era, where fast fashion and beauty trends change rapidly and regularly. Given the stressful reality faced by Generation Z and Millennials as they may seek to define their identities, there is a widespread desire across these generations to return to ‘the good old days’. Consequently, media that generates feelings of warmth and comfort, helping audiences reconnect with themselves, is gaining significant attention. This reflects a collective craving for identity.

In response to this, the project’s output aims to facilitate an enjoyable recollection of brands’ past events, demonstrating an endless revival of nostalgia in communication through the continuous connection between human sensory experiences and brand identity. This is achieved through the innovative creation of sensory visuals, leveraging artificial intelligence to bridge the physical and digital realms of brand communication. The primary methodology for this thesis involves researching five selected brands—Chanel, Balenciaga, Loewe, Miu Miu, and Chloé. The project component involves designing these five brands visual communication based on multi-sensory principles.

INTRODUCTION

The concept of nostalgia manifests in various forms of communication, from television and movies to red carpets and runways. This pervasive “bringing back the good old days” often evokes a profound warmth in our hearts, a feeling that is deeply rooted in human psychology. Technically, this sensation of nostalgia is linked to a selective memory, offering individuals a comforting sense of familiarity. More broadly, it can be understood as both a psychological phenomenon and a potent marketing tactic, intentionally employed by industries to revive feelings of escapism, shared experience, positive associations, trust, authenticity, and to capture attention (Yassin, 2024). This emotional resonance is further amplified by a burgeoning trend in fashion and beauty—an increased embrace of food-inspired visuals, playful motifs, and dreamy aesthetics. Our human five senses act as powerful triggers for positive memories.

Therefore, my thesis proposes an interpretation of nostalgia—the desire for carefree and simpler times—supported by the concept of five human sensations. Since the human senses of smell, touch, sight, taste, and sound play a significant role in evoking human emotion and memory, they act as powerful channels to cherished autobiographical experiences, or what we call ‘nostalgia’. When nostalgia is activated through sensory experiences, it tends to filter out negative feelings associated with the past, making the recalled memories predominantly positive and comforting. This positive emotional response can foster feelings of

connectedness, both with oneself and with brands. Furthermore, sensory-driven nostalgia is also notably observed in fashion. As fashion offers us greater freedom to express our personality, lifestyle, mental state, mood, and even economic and political stances, it inherently reflects society and culture. This draws focus to the celebrities rewearing archival dresses: Zendaya in a Maison Margiela Artisanal dress recreated from Christian Dior’s spring 1999 couture collection (Figure 2), Sabrina Carpenter in Madonna’s 1991 Academy Awards Bob Mackie dress, originally inspired by Marilyn Monroe’s look in *Gentlemen Prefer Blondes* (Figure 3), and Sydney Sweeney in a Marc Bouwer dress worn by Angelina Jolie to the 2004 Oscars (Figure 4).

Beyond celebrity influence, this trend prompts a deeper inquiry: Could this also represent a reconnection with one’s identity? Dsquared2’s iconic 30th birthday show transported attendees to the extravagant world of 1990s Brooklyn. The stage design reinforced this journey, featuring the year “1995”—the brand’s founding year—on the left, and “2025” on the right. Each silhouette showcased on the runway brought to life the sensual, provocative, and bold aesthetic that has defined Dsquared2 DNA for three decades. Julia Roberts (Figure 5) recreated one of her most iconic gray Armani pantsuit looks from the 1990 Golden Globes for her visit to the French Ministry of Culture (Brunher, 2025).



Figure 1. Chupinina, V. (2025, April 30). Can the Future of Beauty Be Found on Our Plates? Hypebae. <https://hypebae.com/2025/4/food-beauty-trend-explorer-made-milk-makeup-elf-cosmetics>



Figure 2. Zendaya in a Maison Margiela Artisanal dress
Lai, R. (2024, December 26). All the archival dresses celebrities re-
wore in 2024. Glamour UK. [https://www.glamourmagazine.co.uk/
gallery/archival-dressing-red-carpet-2024](https://www.glamourmagazine.co.uk/gallery/archival-dressing-red-carpet-2024)



Figure 3. Sabrina Carpenter in Madonna's 1991 Academy
Awards Bob Mackie dress
Lai, R. (2024, December 26). All the archival dresses celebrities re-
wore in 2024. Glamour UK. [https://www.glamourmagazine.co.uk/
gallery/archival-dressing-red-carpet-2024](https://www.glamourmagazine.co.uk/gallery/archival-dressing-red-carpet-2024)



Figure 4. Sydney Sweeney in a Marc Bouwer dress
Lai, R. (2024, December 26). All the archival dresses celebrities re-
wore in 2024. Glamour UK. [https://www.glamourmagazine.co.uk/
gallery/archival-dressing-red-carpet-2024](https://www.glamourmagazine.co.uk/gallery/archival-dressing-red-carpet-2024)



Figure 5. Julia Roberts
Brunker, A. (2025, March 1). Julia Roberts recreated one of her
most iconic award show looks from the '90s. Getty. <https://www.istyle.com/julia-roberts-gray-suit-1990-golden-globes-11689026>



These examples underscore the central theme of this thesis, which is reflected in its title, *'Past presents future.'* This title stems from the observation that nostalgia continuously influences fashion, effectively tapping into the emotional connection individuals have with bygone eras. I believe that nostalgia in fashion also serves as a means for brands to reconnect with people and their identities. Miu Miu, for instance, represents an exploration, rebellion, and self-expression of youth, communicating through 60s Mod girls, 90s schoolgirl, and Y2K aesthetics. It is notable that Miuccia Prada captures the audience's emotions through a strong connection to her past and youthful spirit, simultaneously conveying warm and joyful vibes.

From my perspective, humans carry their past and its stories with them, and these shape their present. Even though time moves forward, leading us into the future, the past remains with us because it is the only thing that gives meaning to who we are; indeed, the past informs the future.

In this context, nostalgia serves as a powerful tool, activated through sensory marketing to create impactful brand communication. It transports the audience to particular memories, offering comfort and fostering a positive connection.

The primary methodology for this thesis involves researching five selected brands—**Chanel, Balenciaga, Loewe, Miu Miu, and Chloé**—focusing on brands' history and iconic elements to deeply interpret brand identities and their core values. The project component involves designing these five brands visual communication based on multi-sensory principles, integrated with each brand's iconic elements.

The expected result is that the visual communication will represent the brand's identity and characteristics, allowing it to be recognized without incorporating a brand logo or naming. The design effectively integrates the brand's legacy, evoking reminiscence across time and extending into the near future.

RESEARCH

PART 1

To foster a collective understanding of the project's outputs, which aim to connect brand identities with sensory and multi-sensory communication, this research focuses on analyzing how the five human senses process information in our brains, leading to feelings of nostalgia. Furthermore, this section includes research on Nostalgia and Multi-sensory Marketing to explain the contemporary integration of digital experiences.



Nostalgia

As defined by the Cambridge Dictionary, nostalgia is “a feeling of pleasure and also slight sadness when you think about things that happened in the past” (Cambridge Dictionary, n.d.). Nostalgia is an emotional reaction to an internal or external trigger that idealizes the past. It plays a significant role in strengthening one's identity and self-continuity, fostering a connection between past and present, and increasing social ties by promoting a sense of belonging. While nostalgia often evokes personal memories, it can also extend to shared cultural experiences.

This distinction gives rise to two categories: private nostalgia, which relates to individualized memories from a person's life, and collective nostalgia, which involves widely recognized public symbols and images from the past that can trigger nostalgic feelings in many people simultaneously.

Research by GWI Zeitgeist indicates that younger generations, particularly Generation Z and Millennials, are currently driving nostalgic trends (Daszkiewicz, 2023).

The Science Behind Nostalgia

According to Walsh (2023), humans often possess a short and flawed memory, causing us to overlook past hardships and take present improvements for granted. We tend to reset our expectations, forgetting how things once were, partly because our brains can deceive us. This phenomenon is aided by *selective memory*, where we tend to forget negative past events while reinforcing positive ones.

Moreover, we are inherently wary of change, a concept psychologists refer to as loss aversion. This means the fear of losing something often outweighs the potential benefit of gaining something, making change feel inherently scary and leading us to view the past more favorably.

Table 1. Classifications of nostalgia related to the source of consumer experience

Author	Nostalgia types	Source (reference point)
Baker and Kennedy, 1994	real simulated	— consumer's own direct and personal memories — individual experiences or memories of others, such as parents, grandparents, ancestors
	collective	— collective experiences or memories (e.g., national, historical)
Holak et al., 2006	personal interpersonal	— direct personal experience and memory — non-direct experience and memory, which can come from parents, common experience and memory et al.
	cultural	— memory of groups
	virtual	— books, movies, video materials and other non-direct experiences

Source: own elaboration based on Baker and Kennedy (1994) and Holak et al. (2006).

Table 2. Time periods for which representatives of different generations feel nostalgic

Time period	Generation Z	Millennials	Generation X	Baby Boomers
2010s	42%	18%	n.d.	n.d.
2000s	56%	42%	21%	n.d.
1990s	37%	61%	55%	28%
1980s	21%	36%	65%	66%
1970s	12%	11%	28%	67%
1960s	n.d.	n.d.	10%	31%
1950s	n.d.	n.d.	n.d.	9%

Note: online survey conducted by GWI Zeitgeist on a sample of 6,390 in 12 markets (January 2023). Generation Z: born 1997–2006, Millennials: born 1983–1996, Generation X: born 1964–1982, Baby Boomers: born 1958–1963.
n.d. — no data available

A study published in Lancet Planetary Health, which surveyed nearly 16,000 young people in the US, found that 62% agreed with the statement ‘humanity is doomed’ regarding climate change. This highlights a troubling lack of hope for the future among the next generation, a prevalent sense of fear and pessimism. It suggests that a significant barrier to the narrative of progress lies within our own perceptions.

More importantly, the media’s obsession with negative stories and its default cynical stance contribute to the belief that the world is worse than it truly is. This is partly because audiences tend to react more strongly to negative stories and headlines. This negativity bias, inherent in humans, combined with the recency effect—our tendency to overemphasize the most recent information—makes us highly susceptible to perceiving recent changes as negative. Ultimately, this pervasive pessimism undermines the optimism necessary to build a foundation for future progress.

How Our Five Senses Unlock the Past

Nostalgia, a sentimental longing or wistful affection for a past period or place, is far more than a mere emotional recollection. It is a profound psychological experience intricately woven with our sensory perceptions. Any of the five human senses—*smell, sound, sight, taste, and touch*—can act as potent triggers, rapidly and efficiently transporting individuals back to cherished moments and predominantly positive memories (Kincaid, 2022).

This ability to selectively recall and often filter out negative aspects of the past imbues nostalgic memories with a comforting and positive emotional profile, which can enhance self-esteem, foster social connectedness, and contribute to a deeper sense of meaning in life. According to Hulson (2016), an increase in a sense of social connectedness boosts *self-continuity* which can remind us of a social relation that extends across people and across time.

Self-continuity brings a feeling of vitality—of “energy and spirit.” It is the subjective feeling or sense of connection between one’s past, present, and future selves. It refers to the feeling of being the same person across time, despite changes that occur (Sedikides et al., 2022). This unequivocally means that brands can effectively integrate themselves and express their energy and spirit across time, forging a deep social connection to their legacy. With that being said, **brands capture our nostalgia, activated through the five human senses, in order to create a deep connection.**

According to the quote from Kincaid (2022), while much of contemporary marketing concentrates on future-oriented appeals, nostalgia offers a unique solace by transporting us to a simpler past, where present difficulties are set aside. Our memories then serve as a source of comfort, reminding us of more favorable times. Therefore, if a brand can successfully embed itself within this past and leverage it to foster pleasant present-day recollections, it should be as effective as positive past experiences or autobiographical memories in augmenting the brand’s personal relevance. The sense of familiarity inherent in nostalgia is inherently appealing for audience connection, as it functions as a powerful social unifier.

The five senses serve as intricate pathways, allowing us to revisit and draw comfort from our cherished past.



Sight (Visual Memory)

Visual memory plays a fundamental role in triggering nostalgia, acting as a potent conduit to autobiographical experiences and associated emotional states. For instance, familiar sights and photographs are common and powerful triggers for these nostalgic feelings. According to the National Center for Biotechnology Information (2024), at a neural level, nostalgia, whether visually evoked or by other means, engages brain regions associated with self-reflection, such as the medial prefrontal cortex, posterior cingulate cortex, and precuneus. It also involves autobiographical memory processing alongside emotion regulation and reward processing. The collaborative activity of memory and reward systems, particularly the hippocampus and ventral striatum, is a key feature, with the strength of this co-activation correlating with an individual's predisposition to nostalgia. Furthermore, visual input is not merely a reminder that indirectly leads to nostalgic feelings; it directly activates these specific neural pathways, initiating the complex cascade of self-reflection, autobiographical memory retrieval, and reward processing that constitutes nostalgia. While visual stimuli effectively elicit nostalgia, research also indicates that audiovisual integration can enhance emotional intensity and processing efficiency, potentially triggering stronger brainwave responses than visual input alone.

Marketing with Visual Memory

Visual nostalgia marketing strategically taps into positive memories and emotions from the past to create emotional connections between consumers and brands, products, or services. This approach is particularly effective because nostalgia evokes feelings of happiness, comfort, and trust, which can make audiences more responsive to marketing messages and deepen brand loyalty. According to Wide Angle (2025), visual nostalgia marketing is achieved by employing recognizable symbols from *shared cultural experiences*, such as retro images, icons, themes, vintage-inspired fonts, color palettes, and packaging. Brands reintroduce classic products or campaigns, modernize them for today's audience, or use throwback content on social media.

For example, the Barbie Movie capitalized on the iconic doll's visual legacy, generating immense online searches and global box office success. KFC Héritage (Figure 7), is a great example of relatable nostalgia that is strongly connected to the brand. The ad takes us back in time to re-enforce the brand's long heritage while at the same time showcasing how this brand is still relevant and has very much moved with the times and into the future, remaining as relevant today as it ever was (Jones, 2023).

Sound (Auditory Memory)

According to Georgia Institute of Technology (2024), music holds a unique power to evoke vivid memories and influence emotional states due to its direct engagement with brain regions vital for *emotion and memory*, like the hippocampus (memory storage and retrieval) and amygdala (emotional center). This direct neurological connection explains why specific songs can trigger strong emotional responses and transport individuals back to significant life events. Research indicates that music not only helps retrieve existing memories but can also subtly alter their emotional content; for instance, neutral stories recalled with positive music are later remembered *more positively*, even without the music present. This suggests that memories are flexible, allowing external auditory cues to reshape their emotional tone during recollection. Besides its emotional and memory-evoking capabilities, music significantly impacts various cognitive functions, including attention, problem-solving, decision-making, and creativity.

Marketing with Auditory Memory

Music also holds an unique impact in marketing, especially for nostalgia campaigns, due to its direct and profound impact on emotional memory. Auditory elements bypass conscious cognitive processing and directly engage the brain's limbic system—the emotional center. This immediate access to emotional memory networks allows music to create deeper, more visceral connections with consumers than visual cues alone. Critically, music activates the amygdala and hippocampus. The strong interaction between these two regions explains why music not only triggers memories but also evokes intense emotional responses (Holzel, n.d.).

Furthermore, enjoyable music releases dopamine, enhancing humans' mood. Studies show that when neutral stories are recalled with emotionally charged music, individuals tend to imbue those stories with emotions aligning with the music's mood, a phenomenon sometimes called "*memory rewriting*". This indicates that memories are more flexible and susceptible to external auditory cues, with music acting as an "*emotional lure*" that integrates emotional tone with visual imagery and narrative during memory reconstruction (Neuroscience News, 2025). The influence of music on memory and emotion often occurs unconsciously, impacting consumer sentiment and memory without requiring deliberate cognitive effort.



Figure 8: Rhode: Pocket Blush - Toasted Teddy
Chopra, S. (2025, June 7). Blonzers to buy instead of Rhode's 'toasted teddy' pocket blush. LBB. <https://lbb.in/all/best-brown-blush/>

Taste (Gustatory Memory)

Gustatory memory, often intricately linked with olfactory memory, is a phenomenon widely recognized as the “*Proust Effect*”. Similar to other senses, the senses of taste belong to the limbic system, particularly the amygdala and hippocampus, which are critical for emotion and memory processing. However, memories evoked by taste (and smell) are frequently more self-relevant, arousing, and familiar, carrying *a more positive emotional profile* with lower levels of negative or ambivalent emotions compared to nostalgia triggered by other senses. Food-evoked nostalgia, engages multiple senses—taste, smell, texture, sight, and sound—therefore creating a rich, immersive memory experience. While taste and smell are primary initiators due to their direct limbic connections, they act as a gateway for a multisensory recall, rapidly pulling in associated visual, tactile, and auditory memories, creating a holistic and intensely vivid nostalgic experience. This makes food exceptionally powerful in evoking nostalgia because it bypasses purely cognitive recall, directly accessing deeply encoded, emotionally rich, multisensory memory networks (Green JD, Reid CA, Kneuer MA, Hedgebeth MV, 2023).

Marketing with Gustatory Memory

The profound emotional and psychological impact of gustatory memory also makes it a powerful tool in marketing, highlighting the powerful interplay between language, memory, and emotional comfort in consumer decision-making, extending beyond the actual taste experience itself. Rhode is a distinctive case study who strategically integrates food-inspired sensory marketing into its campaigns,

launching products and collaborations that evoke nostalgia, multi-sensory appeal, and cultural trends. The profound emotional and psychological impact of gustatory memory also makes it a powerful tool in marketing, highlighting the powerful interplay between language, memory, and emotional comfort in consumer decision-making, extending beyond the actual taste experience itself. Rhode is a distinctive case study who strategically integrates food-inspired sensory marketing into its campaigns, launching products and collaborations that evoke nostalgia, multi-sensory appeal, and cultural trends. For example, during the viral “Strawberry Girl” aesthetic (Figure 10-12), Hailey Bieber released a limited-edition Strawberry Glaze Peptide Lip Treatment—using a scent and flavor inspired by her childhood favorite strawberry-frosted doughnuts—which collaborated with Krispy Kreme’s revival of its iconic Strawberry Glaze donut, creating a seamless cross-industry sensory experience (Cardellino, 2023). This campaign combined the visual ‘glazed donut skin’ trend (Figure 9), olfactory, and taste dimensions to strengthen emotional connections and broaden reach beyond beauty into food culture.

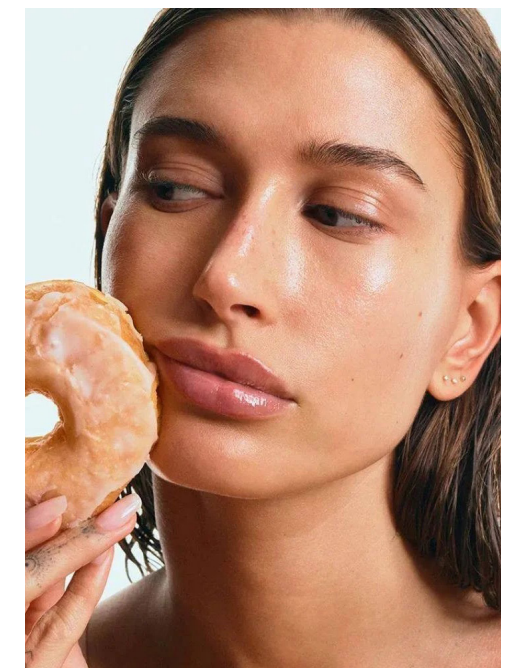


Figure 9: Rhode: the ‘Glazed Donut’ Skin
Omar, R. (2023, January 24). Glazed Donut Skin is 2023's 'Yummiest Trend' | Here's How You Can Get It Too Sunday. <https://sunday.com.pk/beauty/skincare/glazed-donut-skin-2023-yummiest-trend-here-how-you-can-get-it-too/>

Through similar product naming—such as Glazing Milk, Cinnamon Roll Lip Treatment, and Vanilla Cake Lip Treatment—and experiential content, Rhode leverages multi-sensory cues and strategic partnerships such as Krispy Kreme and Erewhon to engage audiences, create lifestyle resonance, and foster deeper brand loyalty (Medium, 2024).

Last but not least, nostalgic labels, such as “grandma’s”, for example, someone from an Italian-American family might find deep comfort in a plate of homemade lasagna, not just because of its taste, but because it reminds them of family gatherings and the warmth of their grandmother’s kitchen (Aromatech Group. n.d.).

Figure 10. Rhode: ‘Strawberry Glaze’ Campaign
M. S. (2023, August 21). Halley Bieber’s Rhode Is Entering Its “Strawberry Glaze” Era. Hypebae. <https://hypebae.com/2023/8/rhode-strawberry-glaze-peptide-lip-treatment-release-price-info>



Figure 11. Rhode: ‘Strawberry Glaze’ Campaign
M. S. (2023, August 21). Halley Bieber’s Rhode Is Entering Its “Strawberry Glaze” Era. Hypebae. <https://hypebae.com/2023/8/rhode-strawberry-glaze-peptide-lip-treatment-release-price-info>

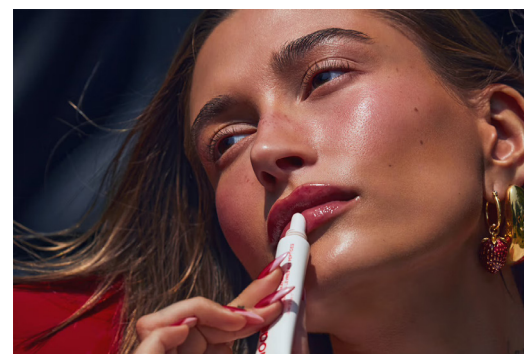


Figure 12. Rhode: ‘Strawberry Glaze’ Campaign
M. S. (2023, August 21). Halley Bieber’s Rhode Is Entering Its “Strawberry Glaze” Era. Hypebae. <https://hypebae.com/2023/8/rhode-strawberry-glaze-peptide-lip-treatment-release-price-info>



Smell (Olfactory Memory)

Smell sensory has a direct, unfiltered route that often unconsciously impacts an individual’s psychological state and memory recall unlike other sensory inputs that typically undergo more complex processing. By leveraging this powerful link between smell, emotion, and memory, brands are increasingly recognizing the strategic importance of multi-sensory engagement beyond mere visual stimuli.

According to Stierwalt (2020) and Walsh (2020), the sense of smell possesses a distinct and potent capacity for triggering memories, surpassing other sensory modalities due to its unique neurological architecture. Sense of smell has direct connective pathways between the olfactory bulb, the brain region responsible for processing scents, and the limbic system. This direct activation encompasses areas critical for *both memory formation and emotional processing* which is common aromas, such as those from cookouts or fresh-baked cookies, can evoke particularly strong emotional responses and vivid recollections of past experiences.

Marketing with Olfactory Memory

One distinctive sample that we can notice in daily lives is that fashion clothing stores use perfume to create a unique and memorable shopping experience. By introducing a carefully chosen ambient fragrance, a pleasant and consistent scent can make customers feel more comfortable, relaxed, or even excited, fostering a positive association with the brand that can lead to attract more visitors, encourage them to stay longer, and enhance their perception of product quality and brand image (Scents make sense: Using smell in marketing, n.d.).

For luxury fashion houses, a signature scent can also serve as an accessible entry point to the brand, offering a taste of its essence at a lower price point than clothing. The fragrance is meticulously selected to align with the brand’s identity and the desired mood, ensuring a cohesive sensory environment that complements the visual and auditory elements of the store (Maison 21G, n.d.).

Touch (Haptic Memory)

Touch, or haptic memory, plays a distinct and emotionally potent role in how we recall the past. According to Elsevier (n.d.), Gallace and Spence (2020), and Lawson et al. (2016), unlike visual or auditory memory, tactile memory involves direct physical interaction with objects, which can create long-lasting, durable memory traces. Studies show that even brief contact with an object can encode specific tactile features—like *texture, shape, or temperature*—into *long-term memory*. This process is often subconscious and can be retrieved later with surprising detail, especially when tied to emotionally significant moments or nostalgic triggers. Haptic memory is closely tied to brain regions involved in emotion and spatial awareness, making touch a powerful pathway to *re-experiencing personal memories*. This helps explain why handling familiar objects, like a childhood toy or a soft fabric from the past, can evoke a strong sense of comfort and nostalgia.

Marketing with Haptic Memory

Haptic nostalgia marketing taps into the powerful emotional resonance of touch, using tactile experiences to evoke warm, sentimental memories and foster deeper consumer-brand connections.

According to Foerstel Piper Martin (n.d.), product shapes play a crucial role: circular and smooth forms tend to evoke nostalgia by triggering feelings of friendliness, warmth, and social belonging, especially among consumers with fewer social connections. Consumers subconsciously associate high-quality products with pleasant textures, convenient packaging, and materials that feel good to the touch. The texture or weight of a product can elicit positive emotions and improve recall of the brand. Unique tactile features in packaging or the product itself significantly enhance brand memorability. Printed materials such as business cards, brochures, and promotional items, crafted with attention to texture and material, can also form strong emotional connections.

Artisanal storytelling has become a tactile storytelling technique and a vital part of nostalgic branding. Jacquemus 'Détails in the making' content of leather-crafted Milk Box (Figure 13-14) is the exceptional example of implementing childhood nostalgia and touch sensation through artisanal content.

Figure 13. Détails in the making
Jacquemus (@jacquemus, Instagram reel, (n.d.).
Instagram, https://www.instagram.com/reel/DG0I-bQwIR8p?utm_source=ig_web_copy_link&gsh=Mz-RIOBINWFZA==



Figure 14. Détails in the making
Jacquemus (@jacquemus, Instagram reel, (n.d.).
Instagram, https://www.instagram.com/reel/DG0I-bQwIR8p?utm_source=ig_web_copy_link&gsh=Mz-RIOBINWFZA==



Multi-Sensorial Experiences

According to Holzel (n.d.), engaging multiple senses—sight, sound, touch, smell, and taste—can significantly deepen consumer experiences, enhance emotional bonds with brands, and foster long-term brand loyalty. Traditionally applied in physical environments, multi-sensory marketing is now increasingly prevalent in the digital world.

Brands are leveraging technologies like haptics for touch-based feedback and tapping into the psychological concept of mirror neurons to make digital interactions feel more personal. This explains why watching others interact with products, such as in unboxing videos, can evoke similar emotional responses in viewers, fostering emotional connection.

This approach is grounded in embodied cognition and neuroscience, recognizing that activating multiple senses creates more holistic, memorable, and emotionally resonant experiences. Smell, with its direct link to the limbic system, **is particularly effective for triggering memory and emotion, while sound and touch also play crucial roles in shaping perception and enhancing engagement.** To implement these strategies effectively, brands align sensory inputs with their identity, offer interactive experiences, and use evocative language and imagery that supports their narrative.

Real-world examples illustrate the power of multi-sensory marketing. Glossier's ASMR-driven pop-up engaged smell, sound, and touch to immerse customers in its brand identity (Figure 15 on next page).

Without the force to scan QR code or avatars showcase into a physical experience to represent a kind of master 'high-tech' retail experience, Glossier instead seamlessly integrated digital elements in the background to facilitate and elevate the consumer experience. As a result, visitors are anchored and immersed into the space and naturally turn into content creators posting about the pop-up online which instantly bridging the gap between online and offline brand ecosystem.

For luxury fashion houses, a signature scent can also serve as an accessible entry point to the brand, offering a taste of its essence at a lower price point than clothing. The fragrance is meticulously selected to align with the brand's identity and the desired mood, ensuring a cohesive sensory environment that complements the visual and auditory elements of the store (Maison 21G, n.d.).



Figure 15. AI-powered sensorial experience at Glossier's Paris pop-up

Ludmir, C. (2025, March 31). Glossier's Paris Pop-Up proves its winning formula still works. Forbes, <https://www.forbes.com/sites/claraludmir/2025/03/31/glossiers-paris-pop-up-shows-lasting-interest-in-retail-experiences/>

Multi-Sensory Marketing in The Digital World

Digital Sensory Marketing refers to the strategic use of technology to simulate real-world sensory experiences—sight, sound, touch, smell, and taste—within digital environments. Sensory cues like haptic feedback, temperature, airflow, and even olfactory signals are increasingly integrated into online retail, virtual reality, and mobile experiences. These tools replicate the physical sensations of interacting with a product, creating a more emotionally engaging and memorable brand encounter. This multisensory engagement has been shown to increase product value perception, emotional resonance, and purchase intent (Journal of Interactive Marketing, 2018).

Presenting synchronized sensory inputs—across sight, sound, and touch—creates a unified and immersive digital experience. In order to make the brain processes and unifies inputs digitally from different senses, critical factors such as *spatiotemporal alignment and semantic coherence of stimuli* are essential to avoid sensory conflict and to amplify emotional responses and memory retention. Content needs to be congruent in time and meaning. For instance, adding congruent haptic vibrations and ambient sound to visually

rich environments significantly boosts users’ sense of presence, reduces cognitive load, and increases task performance—especially under challenging conditions. Also, combining a warm visual tone with matching ambient sound and tactile cues can foster trust or nostalgia. This creates immersion, enhances memory encoding, and strengthens emotional response (Cornelio, Velasco & Obrist, 2021).



IMAGINARY CAMPAIGN CRAFTED WITH AI
BY MIMI, THIRAT WONGHIRAWAT

RESEARCH

PART 2

With five selected brands— **Balenciaga, Chanel, Loewe, Miu Miu and Chloé**— as part of project output. Research on part two focuses on brand history, particularly in the period of founders, and iconic elements to deeply interpret brand identities and their core values to deliver the final works.

Balenciaga

Cristóbal Balenciaga, the master of haute couture, fundamentally changed the way women dressed and how the female figure was presented. He famously stated, *“A woman has no need to be perfect or even beautiful to wear my dresses. The dress will do all that for her.”* Balenciaga was born in 1895 in Getaria, a small fishermen village of the Basque Coast, in the north of Spain. He began his couture business by opening his first house in San Sebastián in 1917, later expanding with branches in Madrid, known as Eisa, and Barcelona. In 1937, at the start of the Spanish Civil War, he moved to Paris and established his new business, eventually retiring in 1968 and returning to Spain.

Cristóbal Balenciaga was a constant perfectionist, deeply skilled in sewing techniques, and he spent his career refining the construction of his designs and introducing remarkable innovations. This allowed him to gradually move towards simpler,

purier forms. Wearing a creation from Maison Balenciaga meant gaining elegance, self-confidence, and an enhanced figure without losing comfort or practicality, all achieved through perfect fabric choice, cut, and fit, leading to a style of *sculptural simplicity*. Renowned and highly-influenced individuals of the 20th century, such as Mona Von Bismarck, Bunny Mellon, Barbara Hutton, Grace Kelly, Madame Jack Bousquet, and Madeline Dittenfofer, all wore Balenciaga’s creations.

Balenciaga’s work is known for its complex construction of simple patterns, expertly made from exquisite fabrics, particularly his daywear coats and suits which had an understated simplicity that revealed its details only upon closer inspection. His innovative personality meant he always sought greater simplicity and purity in his designs, a quality praised by Coco Chanel, who called him *“the only true couturier amongst us, able to design, cut, assemble and sew a dress entirely by himself.”*

Fashion editor Diana Vreeland captured this impact, saying, “In a Balenciaga, you were the only woman in the room – no other woman existed.” The relationship between Balenciaga and clients was beyond just design. He created custom designs for specific clients through strong personal connections with them, as his values in individual style and comfort (Cristóbal Balenciaga - Google Arts & Culture, n.d.).

According to Google Arts & Culture (n.d.), Rachel Lambert Mellon, an heir to the Listerine fortune and a horticulturalist, fine arts collector and philanthropist who redesigned the White House Rose Garden, highlighted by the phrase *“I Feel Pretty”* and *“His daywear designs were perfectly suited to the lives of his clients”* further illustrates his impact. Mrs. Mellon, whose lifelong passion for garden design and practised it throughout her lifetime, often surrounded herself in floral

aspects including jewelry and dress. Mrs. Mellon understood Balenciaga’s philosophy, the relationship of the space between the body and the garment and often chose Balenciaga designs that featured floral elements, such as embroidery, brocades, and floral prints, aligning with her preference for nature-inspired aesthetics. On the other hand, Balenciaga’s designs naturally fit in with the atmosphere Mrs. Mellon looked for when decorating her houses; intimate and eclectic, with pieces by artisans made expressly for her, and important works of art.

Announced by Kering in May 2025, Pierpaolo Piccioli was appointed as the new Creative Director of Balenciaga, succeeding Demna Gvasalia, with his first collection for Balenciaga scheduled to be unveiled in October during Paris Fashion Week. Piccioli was previously the Creative Director of Valentino.



Figure 16. Perfume bottle - Le Dix

Cristóbal Balenciaga - Google Arts & Culture. (n.d.). Google Arts & Culture. <https://artsandculture.google.com/asset/perfume-bottle-le-dix-crist%C3%B3bal-balenciaga/-AFHYVGMG-SOSHgmI=en>



Figure 17. Mona in Balenciaga silk faille - hostess gown

Crisell, H. (2018, July 4). Mona von Bismarck's fashion | Vogue India. Vogue India. <https://www.vogue.in/content/mona-von-bismarck-fashion>



Figure 18. Evening coat in gold lamé and printed beige silk.

August 1965. CBW 2015.62 © Fundación Cristóbal Balenciaga. Photo: Vicente Paredes. Retrieved from Google Arts & Culture. <https://artsandculture.google.com/asset/coat-crist%C3%B3bal-balenciaga/9g8RZ0a1UYtg>

Chanel

Gabrielle Chanel, born in Saumur, France, on August 19, 1883, profoundly influenced 20th-century fashion. She opened her first boutique in Deauville in 1912, and by 1913, began selling a revolutionary line of jersey sportswear, previously used only for men's underwear, which significantly changed fashion and women's relationship with their bodies, achieving instant success.

Encouraged by this success, Mademoiselle Chanel established her first Couture House in Biarritz in 1915, employing 300 workers and designing her initial Haute Couture collection. Her legacy further expanded with the launch of the iconic CHANEL N°5 perfume in 1921, stated *"women's perfume which smells like a woman,"* which was groundbreaking in its scent, name, and presentation, developed in partnership with perfumer Ernest Beaux. This led to the creation of the "Société des Parfums CHANEL" perfume, with Beaux becoming the House's first in-house perfumer, and the release of Chanel's first makeup collections including powders and lipsticks

in 1924. In 1932, Chanel presented her only High Jewelry collection, Bijoux De Diamants, featuring over 45 pieces at her Parisian mansion. Later, in 1993, CHANEL Fine Jewelry was created, notably reproducing the COMÈTE necklace from this 1932 collection.

A major innovation in accessories came in 1955 with the renowned quilted handbag featuring a gold chain, the "2.55," named for its creation date, providing functionality and hand-free convenience. Later, Chanel debuted her iconic 'trimmed tweed suit' in 1956 and two-tone pumps in the beige leather, helping elongate the legs, and the black tip makes the foot look smaller, a year later. Two-tone pumps made a revolution as it was added with the elastic strap from Shoemaker Massaro around the heel for more comfort. Chanel quickly became a favorite among The most prominent women of the era such as Elizabeth Taylor, Jackie Kennedy, and Grace Kelly.



Figure 19. Coco Chanel by Boris Lipnitzki, Paris, October 1936
Chanel. (n.d.). 1883, birth | CHANEL. © Boris Lipnitzki / Roger-Viollet. Retrieved from <https://www.chanel.com/s/about-chanel/the-house-of-chanel/1883/>



Figure 20. Marie-Hélène Arnaud wearing a suit from the 1958/1959 Fall/Winter Haute Couture Collection in Vogue, September 1958
Chanel. (n.d.). 1883, birth | CHANEL. © Santa Fortino @Vogue. Retrieved from <https://www.chanel.com/s/about-chanel/the-house-of-chanel/1883/>

According to Idacavage (2018), Chanel No. 5, in particular, famously challenged traditional ideas of perfume, demonstrating the paradox — voilà! — that women could be simultaneously “sexy” and “pure.” with its name linked to Chanel's superstitious choice of the fifth sample and her collection presentation on May 5th “I show my collections on the fifth of May, the fifth month of the year, so let's leave the number it bears, and this number five will bring it good luck”.

The phrase *“Pays homage to the original but feels more youthful”* could be used to describe everything that the Chanel brand does today; the Chanel brand itself is remarkably good at telling stories that reinforce Mademoiselle Chanel's mythical aura. For instance, a video titled “The Self-Portrait of a Perfume, (https://youtu.be/RjhHXBjIbww?si=Jhur_9k8AhotWqyN)” features the narrator stating, “I am a consciousness, a way of walking, of thinking, of dreaming, of being true to one's self.” The perfume is branded as a way of life rather than a luxury product.



Figure 21. Gisele on Chanel No. 5 campaign
Redazione. (2014, November 2). Chanel n.5 e Gisele Bündchen: lo spot, i making of e Eau Première. Vogue Italia. <https://www.vogue.it/beauty/milizia-bellezza/2014/11/02/video-chanel-numero-5-gisele-bundchen-profilo-baz-luhrmann>

Over 90 years, the Chanel brand skillfully honors its origins while appealing to younger audiences, largely due to Karl Lagerfeld, who took over as Creative Director in 1983, and his ability to connect with youth and celebrity culture. The brand excels at reinforcing Gabrielle Chanel's legendary image through compelling storytelling, as seen in the “Self-Portrait of a Perfume” video where Chanel No. 5 is described as a way of life, contributing to its sustained popularity across generations for over 90 years, with campaign faces like Gisele (2014) embodying *the ideal “No. 5 woman.”* This involves updating classic Chanel elements like tweed suits, pearls, and black dresses for contemporary styles. Lily-Rose Depp, appointed as a brand ambassador, also defined the ideal of a long-standing relationship with Chanel legacy since her mother, Vanessa Paradis, has been a Chanel ambassador since 1990.



Figure 22. The salon at Gabrielle Chanel's apartment on 31 Rue Cambon in Paris
Socha, M. (2021, May 12). Chanel unveils restored apartment at 31 rue Cambon. WWD. <https://www.wwd.com/fashion-news/designer-luxury/chanel-restored-apartment-com-bon-1234621884/>

Loewe

Loewe, established in Madrid, Spain, in 1846, began as a cooperative of Spanish leather artisans committed to producing high-quality leather items, thus forming its fundamental identity rooted in artisanal skills and leather expertise. The workshop initially focused solely on leather crafting. In 1872, Enrique Loewe Roessberg, a skilled leather worker from Germany, took charge and united the business under his name, marking the birth of the brand as it is known today (pronounced “lo-weh-vay”). This blend of Spanish tradition and German precision, implied by his description as a ‘technically gifted leather maker’ contributed significantly to Loewe’s early fame for exceptional craftsmanship and innovative designs (Loewe, n.d. ; Skacenko, 2025).

By 1905, Loewe’s growing reputation earned it the Royal Warrant, making it an official supplier to the Spanish Royal Family under King Alfonso XIII, which significantly elevated its status as a symbol of luxury. The flagship Gran Vía store in Madrid, opened in the 1940s, became an iconic part of the brand’s image with its distinctive semicircular windows (Hanley, 2025). Loewe’s identity has always

been rooted in its mastery of leather goods since its founding in 1846. Even as the brand expanded into ready-to-wear, leather remained its lifeblood—a legacy its creative directors have upheld through the decades, each leaving a distinct imprint on the brand. The women’s ready-to-wear collections that first launched in 1960 (Figure 24).

Loewe’s core identity has always been its *mastery of leather goods* since its founding. Even as the brand expanded into ready-to-wear in the 1960s, leather remained central to its essence, a legacy continued by various creative directors. The 1980s saw a brief but notable period where Italian designers Giorgio Armani and Laura Biagiotti contributed to its womenswear lines, adding their unique touch. However, Loewe’s acquisition by LVMH in 1996 marked a significant shift, preparing the brand for global recognition while ensuring leather remained its defining feature. Iconic Loewe Amazona bag was also released in 1975 to the growing number of women in the workforce, with their independent and entrepreneurial spirit, inspired many of the bag’s most recognizable features.



Figure 23. Loewe Amazona bag
Diamante, G. (2024, February 7). Loewe Amazona Bag. LUXINESS.
<https://luxiness.com/blog/news/loewe-amazona-bag>



Figure 24. The women's ready-to-wear collections that first launched in 1960
179 years of craft - LOEWE. (n.d.). LOEWE. <https://www.loewe.com/en/en/art-and-craft/179-years-of-craft.html>



Figure 25. Loewe 'Flamenco' bag
Pinterest @Loewe

Its elegantly simple rectangular shape showcased a minimalist style, reflecting the practical approach of working women.

According to Trusty (2025) on how Loewe was before the period of Jonathan Anderson:

Narciso Rodriguez (1997-2000)

Under Narciso Rodriguez’s leadership, appointed as the first creative director after the LVMH acquisition in 1997, Loewe entered a new phase of modernization and global expansion. Rodriguez introduced a minimalist style that fit well with the clean aesthetics of the late 1990s, updating Loewe’s image for a new generation. His time at the helm was crucial for boosting the brand’s international presence through strategic store openings and increased visibility, with his vision first appearing in the Fall/Winter 1998 collection presented at LVMH headquarters.

José Enrique Oña Selfa (2000-2007)

José Enrique Oña Selfa, who took over in 2000, blended the brand’s Spanish heritage with modern silhouettes. The Belgian-born designer, with Spanish roots, created a unique mix that redefined Loewe’s image. He demonstrated his innovative cutting techniques and his ability to translate the vibrant essence of Flamenco into sophisticated, contemporary designs. Under his guidance, Loewe’s ready-to-wear collections embraced a fresh sensuality, showing that the brand’s artisanal craftsmanship could evolve while staying true to its cultural roots.

Stuart Vevers (2007-2013)

During his time, Stuart Vevers, now creative director at Coach, strengthened Loewe's reputation for excellent leather craftsmanship while also enhancing its focus on ready-to-wear. By improving both categories, he positioned Loewe more prominently in the luxury fashion world, attracting a wider global audience.

One of his most celebrated collections, "Tales of Spain," reinterpreted archival prints from the 1970s and 1980s, giving the brand a youthful energy. With bold graphics and lively storytelling, this collection appealed to a new generation of fashion lovers, proving that Loewe's rich heritage could be both classic and modern.

Jonathan Anderson (2013-2025):

Jonathan Anderson was appointed Loewe's creative director in 2013, introducing the Puzzle bag as his first new bag design for the house in 2015. Anderson's artistic vision brought "surrealist elements," "sculptural silhouettes," and an "irreverent sense of whimsy" to Loewe's core identity, effectively connecting fashion with art while embracing digital culture. This conceptual and artistic approach strongly resonated with consumers, leading Loewe to be recognized as "fashion's hottest brand" in 2023.

Jack McCollough and Lazaro Hernandez as new Creative Directors, reflecting a modern approach to the industry. As McCollough noted, "The beauty of today's world [is that] it's very different from when we started this. Things are just so much more fluid, there's not this kind of prescribed notion of how you're meant to do things and the path you're meant to follow." This statement highlights a contemporary understanding of the fashion landscape, valuing flexibility and diverse creative paths (Sherman, 2024).

Miu Miu

Founded in 1992 by the youngest granddaughter of Mario Prada, who established the original Prada house in Milan in 1913 as a leather goods business, Miuccia Prada created Miu Miu as a creative playground for ideas that didn't quite fit the refined, elegant mold of Prada. The brand officially debuted in 1993 with a distinct *cowgirl-themed collection* (Figure 26), featuring fringed suede jackets and patchwork prairie skirts, immediately setting its non-conformist tone. This beautiful chaos stems directly from Miuccia Prada herself, who was a well-educated university student from a prominent family but also a politically active communist. This blend of strength and tenderness, beauty and intelligence, fashion-forwardness and political awareness, is channeled by the brand today, as Miuccia expresses it, giving a sense of permission to embody all these qualities at once (Qinasset, 2025).

Miu Miu has consistently chosen diverse and impactful ambassadors such as Drew Barrymore in the 1995 campaign that captured that rebellious-meets-feminine vibe they were going for and Chloë Sevigny, known for her indie cool, represented the brand in 1996 and returned for their 'Miu Miu

Icons' campaign in 2020. Elle Fanning became a brand face in 2018. Currently, a wide range of individuals represent Miu Miu, including celebrities like Sydney Sweeney and Emma Corrin, non-binary star's style knows no bounds and prefers to flit between womenswear and menswear. Musicians such as FKA Twigs and Ethel Cain walked their runway shows, and even Gigi Hadid featured in their 2024 bag campaign. This ability to maintain its cool factor while appealing to many different types of people is notably impressive.

Miuccia Prada's Personal Vision and Intellectual Approach to Design:

The brand name itself comes from Miuccia Prada's personal family nickname, highlighting the very personal nature of this venture. Miuccia Prada's academic background, including a PhD in Political Science, brings a unique intellectual depth to her design philosophy.

Figure 26. Miu Miu AW93 RTW
Photo by Art Streiber/WWD/Penske Media, Retrieved from <https://www.dazedigital.com/fashion/article/45503/1/miu-miu-prada-the-coolest-brand-in-the-world-women-fashion-industry>



Her active involvement in the women's rights movement in Italy during the 1970s further shaped her creative perspective. This intellectual foundation is clear in her practical yet conceptually rich design approach, where she purposely separates high art from fashion, stating that *"Art is for expressing ideas and for expressing a vision. My job is to sell."* This viewpoint is key in shaping Miu Miu's unique mix of *"paradoxes and contradictions, juxtapositions and idiosyncrasies."* Miuccia also put her own spin on the 2020s Y2K revival, blending and merging the era's "McBling" and Abercrombie styles into something truly modern and desirable, showcasing a mix of vintage charm and modern edge, often with a school-inspired theme (Fashion Law Journal, 2024).

According to Dazed (2024), Miu Miu's true appeal lies in its ability to resonate with all ages. Collector Gisella Castillo, who discovered the brand with the RE12 collection, notes, "What makes Miu Miu special to me is Miuccia's ability to remind us of our youth, but is ageless at the same time." She further explains, "I remember not being able to afford Miu Miu when I was younger and now at age 50, it's my main go-to brand." Alexander Fury, AnOther magazine's fashion features director-at-large, describes Miu Miu as "a very true reflection of the identity and ethos of Mrs Prada, with paradoxes and contradictions, juxtapositions and idiosyncrasies." He adds that its *"character, a wit, a charm, and feels unique"* is why it resonates widely without losing integrity, a rare quality that draws people to the brand and positions Miuccia Prada and Miu Miu as fashion leaders.

Miu Miu has consistently shown itself to be a delightful rebel in runway styling. However, Miu Miu's identity still remains through the blending and merging of eras (Figure 27-28).

Creative Contributions of Miuccia Prada:

Miu Miu's significant contribution to the creative world is the 'Women's Tales' project, launched in 2011. The ongoing short film series highlights female directors, granting them complete creative freedom and access to Miu Miu's wardrobe. Up until now with more than 20 chapters, it has become a powerful platform for exploring womanhood from a female perspective. One recent collaboration involved South Korean performance artist Jeong Geomhyung, who created intimate videos about the relationship between garments and wearers, which were even shown above the Fall/Winter 2023 runway, bringing the artistic vision full circle.

This "Women's Tales" series is a significant cultural investment that goes beyond typical advertising, aligning directly with Miuccia Prada's background in women's rights and political science. It provides an authentic platform for discussing femininity and creativity, positioning Miu Miu not just as a fashion brand, but as a supporter of culture and a thought leader on contemporary womanhood. This approach develops a deeper, more meaningful brand story than purely commercial campaigns could achieve, and in a very competitive luxury market, cultural initiatives like "Women's Tales" help Miu Miu stand out by giving it a sense of purpose and intellectual depth (Qinasset, 2025).



Figure 27. Miu Miu SS 1996 (left - middle) and FW 2023 (right)
Retrieved from Vogue Runway



Figure 28. Miu Miu SS 2006 (left) and SS 2025 (right)
Retrieved from Vogue Runway



Figure 29. Kate Moss and Chloe Sevigny at backstage at Miu Miu in 1995.
Eckardt, S. (2017, September 9). Chloe Sevigny remembers fashion week's '90s glory days. W Magazine. <https://www.wmagazine.com/story/chloe-sevigny-90s-fashion-week-runway>

Chloé

Gaby Aghion, born Gabrielle Hanoka in Alexandria, Egypt, in March 1921, was a remarkable pioneer in the fashion world from the 1950s onwards. Coming from a bourgeois family with a Francophile, Egyptian Jewish background, she inherited her refined style and passion for couture from her mother, who favored sober and elegant French fashion. Aghion met her future husband, Raymond Aghion, at the age of seven, a rebellious son of wealthy cotton exporters whose strong social conscience later led him into political exile. The couple married at nineteen and moved to Paris in 1945. In 1952, driven by her innate refinement and strong sense of style, Aghion established the Chloé brand, naming it after her close friend Chloé Huysmans. This marked the initial steps toward *her revolutionary invention of prêt-à-porter* (ready-to-wear). Her goal was to create garments that broke away from the rigid fashion of the 1950s, rejecting structured silhouettes in favor of soft, feminine designs made from comfortable fabrics that allowed for natural movement.

In the 1950s, buying ready-made clothing was uncommon; while affluent women could indulge

in luxurious couture pieces, most people relied on home-sewn garments or custom work by seamstresses. According to Kazarian, Gaby Aghion's own wardrobe reflected this mix. Determined to challenge this exclusivity, Aghion aimed to create a line of ready-to-wear clothing with a distinctive design identity—rather than producing mere imitations. This ambition led her to shift from being a consumer to becoming an entrepreneur, ultimately founding her own fashion label (Binlot, 2023).

She began by personally presenting just six models in Paris boutiques, before holding her first public collection show at the Café de Flore in 1956. The label launched with six dresses *“inspired by what we wore in the sporting clubs in Egypt,”* Aghion said at the time. Her project received encouragement and support from prominent figures in high society and fashion, including her loyal partner Jacques Lenoir (who joined in 1953), Elle magazine founder Hélène Lazareff, and Jardin des Modes director Maïmé Arnodin.



Figure 30. Gaby Aghion in the Egyptian desert, photographed by Raymond Aghion circa 1940. Retrieved from CNN. <https://edition.cnn.com/style/chloe-gaby-aghion-exhibition-jewish-museum>



Figure 31. Chloé dress, 1950s. From Pinterest

Luxury ready-to-wear proved crucial to Chloé's success, making sophisticated, detailed, high-fashion styles from popular designers accessible to a wider range of women at more affordable prices. Aghion's avant-garde vision and style ensured many of her collections remained timeless and relevant. She envisioned the Chloé woman as talented, independent, and career-driven, determined to make her way in the world. As her son Philippe Aghion noted, “She wanted clothes that women could live and work in. She saw women as they are today, but it was the 1950s and there were few working women. She had a perception of women that was very different from what was the most common vision at the time.” (Mariani, 2023)

According to Binlot (2023), **“Egypt is a color for me,” Aghion once reportedly said. “The sand is the most beautiful sand I have ever seen. A rose-tinted beige. It feels like silk in your hands.”**

Brand Evolution:

Chloé underwent a significant evolution under Karl Lagerfeld, who became creative director in 1964. During his nearly twenty-year leadership, which lasted until 1984, Lagerfeld played a crucial role in defining Chloé's unique aesthetic, establishing Chloé's distinct identity as a blend of romantic, retro, ironic, and contemporary elements, profoundly shaping 1970s fashion. His collections from that decade were among the most influential of the time, helping to shape the iconic “Soft Look” characterized by airy, layered fabrics and a distinctly hyper-feminine silhouette. However, Lagerfeld's departure for Chanel initiated a period of crisis

for Chloé, leading to economic difficulties and the eventual sale of the company by Gaby Aghion and Jacques Lenoir to Dunhill Holding PLC, now Richemont Group. The brand's resurgence began with Stella McCartney's arrival as creative director in 1996, who revitalized Chloé's appeal to modern, independent women through a rock & roll energy and iconic designs. Her successor, Phoebe Philo, continued this success from 2002, developing a softer, more bohemian aesthetic with signature early 2000s pieces (Figure 32). Over these years, Chloé also expanded its offerings into perfumery and accessories.

Gaby Aghion herself received the Chevalier of the Legion of Honor in 2013 before her passing in 2014, and the brand's enduring legacy was further commemorated with the Sfilate series celebrating its 70th anniversary in 2022. Currently, Chemena Kamali guides the brand, emphasizing sincerity, realism, and functionality in her latest collections (Vogue Runway, n.d. ; Anna, 2023).

Iconic pieces and the Revival during Chemena Kamali, Creative Director:

Chemena Kamali officially joined Chloé as Creative Director in October 2023. She is continuing the legacy of Gaby Aghion. “It needs to feel sincere, real, and functional,” Kamali explained during a spring morning in Paris, as she presented her vision for Chloé's pre-fall 2024 collection—the first under her creative direction (Vogue Runway, n.d.).

PROJECT

Past presents future.

Multi-Sensory and Nostalgia in Digital Marketing

Figure 32. The Paddington Bag for Chloé SS05 by Phoebe Philo
Cortez, N. (2023, March 4). Phoebe Philo: i 10 design più famosi.
Nis Magazine. [https://www.nismag.com/it/fashion/32220/de-
sign-phoebe-philo](https://www.nismag.com/it/fashion/32220/de-
sign-phoebe-philo)



Figure 33. Chloé autumn/winter 2024.

Cary, A. (2025, February 13). Vintage Chloé bracelet bags are set for an
archival comeback in 2025. British Vogue. [https://www.vogue.co.uk/article/
vintage-chloe-bracelet-bag](https://www.vogue.co.uk/article/
vintage-chloe-bracelet-bag)



The Paddington bag from Chloé has recently returned to the spotlight, nearly two decades after its original debut. First introduced in the Spring/Summer 2005 collection under the creative direction of Phoebe Philo, the bag quickly became an iconic accessory of the 2000s. Remarkably, the initial 8,000 units were sold out even before hitting store shelves. Named after the London neighborhood that held personal significance for Philo, the design drew inspiration from the bohemian and feminine spirit of Chloé's founder, Gaby Aghion.

Revived by Chemena Kamali, the Paddington is celebrated for its soft, supple leather, wide handle, rounded silhouette, and its signature oversized brass padlock, which can weigh up to 500 grams depending on the model. Blending elegance with practicality, the bag was designed for modern, active women and offered in versatile shades such as grey, brown, and camel beige, making it both stylish and functional for everyday use (Duvieu, 2025).

The Chloé Bracelet Bag, recently also revisited by Kamali for the Spring/Summer 2024 collection, is a heritage-inspired design that originated from Phoebe Philo's Spring/Summer 2004 collection. This distinctive accessory became a "sleeper hit" and an "It" bag of the early 2000s, despite being less widely recognized than the Paddington Bag. Its key feature is a prominent circular, gold-toned metal bracelet handle, which allows it to be carried elegantly as a clutch or worn as an arm candy.

The bag embodies Chloé's signature aesthetic of bohemian glamour and effortless femininity, appealing to celebrities of the era such as Kate Moss, Sienna Miller, Keira Knightley, Chloe Sevigny, and Kirsten Dunst for its casual elegance. Kamali's contemporary reinterpretation offers a sleeker, more minimalist version in various sizes and materials, including a mini size that can be worn directly as a bracelet (Cary, 2025).



Project Description

In an era where artificial intelligence has become an integral part of our lives, particularly within the digital world, a variety of AI tools have emerged as significant aids for graphic design. Consequently, it has become increasingly challenging to discern the authenticity of visuals encountered in the digital realm. My primary objective in this Master’s Degree thesis in Fashion Digital Marketing is to demonstrate the enduring importance of maintaining a physical connection in communication between brands and their audiences, a connection deepened through sensory connectedness and nostalgia.

However, artificial intelligence has been deliberately selected as a primary tool to deliver the outputs, aiming to illustrate the delicate balance required in combining the physical and digital worlds. The intention is to showcase how these tools can be utilized effectively without overuse or the creation of unrealistic filters. Content that appears overly perfect can inadvertently create a sense of artificiality, potentially triggering distrust among the audience. By prioritizing natural aesthetics and fostering a deep, authentic connection, brands can ensure their communication remains ‘timeless, iconic, and unique’.

Objective

To express my vision and approach to communication, challenging conventional nostalgia trends and deepening the meaning and process of human sensory experience. This project aims to demonstrate that true nostalgia is forged through the relationship between an identity and its recognition via distinctive memory, emotional resonance, and physical connectedness.

Visual communication Design under a multi-sensory lens, illustrating an endless revival of nostalgia in communication through a continuous connection with a brand’s DNA across time.

Key Challenge and Expected Results

The design effectively integrates the brand’s legacy and reminiscences across time, extending into the near future.

The visual outputs are designed to offer a comforting sense of familiarity (the sensory-driven nostalgia) and encourage a deep connection for positive memories. Concurrently, these visuals represent the brand’s identity or characteristics and can be recognized without incorporating a brand logo or naming.

Methodology

My approach to design begins with defining my own visual aesthetic and tone, which then shapes my interpretation of each brand’s unique identity and DNA. Subsequently, I collected each brand’s established reputation—highlighting iconic pieces, signature elements, and memorable moments that define its legacy.

From this groundwork, the project transitioned into the digital space, utilizing main tools like ‘Midjourney’ and ‘CapCut’ to create five-sensory and multi-sensory visuals, each deeply rooted in the brand’s DNA. This comprehensive approach aims to evoke profound emotional connections and spark nostalgia, thereby deepening the audience’s bond with the brand. The five senses are represented as distinct visual storytelling elements: Smell, Touch, Sight, Taste, Sound and, lastly, multi-sensory through Immersive Digital and physical with Lookbook.

AI-generated content

This research incorporates AI-generated imagery created using Midjourney (v7), based on descriptive prompts crafted by the researcher to explore aesthetic themes relevant to the topic.

All AI-generated visual content was produced solely for illustrative purposes and is clearly labeled as such. These images support the visual analysis of brand identity and sensory communication design strategies.

The application of this methodology and distribution strategy is exemplified through a series of brand case studies.

BALENCIAGA

The visual interpretation for Balenciaga draws profound inspiration from Cristóbal Balenciaga Eizaguirre's foundational roots, specifically his birthplace in Getaria, a coastal town in the Basque region where he was born on January 21, 1895. Getaria itself is renowned for its historical significance and scenic beaches. Each image is meticulously designed to evoke a specific sensory experience, subtly transporting the viewer to the foundational essence of Cristóbal Balenciaga Eizaguirre's origins and his enduring legacy in haute couture.

Figure 34. Evening dress in silk ziberline by Cristóbal Balenciaga, Paris, 1967.

Photographed by Cecil Beaton in 1971. Retrieved from British Vogue. <https://www.vogue.co.uk/gallery/suzy-menkes-v-and-a-cristobal-balenciaga-the-legend-and-the-legacy>

Figure 35. Balenciaga Wedding Dress 1967

Model in a Balenciaga wedding dress by David Bailey. (n.d.). Conde Nast. <https://condenastore.com/featured/model-in-a-balenciaga-wedding-dress-david-bailey.html>

Figure 36. Flamenco-style evening dress by Cristóbal Balenciaga, Paris, 1961.

Photograph by Cecil Beaton, 1971. Retrieved from British Vogue. <https://www.vogue.co.uk/gallery/suzy-menkes-v-and-a-cristobal-balenciaga-the-legend-and-the-legacy>

Figure 37. Cristóbal Balenciaga in his studio at Avenue Marceau in Paris, late 1950s

Retrieved from British Vogue. <https://www.vogue.co.uk/gallery/suzy-menkes-v-and-a-cristobal-balenciaga-the-legend-and-the-legacy>

Figure 38. Balenciaga (Perfumes) 1952 "Le Dix"

Form and Fashion: Balenciaga's scent Trajectory (With a drawing). <https://ismellthereforeiam.blogspot.com/2013/04/form-and-fashion-balenciagas-scent.html>

Figure 39. Pillbox hat in leather by Cristóbal Balenciaga, Paris, circa 1962

Retrieved from British Vogue. <https://www.vogue.co.uk/gallery/suzy-menkes-v-and-a-cristobal-balenciaga-the-legend-and-the-legacy>

Figure 40. Cristóbal Balenciaga Museum

Museo Cristóbal Balenciaga a Getaria | Spain. info. (n.d.). Spain.info. <https://www.spain.info/it/siti-interesse/museo-cristobal-balenciaga/>

Figure 34



Figure 35



Figure 36



Figure 37



Figure 38

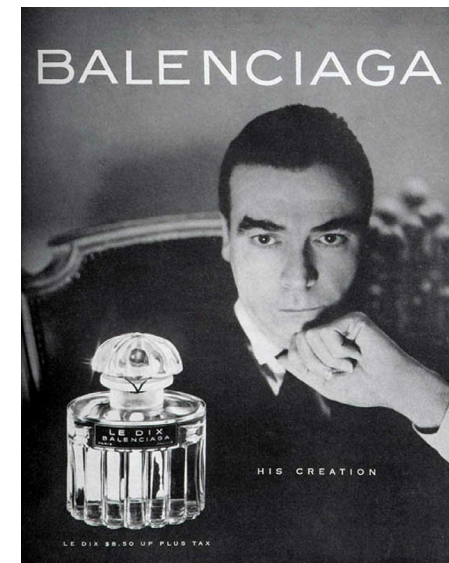


Figure 39



Figure 40



VISUAL 1

Sight: The Architectural Silhouette

To engage visual memory and the concept of visual nostalgia, inspiration comes from Cristóbal Balenciaga's iconic evening dress in silk ziberline (Figure 34 on Page 38) and the iconic historic architecture of the Cristóbal Balenciaga Museum (Figure 40 on Page 38).

My visual leverages the recognizable aesthetic of Balenciaga's haute couture—his mastery of form, volume, and the signature white gloves—to trigger a sense of familiarity and historical appreciation. The juxtaposition with traditional Spanish architecture implicitly links the brand to its geographical and cultural origins, inviting the viewer to visually connect the modern interpretation of the brand with its storied past.



AI-generated image using Midjourney by author with prompt "a woman in black dress, white gloves, black dress has high volume at the back, woman stands in front of an ancient orange brick building, wall details in a small blue mosaic decoration, wooden windows" (Midjourney, V7, 2025)

VISUAL 2

Smell: The Scent of Legacy

Perfume serves as a potent trigger for nostalgia, capable of instantly transporting an individual to a specific era, event, or feeling. This visual is designed to represent the concept of Balenciaga's legacy of elegance and refinement through scent. Le Dix, introduced between 1946 and 1947, was the first fragrance launched by the House of Balenciaga. The idea developed through the earliest advertisements for Le Dix that were strikingly minimalist, featuring a simple photograph of the perfume bottle placed beside Cristóbal Balenciaga's own face, along with the understated slogan "His creation" (Figure 38 on Page 38). Le Dix was described as a soft floral-aldehydic fragrance, centered around delicate violet notes and was inspired by the refined atmosphere of Avenue George V in Paris—the location of Balenciaga's original

atelier. It was considered an elegant evening scent, often compared to other aldehydic icons of the time, such as Chanel No. 5, yet it retained a distinctive, gentle charm all its own (Brian, 2013).

Thus, my visual was inspired by the imagination of Cristóbal's working room and his process of creating perfume, offering the viewer a 'time machine' back to the era when he created his first fragrance (Figure 37 on Page 38). The violet flowers in the visual also serve to reminisce about the iconic scent, appealing to an imagined, sensory-rich past, and suggesting a sophisticated fragrance.



AI-generated image using Midjourney by author with prompt "A shot frame from chest down, an opened-perfume bottle, water being filled by a professional man wearing a black tie into one small glass vial at his desk. Water details in small glitter. The background is a mix of an old-money library room, one purple flower on the table. There are some perfume bottles inspired by shape of Balenciaga Le Dix around him. In a cinematic style, with editorial photography and soft lighting, captured using a Canon EOS R5 mirrorless camera in 8K resolution" (Midjourney, V7, 2025)

VISUAL 3

Taste: The Refined Palate of Basque Heritage

I was inspired by Cristóbal Balenciaga's iconic shapes in design, especially of the hat in layered shape. My interpretation combines the signature Basque pastries from 'Casa Otaegui' and Meringue which has a strong connection to Spanish culinary history and traditions as the root to Cristóbal Balenciaga era. A connection between the cultural and culinary landscape of Getaria aims to stimulate gustatory memory.

Panchineta or Pantxineta: A classic Basque pastry created by Casa Otaegui in San Sebastián, established in 1886. This round tart, filled with custard cream and topped with flaked almonds, was a staple of Basque confectionery and an official supplier to the Spanish Royal Family in the early 20th century. Its presence signifies a direct link to the refined tastes and culinary

traditions prevalent during Balenciaga's formative years.

Meringue: This sweet confection holds a significant connection to Spanish culinary history. Believed to have arrived in Europe via the Iberian Peninsula during the Moorish occupation, early written records of meringue-based desserts, such as those in Juan de la Mata's 1747 cookbook "Arte de Reposteria" (Art of Pastry), attest to its deep roots in Spanish tradition.

The refined shape of dessert symbolizes a sophisticated palate and Balenciaga's meticulous craftsmanship for Pillbox hat in leather (Figure 39 on Page 38), presented on a minimalist plate with a subtly blurred coastal town serving as the background. The emphasis is on purity of form and texture.



IMAGINARY CAMPAIGN CRAFTED WITH AI
BY MIMI THIRAT WONGHIRIWAT

AI-generated image using Midjourney by author with prompt "A side view of a tiny gourmet pastry with a high structured spanish Meringue inspired by Balenciaga hat shape, and topped with flaked almonds, elegantly presented on a semi-transparent smoky gray plate. Isolated against a basque coast background, natural lighting with soft directional shadows, ultra-high detail, photorealistic food photography, 8K sharpness, cinematic contrast" (Midjourney, V7, 2025)

VISUAL 4

Sound: The Flamenco Spirit

This visual is designed to activate auditory memory by subtly invoking the sounds and visual dynamism of flamenco dancers. For a cultural past that is both celebratory and historically nuanced, the visual connects to Balenciaga's Spanish roots through a powerful and iconic dress form, inviting an emotional and intellectual engagement with Spanish cultural identity and its sensory expression.

A woman in a voluminous pink dress, explicitly inspired by Cristóbal Balenciaga's bubblegum-hued gown in 1961 (Figure 36 on Page 38),

strikes a passionate dance pose, with a man playing a Spanish guitar in the background.

Flamenco, now a globally recognized symbol of Spanish culture, was once dismissed within Spain by elites, the Catholic Church, intellectuals, and labor movements, who saw it as vulgar or regressive. However, beginning in the mid-19th century and especially under Franco's regime, it was appropriated and idealized to help shape a national identity for international audiences.



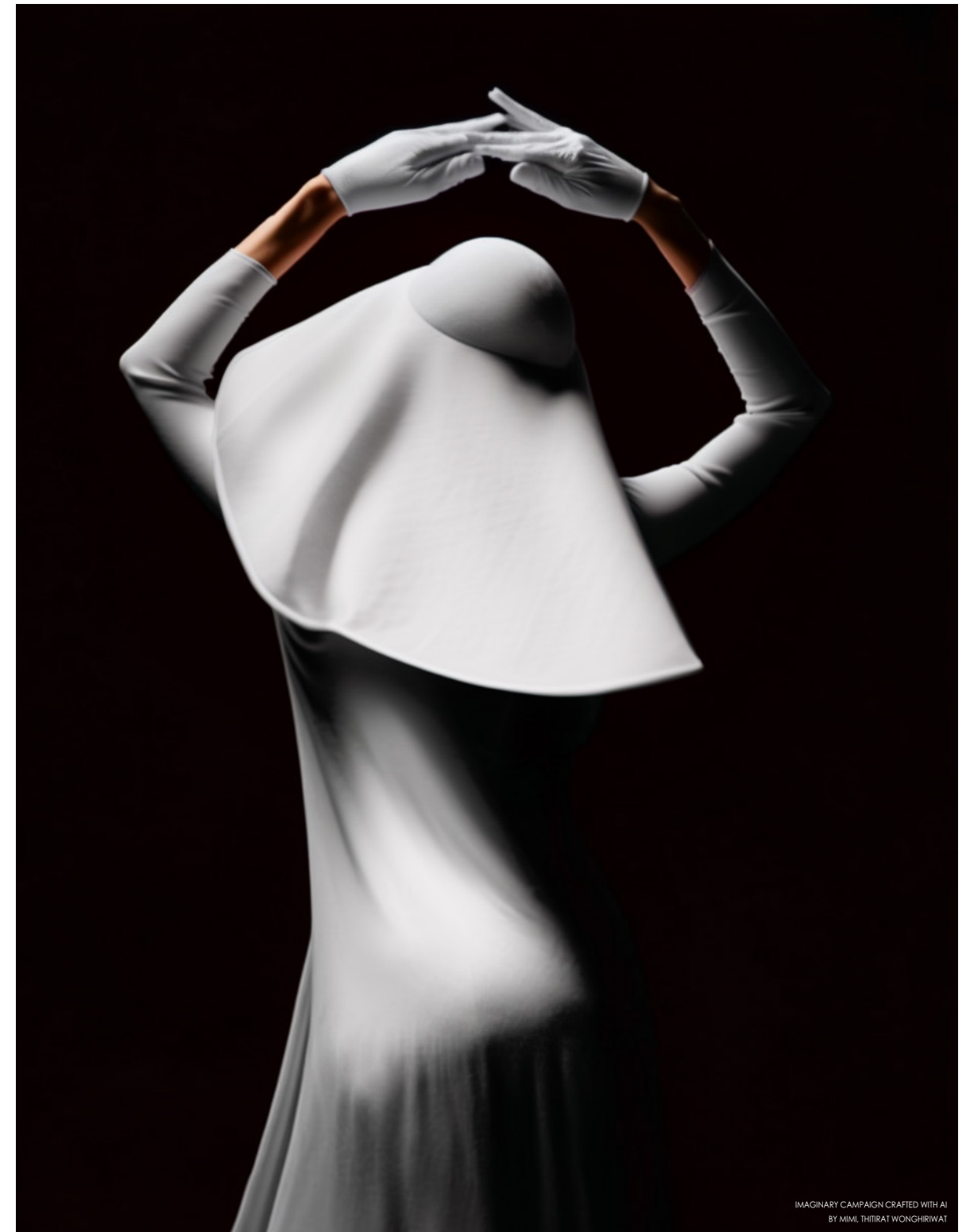
AI-generated image using Midjourney by author with prompt "a passionate flamenco dancer fully visible, captured mid-motion with her ruffled pink dress swirling like flames, arms gracefully extended, her intense facial expression highlighted by warm spotlight, standing in front of a live guitarist playing a classical Spanish guitar, the background features rich red textured walls of modern spanish pub with brightly polished Spanish mosaic tiles, shot by Hasselblad camera" (Midjourney, V7, 2025)

VISUAL 5

Touch: A Haute Couture Master's Touch

Finally, to engage haptic memory, this visual directly addresses Balenciaga's reputation as "the master of haute couture" for his revolutionary textiles and innovative use of texture and volume.

This visual invites the viewer to imagine the sensation of touching a rich texture of fabric. Hands are subtly integrated, highlighting the tactile interaction with the material and the garment's voluminous form. It triggers tactile nostalgia for artisan-made products, enduring quality, and the comforting sensation of interacting with meticulously crafted couture from a bygone era of unparalleled fashion excellence, specifically referencing the Balenciaga Wedding Dress of 1967 (Figure 35 on Page 38).



AI-generated image using Midjourney by author with prompt "Medium shot of woman with her hands touching together above the head, dressed in a white dress, performing a flamenco dance, on a black background, face hidden by oversized white cape, hands spread out like wings, studio lighting, realistic photography style, high resolution, dark atmosphere, professional photograph, cinematic effect" (Midjourney, V7, 2025)

MULTI-SENSORY VIDEO

Each of the five senses—Smell, Touch, Sight, Taste, and Sound—is represented as a distinct visual storytelling element, culminating in a comprehensive multi-sensory experience delivered through Immersive Digital and physical formats, complemented by a Project paper.

To deliver a truly immersive multi-experience, I incorporate music ‘FIESTA EN SEVILLA, SEVILLANAS’ tailored to Balenciaga’s essence.

Scan the QR code to experience the multi-sensory video.



www.mimiwong.blog/graduationproject/balenciaga

Music Credit:

Károly Csecsodi - Topic. (2015, February 21). FIESTA EN SEVILLA, SEVILLANAS [Video]. Youtube.
<https://www.youtube.com/watch?v=lb18JKg91L8>

Graduation Project

Mimi Wonghirawat



CHANEL

Visual Designs for Chanel meticulously translate Gabrielle Chanel's iconic spirit into a sensory experience, aiming to evoke deep-seated nostalgia through Coco Chanel's revolutionary vision and the enduring symbols of the House. These visuals create an immersive narrative that appeals to the collective memory of timeless sophistication and Parisian legacy.

Figure 41. Launch of the first CHANEL perfume: N° 5 in 1921

Retrieved from <https://www.chanel.com/sk/about-chanel/the-house-of-chanel/1883/>

Figure 42. 1983 Chanel No 5 Perfume "Share the Fantasy" vintage print Ad

1983 Chanel No 5 Perfume "Share the Fantasy" vintage print Ad | eBay. (n.d.). eBay. <https://www.ebay.com/itm/144560915733>

Figure 43. The salon at Gabrielle Chanel's apartment on 31 Rue Cambon in Paris

Socha, M. (2021, May 12). Chanel unveils restored apartment at 31 rue Cambon. WWD. <https://wwd.com/fashion-news/designer-luxury/chanel-restored-apartment-cambon-1234821884/>

Figure 44. Coco Chanel by Horst P. Horst 1937

Google Arts & Culture. (n.d.). Google Arts & Culture. https://artsandculture.google.com/asset/coco-chanel-horst-p-horst/kAEI-CL_I_WNQbA

Figure 45. Chanel haute couture dress from 1992

Bateman, K. (2023, April 28). Karl Lagerfeld's Chanel Spring 1992 Couture Show: A Look Back. W Magazine. <https://www.wmagazine.com/fashion/karl-lagerfeld-chanel-spring-1992-haute-couture-show-met-gala-2023>

Figure 46. The Rouge Incandescent necklace.

Lankarani, N. (2019, February 19). The Simple Elegance of the Camellia Flower Radiates Across Chanel's New 1.5 Collection. Artnet News. <https://news.artnet.com/art-world/my-wifes-lovers-cat-painting-2651799>

Figure 47. Gabrielle Chanel's personal favorite: Angelina's signature "Le Mont-Blanc"

Angelina Paris (@angelina_paris). Instagram photos and videos. (n.d.). https://www.instagram.com/angelina_paris/

Figure. 43



Figure. 42

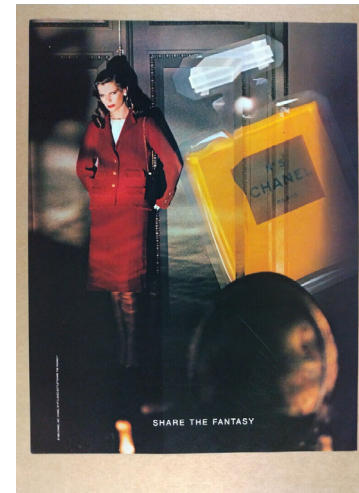


Figure. 41



Figure. 47



Figure. 46



Figure. 45



Figure. 44

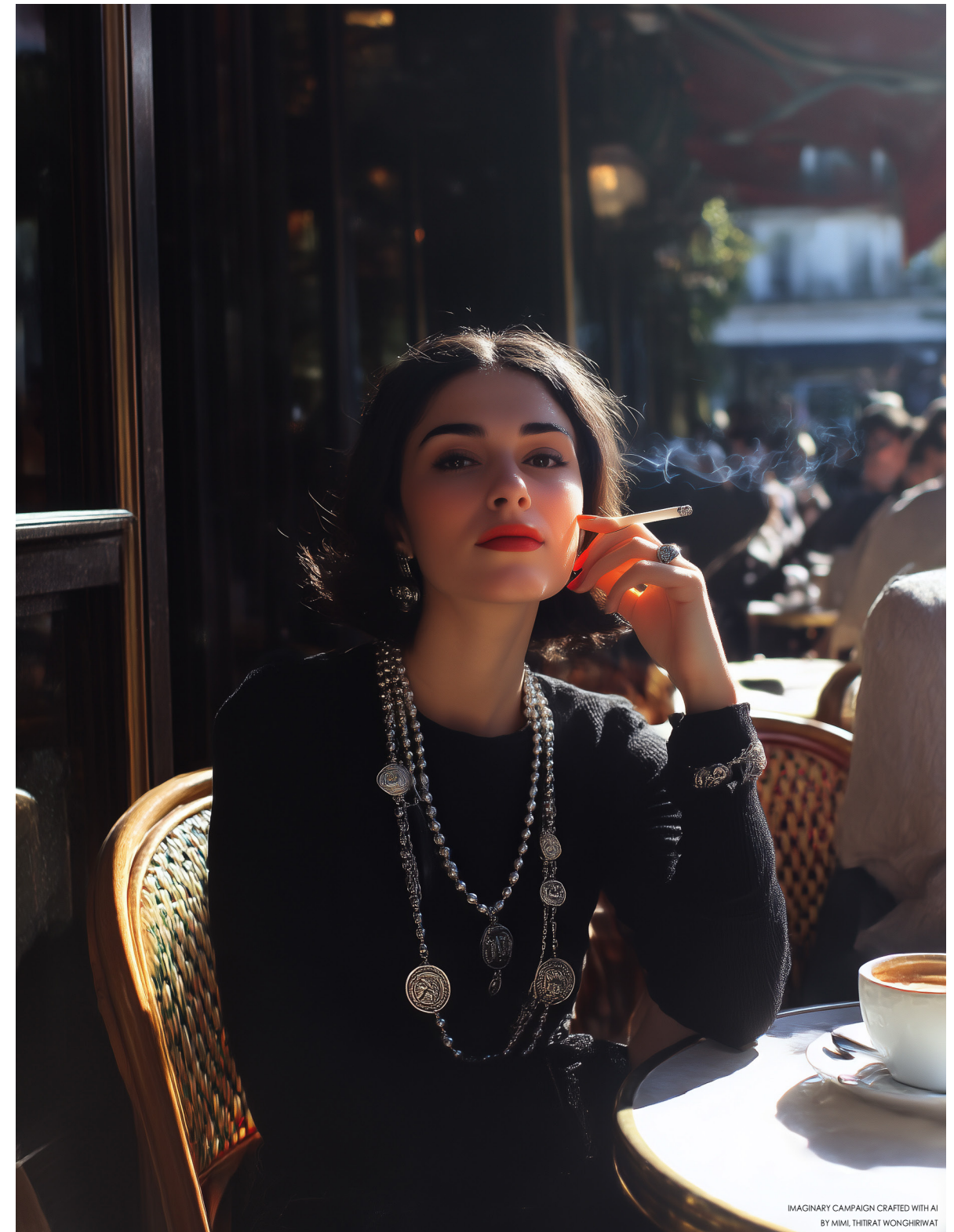


VISUAL 1

Sight: The Icon of Liberated Elegance

The visual presents a woman embodying the quintessential Chanel allure, designed to directly engage visual memory and evoke visual nostalgia for a specific era of elegance and female empowerment epitomized by Coco Chanel herself. The iconic black dress, the signature pearls, and the sophisticated Parisian ambiance are immediately recognizable visual cues that trigger a collective memory of the independent woman that Chanel cultivated, inviting a nostalgic appreciation for enduring style and a transformative cultural moment.

My visual aims to communicate that the iconic representation of woman, as defined by Chanel, is timeless. The emblematic black-and-white monochrome palette, central to this visual, subtly echoes aesthetic choices characterized by Coco Chanel herself.



AI-generated image using Midjourney by author with prompt "color photography of woman look like Coco Chanel, cigarette in the hand, wearing long necklace with silver medallions and chain, by Man Ray and black shirt, sitting on chair of paris cafe in 2025 in the style of high fashion, natural light, shot by iphone" (Midjourney, V7, 2025)

VISUAL 2

Smell: The Intimate Scent

Transitioning from the visual, the project activates olfactory memory. Beyond the universally recognized fragrance of Chanel No. 5, I incorporate elements of wood, fine furniture, and the trace of cigarette smoke, inspired by the personal atmosphere of the salon at Gabrielle Chanel's apartment on 31 Rue Cambon in Paris (Figure 43 on Page 52).

These intimate scents, intertwined with the iconic perfume, create a deeper, more personal form of olfactory nostalgia, transporting the viewer not just to an era of glamour, but into the private, lived-in world of the founder herself, appealing to a nuanced sense of historical authenticity and sensory connection.



AI-generated image using Midjourney by author with prompt "A bottle of in shaped of Chanel Eau de Parfum and a cigarette on ashtray in delicate shape with smoke rising from it, placed on the table in Chanel-themed living room, vintage style, with books and mirrors on the walls, a vintage sofa with chair-like figures of female animals in it, beautiful glass table lamps, tall wooden bookshelves in the background, luxurious, decorative forks, and a beige color scheme, high-resolution photography, professional color grading, soft shadows, low contrast" (Midjourney, V7, 2025)

VISUAL 3

Taste: The Camellia Le Mont-Blanc

Following the engagement of smell, the interpretation expands to the sense of taste. The dessert visual is inspired by a recreation of Angelina's dessert, the famous tea room in Paris where Coco Chanel was a known frequent visitor (Goldapple, 2023). I combined two of Gabrielle Chanel's personal favorites: Angelina's signature "Le Mont-Blanc" in a meticulously crafted dessert, shaped like a camellia (Figure 47 on Page 52).

The camellia's significance to Chanel, dating back to 1913, stems from its simplicity, shape, purity, and vitality, becoming a signature motif often contrasted against her little black dress (Chanel, n.d). This black-and-white aesthetic, like the contrast of the

camellia, draws from her childhood memories at Aubazine Abbey and her artistic revolt against baroque styles. Even in 1932, her first high-jewelry collection, "Bijoux de Diamants," was a monochromatic ensemble of white diamonds on platinum, reflecting this core aesthetic (Lankarani, 2019). By presenting this specific, symbolically rich dessert, the visual triggers gustatory nostalgia for an idealized past defined by refined tastes, Chanel's personal history, and the enduring design principles that shaped her brand.



AI-generated image using Midjourney by author with prompt "A round ice cream in black container, filled to the perfect height with all white cream in white camellia-shaped, one green leaf for decoration. A package is a black porcelain dessert bowl. It is placed against a white table, with a vintage tea set, behind is a grand Parisian-style cafe, creating a visually appealing contrast between its rich texture and minimalist backdrop. This scene exudes elegance in its simplicity" (Midjourney, V7, 2025)

VISUAL 4

Sound: The Allure

Moving into the auditory realm, this image is crafted to activate auditory memory by implicitly referencing a specific cultural artifact: the 1979 Chanel No. 5 commercial, directed by Ridley Scott, set to a cover of The Ink Spots' 1941 hit, "I Don't Want to Set the World on Fire." Unlike other fragrance advertisements of its time, this commercial famously diverged from typical fragrance advertising, focusing on fantasy to allow Chanel to harness the power of sexuality without crossing into distaste (Figure 42 on Page 52).

The subtle, elegant sound of the iconic song, combined with the implied quiet action of the lighter, triggers auditory nostalgia for an era of sophisticated advertising that evoked allure through suggestion rather than overt display. It captures a time when fantasy and subtle sensuality defined luxury branding, allowing the viewer to hear the past through a culturally significant and artfully crafted auditory cue.



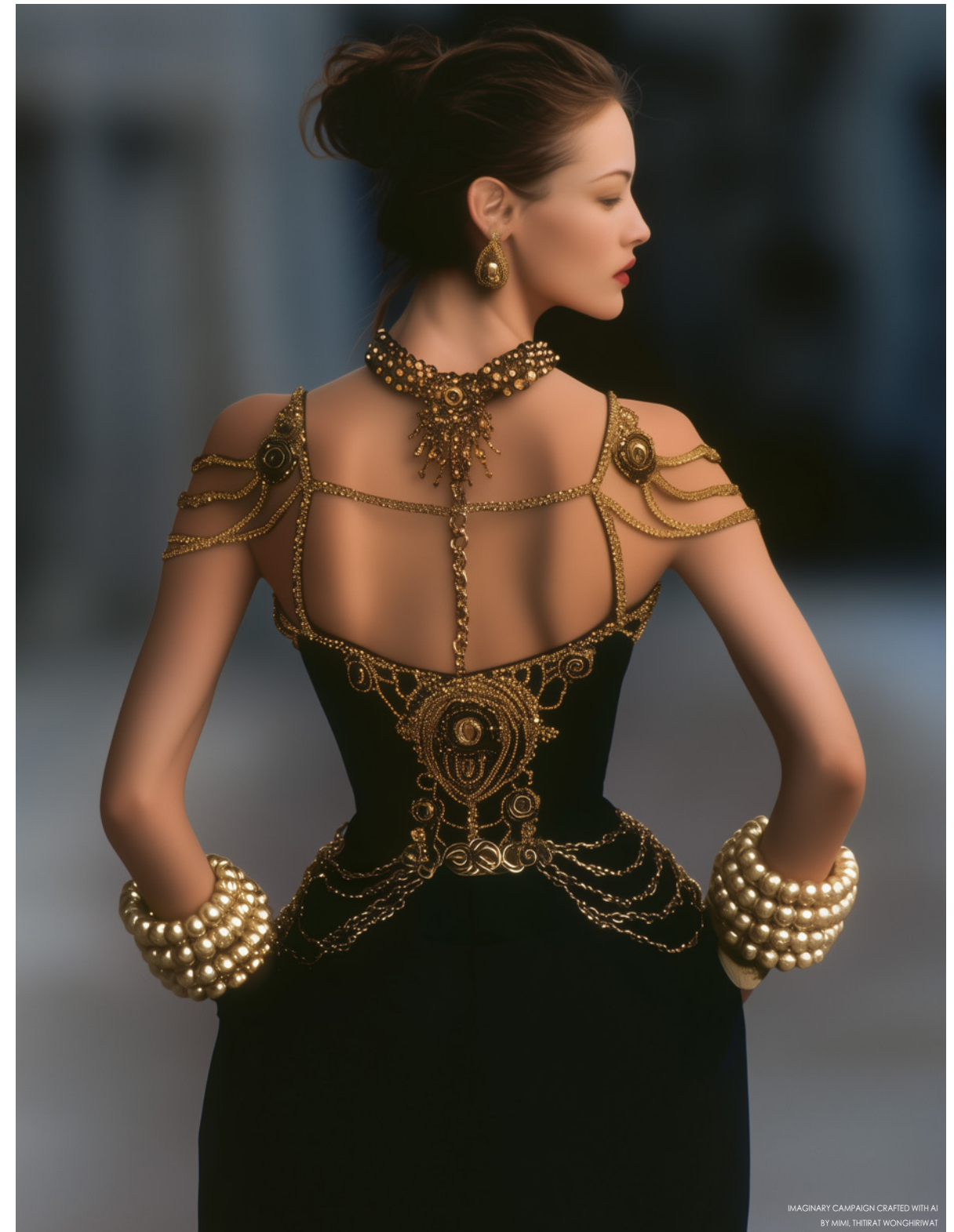
AI-generated image using Midjourney by author with prompt "Medium close-up shot from nose to chest of woman's lip wearing a red lipstick, blond hair, holding a vintage-gold lighter, short-red nail" (Midjourney, V7, 2025)

VISUAL 5

Touch: The Touch of Gold Embellished

Finally, to directly convey the tactile luxury inherent in Chanel's couture, this visual specifically aims to emphasize the touch of gold, drawing inspiration from an iconic dress in 1992 (Figure 45 on Page 52). The intricate back detail of a black gown adorned with elaborate gold chain embellishments and strands of pearls on the wrist invites the viewer to imagine the sensation of fine fabrics—combined with the cool weight of pearls and the intricate, luxurious feel of the gold embellishments.

The focus in tactile nostalgia is on recalling the physical experience of interacting with high-quality, meticulously crafted garments and accessories from an era where tactile pleasure was integral to luxury and iconic design, reinforcing Chanel's enduring attention to detail and opulent materials.



IMAGINARY CAMPAIGN CRAFTED WITH AI
BY MIMI THIRAT WONGHIRAWAT

AI-generated image using Midjourney by author with prompt "the back of women dress inspired by chanel and bracelets " (Midjourney, V7, 2025)

MULTI-SENSORY VIDEO

Each of the five senses—Smell, Touch, Sight, Taste, and Sound—is represented as a distinct visual storytelling element, culminating in a comprehensive multi-sensory experience delivered through Immersive Digital and physical formats, complemented by a Project paper.

To deliver a truly immersive multi-experience, I incorporate ‘Share the Fantasy - Chanel No. 5 Commercial, Blue Sky’ and ‘Share the Fantasy - Chanel No. 5 commercial, I don’t want’ sounds tailored to memory of Chanel’s essence.

Scan the QR code to experience the multi-sensory video.



www.mimiwong.blog/graduationproject/chanel

Music Credit:

Bevin Chu. (2008, June 8). Share the Fantasy - Chanel No. 5 Commercial, Blue Sky [Video].
YouTube. <https://www.youtube.com/watch?v=7Imhfwz8w5o>
Bevin Chu. (2007, July 22). Share the Fantasy - Chanel No. 5 commercial, I don't want [Video].
YouTube. https://www.youtube.com/watch?v=dx3Na_7inFI



LOEWE

Visual designs for Loewe meticulously unpack the brand's unique identity, aiming to evoke a profound sense of nostalgia rooted in Spanish artisanal heritage, natural beauty, and a refined, authentic lifestyle. Each visual functions as a sensory trigger, drawing the viewer into Loewe's world of exquisite craftsmanship and deep connection to its cultural origins, including its association with the Spanish Royal Family under King Alfonso XIII, which significantly elevated its status as a symbol of luxury, and the influence of iconic pieces like the Loewe Amazona bag and Jonathan Anderson's era.

Figure 48. Loewe's iconic advertisements in the past

Noelia, G. D., Raquel, Á. A., & De Valladolid Escuela Técnica Superior De Arquitectura, U. (2021). Carvajal exhibe Loewe: análisis y restitución gráfica del mobiliario de las tiendas. Universidad De Valladolid. <https://uvadoc.uva.es/handle/10324/48900>

Figure 49. The first botanists who drew tomatoes lived in Germany and Switzerland. A pretty bad tomato illustration by the Flemish Rembert Dodoens was the first published image in 1553. Recently, hundreds of their magnificent plant drawings have been digitized and published on the website of the library of the University of Erlangen.

CCash. (2023, May 8). Tomatoes Make a Splash in Shakespeare's England. Cassidy Cash. <https://www.cassidycash.com/tomato-history-tinde-van-andel-ep-264/>

Figure 50. Loewe Flamenca Bag
HARDWARE HOUSE. (n.d.). Loewe Flamenca Bag. <https://hardwarehouse.ca/products/loewe-flamenca-clutch>

Figure 51. Flamenca Loewe bags, created in 1984

Noelia, G. D., Raquel, Á. A., & De Valladolid Escuela Técnica Superior De Arquitectura, U. (2021). Carvajal exhibe Loewe: análisis y restitución gráfica del mobiliario de las tiendas. Universidad De Valladolid. <https://uvadoc.uva.es/handle/10324/48900>

Figure 52. Tomato dice in brass with an enamel finish

Tomato dice Red - LOEWE. (n.d.). LOEWE. <https://www.loewe.com/eur/en/cp/0011286309.html>
July 14, 2021
Latest News

Figure 53. Royal Botanical Garden in Madrid

Retrieve from <https://www.iguana.ws/botanicheski-sad-madrid-28/>

Figure 48



Figure 49



Figure 50



Figure 51



Figure 52



Figure 53



VISUAL 1

Sight: The Iconic Gaze of Brand Legacy

The Sight Memory Visual is directly inspired by Loewe's iconic advertisements from its past (Figure 48 on Page 66) and brand symbolism particularly during Jonathan Anderson's era, which often integrated elements of everyday life and natural beauty with high fashion. Designed with visual nostalgia, it specifically references a Loewe advertisement featuring a woman looking at a Loewe bag in a window display.

The presence of the tomato, an iconic symbol during Anderson's tenure, further reinforces the historical brand connection. My aim is to draw on recognizable brand imagery to trigger a sense of continuity and heritage, also ensuring its timelessness for the era of future Creative Directors.



AI-generated image using Midjourney by author with prompt "A smiling woman with short brown hair sits behind the window of an old shop, she is looking at two large Heirloom tomatoes on the counter next to her vintage Loewe leather bag. She is wearing a brown leather jacket. The scene has a modern photography style, with natural lighting, natural color, high resolution, and high detail, in the style of Fujifilm XT3" (Midjourney, V7, 2025)

IMAGINARY CAMPAIGN CRAFTED WITH AI
BY MIMI THIRAT WONGHIRAWAT

VISUAL 2

Smell: The Authentic Aroma

Transitioning to the olfactory sense, this visual is inspired by Loewe projects in collaboration with Pyratex and Orange Fiber, as well as Loewe's origins through leather craftsmanship. It aims to directly activate olfactory memory by implicitly conjuring vibrant and energetic scents. Citrusy and sour notes represent Loewe's vivacious energy.

The act of squeezing the orange suggests a burst of fresh, authentic aroma, triggering olfactory nostalgia for the sun-drenched landscapes and lively atmosphere of Spain, embodying a natural vigor that is intrinsically linked to Loewe's identity and its emphasis on elemental beauty.



IMAGINARY CAMPAIGN CRAFTED WITH AI
BY MIMI THIRAT WONGHIRIWAT

AI-generated image using Midjourney by author with prompt "Hand squeezing orange with leather at the background, orange is juicy and orange juice drops" (Midjourney, V7, 2025)

VISUAL 3

Taste: The Taste of Shared Pleasure

Moving beyond scent, this visual connects the viewer to the refined yet authentic flavors of Spain.

My visual represents a sophisticated sangria, which, through its deliberate use of natural ingredients and the symbolic tomato, embodies a core aspect of Loewe's DNA and identity. It triggers gustatory nostalgia for moments of shared pleasure, authentic natural ingredients, and the unique culinary heritage of Spain, thus presenting a taste experience that is both refreshing and deeply rooted in cultural enjoyment, aligning with Loewe's sophisticated yet grounded aesthetic.



AI-generated image using Midjourney by author with prompt "A savory sangria, made with fresh tomato water and red wine serve in heirloom tomato glass pitcher pouring into a glass, behind is lemon garden, Loewe fashion photography style, minimalist" (Midjourney, V7, 2025)

VISUAL 4

Sound: The Royal Botanical Garden

Spaniards quickly adopted the “tomato,” and historical records confirm its consumption in the Spanish Monarchy by the late 16th and early 17th centuries (Figure 49 on Page 66).

The Royal Botanical Garden of Madrid (Figure 53 on Page 66) exemplifies how imperial expansion was deeply intertwined with botanical knowledge, serving as a scientific hub where plants like the tomato—originally brought from the Americas—were studied, classified, and gradually absorbed into the fabric of Spanish life (OpenAI, 2025).

Thus, this sound visual depicts a serene and deep connection to nature. It is inspired to activate auditory memory by

implicitly evoking the quiet, historical soundscape of a cultivated Spanish garden, combining two iconic elements of Loewe’s heritage: the Spanish monarchy and the history of the tomato. Thus, the tranquil sounds of this garden—the rustling of leaves or the gentle hum of nature and birds—become the main focus of this visual backdrop where the “sound” of history unfolds.

This triggers auditory nostalgia for a past where agricultural innovation and royal patronage quietly shaped culinary and cultural landscapes, connecting the viewer to the deep, resonant history woven into the very fabric of Spain and, by extension, Loewe’s heritage.



AI-generated image using Midjourney by author with prompt “Heirloom tomato trees, the leaves fluttered, background is the Spanish Royal Family under King Alfonso XIII, one bird is flying, highly detailed photography, taken by iPhone 15” (Midjourney, V7, 2025)

VISUAL 5

Touch: The Embrace of Signature Leather

To directly engage haptic memory, a crucial sense for Loewe's exquisite leather craftsmanship, this visual is designed to convey the luxurious, supple feel of Loewe's signature leather and simplicity. I aim to intimate the imagination that is simple by the sensation of touching and molding the master of leather goods. It triggers tactile nostalgia for enduring quality and the comforting sensation of natural, handcrafted materials, thus reinforcing Loewe's commitment to timeless design through the most fundamental sense of touch and referencing the iconic Loewe Flamenco Bag (Figure 50 on Page 66).



AI-generated image using Midjourney by author with prompt "Two hands are strongly pulling a piece of leather very strong, leather is thin being stretching out to show its length flexible shape and durability. The material appears soft with some wrinkles on it. It has been spread out slightly at one end to show its long length, creating a white background. There is an artist in white holding and sewing leather with one hand to create an open bag from natural brown cowhide fabric. The focus on their hands crafting the bags highlights details such as stitching or sewing tools." (Midjourney, V7, 2025)

IMAGINARY CAMPAIGN CRAFTED WITH AI
BY MIMI THIRAT WONGHIRIWAT

MULTI-SENSORY VIDEO

Each of the five senses—Smell, Touch, Sight, Taste, and Sound—is represented as a distinct visual storytelling element, culminating in a comprehensive multi-sensory experience delivered through Immersive Digital and physical formats, complemented by a Project paper.

To deliver a truly immersive multi-experience, I incorporate music tailored to Loewe's essence.

Scan the QR code to experience the multi-sensory video.



www.mimiwong.blog/graduationproject/loewe

Music Credit: CapCut



MIU MIU

Each visual for Miu Miu is designed to evoke a specific sensory memory, inviting the viewer into the brand's world, which frequently remixes and reinterprets aesthetics from the 1960s, 1990s, and early 2000s. This approach is inspired by my imagination of Miuccia Prada's own childhood and personality, creating a contemporary form of nostalgia. I translate the brand's distinctive ethos—one of youthful exploration, playful rebellion, and multifaceted self-expression—into a compelling sensory experience.

Figure 54. Even Cowgirls Get the Blues film poster From Google

Figure 55. Elle Fanning opening Miu Miu's Fall 2018 show. Photo: Imaxtree Retrieved from <https://fashionista.com/2018/03/miu-miu-fall-2018-runway-collection>

Figure 56-57. Miu Miu (@miumiu). Instagram photos and videos. (n.d.). <https://www.instagram.com/miumiu>

Figure 58. Miu Miu Fall 1995 Ready-to-Wear Look 52 / 65

Miu Miu Fall 1995 Ready-to-Wear fashion show. Vogue. https://www.vogue.com/fashion-shows/fall-1995-ready-to-wear/miu-miu/slideshow/collection?_sp=27c57bf6-b40e-4904-acfd-a3c85d1826cf.1752058967609#52

Figure 59. Miu Miu AW93 RTW

Photo by Art Streiber/WWD/Penske Media. Retrieved from <https://www.dazeddigital.com/fashion/article/65003/1/miu-miu-prada-the-coolest-brand-in-the-world-women-fashion-industry>

Figure 60. Miu Miu Eau de Parfum

Miu, M. (n.d.). Miu Miu Miu Miu Eau de Parfum 100 ml 1. MiuMiu. https://www.miumiu.com/eu/en/p/miu-miu-eau-de-parfum-100-ml/5A0203_ZK2_F0Z99

Figure 54



Figure 57



Figure 56



Figure 55



Figure 60



Figure 58



Figure 59



VISUAL 1

Sight: The Cowgirl Spirit

To engage visual memory and evoke visual nostalgia, this combination directly references Miu Miu's first "Cowgirl" collection in 1993 and Gus Van Sant's 1993 film, "Even Cowgirls Get the Blues"—a quirky and surreal narrative of freedom, identity, and rebellion (Figure 54 on Page 80).

The visual imitates the whimsical journey and independent spirit of the film's protagonist, Sissy Hankshaw, and the rebellious cowgirls of the Rubber Rose Ranch. The visual

presents a striking figure, embodying a blend of vintage and contemporary style to trigger a longing for an era of bold individuality, counter-culture defiance, and unbridled self-expression, inviting the viewer to a fantastical journey into a nostalgic, fashion-infused dreamscape that mirrors Miuccia Prada's imaginative inspirations. The composition and lighting evoke a "Even Cowgirls Get the Blues" film poster, suggesting a narrative of adventurous freedom.



AI-generated image using Midjourney by author with prompt "editorial photography of Miu Miu in "even cowgirls get the blues" style of "Thomas W schaller, 2018" (Midjourney, V7, 2025)

VISUAL 2

Smell: The Signature Floral Accent

To activate olfactory memory, I draw inspiration from the distinctive fragrance of Miu Miu in 2015 (Figure 60 on Page 80). Crafted by Daniela Andrier, roses are visually prominent, and the implied scent profile focuses on key notes such as Lily-of-the-Valley, supported by Jasmine, Rose, Green Notes, Black Currant, and Peach, with a base of Akigalawood and White Musk (Fragrantica, 2025).

My visual features a close-up of Miu Miu's iconic textured bottle, filled with lush, vibrant red roses that spill dynamically. The strong contrast between the cool blue and warm red hues emphasizes the visual richness and implied sensory experience.



AI-generated image using Midjourney by author with prompt "jasmine and rose valleys" (Midjourney, V7, 2025)

VISUAL 3

Taste: The Paradoxical Taste of Ugly Chic

Following the engagement of smell, my approach to Gustatory Memory embodies Miuccia Prada's distinctive aesthetic principle of "ugly chic" and a love for the "contrary."

The Choc Mint Espresso Martini, with its contrasting flavors, is directly inspired by Miu Miu's signature color palettes (Figure 56 on Page 80) and Italian coffee culture. Additionally, olives represent Italian tradition served with drinks, particularly during the aperitivo, providing a bitter and sour taste profile that further emphasizes this

concept of unexpected contrasts.

The dark, moody purple background enhances the sophisticated yet slightly mysterious ambiance. My visual aims to represent gustatory nostalgia for a more unconventional, daring palate that reimagines Italian culinary elements within a framework of youthful indulgence and subversive elegance, reflecting a cherished past defined by bold flavors and cultural experimentation.



AI-generated image using Midjourney by author with prompt "A cocktail Choc Mint Espresso Martini in an elegant glass in pattern and next to is mixed olives in light blue plate, The background is dark purple, creating contrast against the green foam and brown liquid inside the cocktail glass. A shadow falls across one side of it, adding depth to the scene. 8k resolution photo." (Midjourney, V7, 2025)

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VISUAL 4

Touch: Touch of Unintentional Comfort

The touch in my visual presents moments of the Miu Miu girl in the tactile sensation of delicate, intimate fabrics that embody Miu Miu's approach to comfortable and unintentional style.

I am inspired by Miu Miu's iconic pattern of flowers and aim to evoke the warmth and familiarity of an Italian kitchen style with vintage wallpaper and classic wooden furniture on a late Sunday morning. The choice of an "unintentional dress" in a sheer, light-colored slip or lingerie-inspired garment, combined with an iconic

ballet flat, reinforces the relaxed yet subtly rebellious aesthetic of Miu Miu (Figure 57-58 on Page 80).

This haptic memory is designed to evoke the feeling of soft, familiar textures, connected to an intimate setting, while simultaneously symbolizing the rebellious action of women who embrace comfort and personal style over conventional norms. It triggers tactile nostalgia for moments of comfort, the unexpected luxury found in everyday elements, and a powerful sense of empowered, unconventional femininity.



AI-generated image using Midjourney by author with prompt "A photo of the kitchen table with fruit in an old-fashioned country style, and next to it is a woman standing on top of the chair, she is wearing a ballet shoes. The focus should be placed on both the woman legs. In front, there will be some breakfast items such as milk or eggs. On one side of that stands a vintage chair. This scene conveys a warm atmosphere and highlights homey details. It captures a moment where someone can have their morning meal while also chatting at other tables." (Midjourney, V7, 2025)

VISUAL 5

Sound: The Anthem of Youth

Finally, this visual is designed to activate auditory memory by implicitly referencing a specific cultural anthem: the song “Rebel Girl” by Bikini Kill. This track embodies a core value of Miu Miu—youthful rebellion and empowered self-expression—and has notably been used in past Miu Miu fashion shows in 2018 (Figure 55 on Page 80). With the focus on a group of women as performers, it directly evokes the energetic sounds of live music and vocal performance.

It triggers auditory nostalgia for the raw, unpolished authenticity of youth-feminine culture, the empowering message of rebellion, and the vibrant, memorable soundscapes that defined key moments in recent fashion history and popular culture, aligning perfectly with Miu Miu’s identity rooted in iconic aesthetics and a defiant spirit.



AI-generated image using Midjourney by author with prompt “A photograph depicts a female punk band performing on stage. One woman is singing into a microphone while standing in the front, and the other two women are playing drums behind her. Chic women inspired by the look of Kate Moss and Chloe Sevigny at Miu Miu Backstage 90s, talking and laughing” (Midjourney, V7, 2025)

MULTI-SENSORY VIDEO

Each of the five senses—Smell, Touch, Sight, Taste, and Sound—is represented as a distinct visual storytelling element, culminating in a comprehensive multi-sensory experience delivered through Immersive Digital and physical formats, complemented by a Project paper.

To deliver a truly immersive multi-experience, I incorporate music ‘Rebel girl by Bikini Kill’ tailored to Miu Miu’s essence and memory.

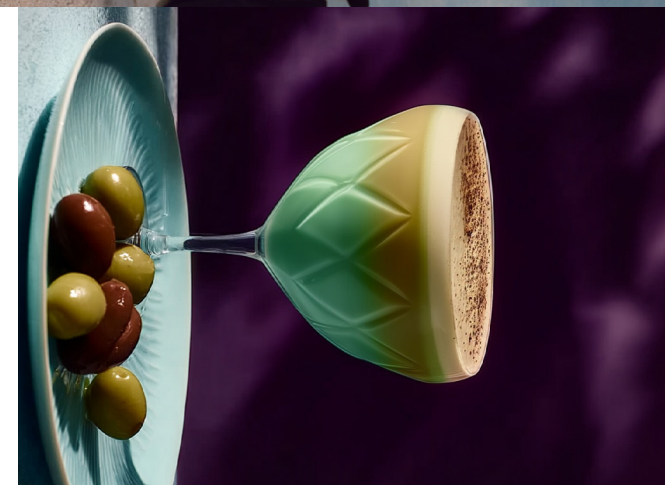
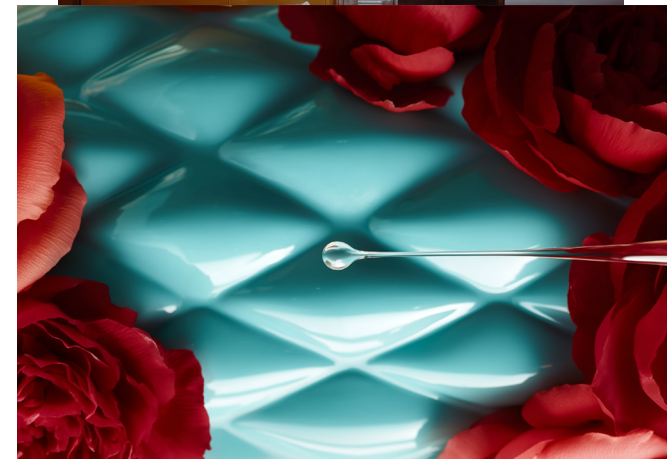
Scan the QR code to experience the multi-sensory video.



www.mimiwong.blog/graduationproject/miu-miu

Music Credit:

Bikini Kill - Topic. (2015, October 17). Rebel girl [Video]. YouTube. <https://www.youtube.com/watch?v=L0oeqAQ1qE8>



Chloé

My visual series for Chloé intricately weaves the Chloé spirit—referring to Gaby Aghion’s background as an Egyptian Jewish and Bohemian spirit—defined by its romantic, bohemian spirit, fluid femininity, and connection to natural elements—into a compelling sensory narrative that also acknowledges Phoebe Philo’s tenure at Chloé. Each visual is designed to trigger a specific sensory memory, inviting the viewer into a world of free-spirited wanderlust and nostalgic escapism, resonating with Chloé’s enduring allure.

Figure 61. The first Chloé fragrance. The floral, feminine scent becomes one of the most popular scents of its time.
Retrieved from Maison Chloé. <https://www.chloe.com/experience/us/maison/>

Figure 62. In the mid-1960s, Chloé introduces loose silk trousers that glide over the skin.
Retrieved from Maison Chloé. <https://www.chloe.com/experience/us/maison/>

Figure 63. Chloé’s Love Story
Retrieved from Pinterest

Figure 64. Karl Lagerfeld designs the Tertulia dress for Spring-Summer 1966, set the tone for Chloé’s elegant take on bohemian chic.
Retrieved from Maison Chloé. <https://www.chloe.com/experience/us/maison/>

Figure 65. Chloé Dress on Harper’s Bazaar US, March 2003. “The Age of Innocence”
Editorials: Harper’s Bazaar US, March 2003.
[2012, January 1]. Angelical Natalia Vodionova the Vault. <https://angelicalnataliavodionova.wordpress.com/2012/01/01/editorials-harpers-bazaar-us-march-2003/>

Figure 66. Chloé Winter 24 by Chemena Kamali L’Officiel Hong-Kong. [2024, August 27]. Chloé Winter 24 by Chemena Kamali. L’Officiel Baltic. <https://www.lofficielbaltic.com/en/fashion/chloe-winter-24-by-chemena-kamali>

Figure 67. Chloé Spring 2015 Campaign
Chloé Spring/Summer 2015 Campaign evokes 70s’ vibe & California Lovin’ | SENATUS Magazine. [n.d.]. SENATUS. <https://senatus.net/article/chloe-spring-summer-2015/>



Figure 61



Figure 62



Figure 63

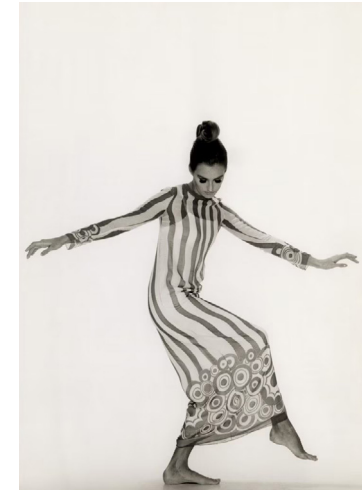


Figure 64



Figure 65



Figure 66



Figure 67

VISUAL 1

Sight: The Vision of Ethereal Heritage

This image is designed to directly engage visual memory and evoke visual nostalgia for a specific confluence of cultural aesthetics.

My interpretation of the “signature Chloé woman”—characterized by flowing blonde hair, a white dress, and gold jewelry—visually embodies this unique blend of origins (Figure 66 on Page 94). The ethereal gown against the background of ancient Egyptian pyramids creates a powerful narrative of historical depth and poetic wanderlust. I aim to trigger

a longing and a dreamlike sense for grand adventures and a sense of timeless, liberated elegance that draws directly from the founder’s personal history and the rich cultural interplay that defined Chloé’s foundational aesthetic.



AI-generated image using Midjourney by author with prompt “Woman in long beautiful blonde hair in the desert of egypt pyramid. Shot with Canon EOS R5 + 85mm f/1.2” (Midjourney, V7, 2025)

VISUAL 2

Smell: The Aromatic Warmth

Transitioning from the visual, this section conveys olfactory memory by implicitly conjuring the rich and warm Egyptian tea, rooted in the distinctly Egyptian scents of hospitality. The idea focuses on “Shai” (tea in Arabic), the national beverage of Egypt, deeply ingrained in daily life and symbolizing welcome and friendship.

Furthermore, I highlight Karkadeh (Hibiscus Tea), an iconic Egyptian herbal infusion known for its vibrant red color and tart, aromatic taste, commonly served chilled and

sweetened. Scattered rose petals suggest an aromatic infusion and the soft characteristic by imagining Chloé women and first perfume (Figure 61 on Page 94). By evoking these specific and traditional Egyptian beverages, the image triggers olfactory nostalgia for aromatic journeys and the comforting allure of shared rituals, directly connecting to Gaby Aghion’s Egyptian background and enriching the sensory experience with a profound cultural resonance.



AI-generated image using Midjourney by author with prompt "Iconic Egyptian herbal tea being poured into hot herbal tea in an antique cup, surrounded by dried flowers and fresh flowers on the table. The steam from the pouring liquid rises up against a rustic wooden background. Warm tones, soft lighting, and intricate details create a cozy atmosphere." (Midjourney, V7, 2025)

VISUAL 3

Taste: The Sacred Sweetness

Following the engagement of smell, this visual aims to stimulate gustatory memory, connecting the viewer to the sacred flavors of Ancient Egypt. The *Ficus sycomorus* (sycamore fig) held significant importance in ancient Egypt, providing essential fruit and shade, and was highly sacred, associated with goddesses like Hathor.

The fruit's "little sweet and very aromatic" taste implicitly evokes the authentic flavors and characteristics of the Chloé woman. This triggers

gustatory nostalgia for a profound historical connection to nature, the taste of genuine sweetness, and the rich culinary and spiritual traditions embedded in the very diet of ancient civilizations, thus linking Chloé's aesthetic to a timeless Love Story perfume (Figure 63 on Page 94).



AI-generated image using Midjourney by author with prompt "Food photography style of Ficus sycomorus and small fruits placed on a pink background, warm and feminine mood. One Chloé's iconic ribbon on the tree." (Midjourney, V7, 2025)

VISUAL 4

Touch: Flesh of the Gods

Moving into the haptic realm, by engaging haptic memory to nature, I focus on the dual tactile sensations of sand and gold. This combination is deeply symbolic of ancient Egyptian heritage; gold was considered the “flesh of the gods,” symbolizing divine power, eternity, and immortality. The feeling of fine sand, representing the vastness of the desert, coupled with the smooth, cool touch of gold shimmer, evokes both the tangible connection to the earth and the

spiritual luxury of the divine. This is to trigger tactile nostalgia for moments of profound connection with ancient lands, the warmth of the sun on skin, and the enduring luxury of materials imbued with deep cultural and religious significance, directly referencing Gaby Aghion’s background and Chloé’s sophisticated aesthetic.



AI-generated image using Midjourney by author with prompt “a shot of woman in beautiful blonde hair and white dress, A woman’ s hand, adorned with gold rings, holds sand in the desert. She wears white , embodying an aesthetic, beautiful, and bohemian style. This captivating photography is presented in high definition” (Midjourney, V7, 2025)

VISUAL 5

Sound: The Echoes of Ancient Egypt

Finally, this visual is designed to activate auditory memory by implicitly evoking the distinctive sound of the Ney, an end-blown flute made from cane or reed, fundamental to traditional Egyptian musical ensembles in the 19th century and played for over 4,500 years. Known for its melancholic and spiritual sound, and its role in both classical and Sufi music, the Ney represents a deep auditory connection to Egyptian cultural heritage.

The visual of the instrument being played in a vast desert landscape suggests the ethereal sounds carried

on the wind, evoking a profound silence punctuated by ancient melodies. To trigger auditory nostalgia for serene, timeless soundscapes, the spiritual connection offered by traditional instruments, and the echoes of ancient cultures, it aligns with Chloé's romantic, dreamlike vision, which visually portrays a woman in a flowing, signature dress, and its strong ties to Gaby Aghion's rich, historical background.



AI-generated image using Midjourney by author with prompt "Vogue photoshoot of a blonde woman in a lace white dress doing bamboo flute on the desert, with long hair and sun rays. Shot with Canon EOS R5 + 85mm f/1.2" (Midjourney, V7, 2025)

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MULTI-SENSORY VIDEO

Each of the five senses—Smell, Touch, Sight, Taste, and Sound—is represented as a distinct visual storytelling element, culminating in a comprehensive multi-sensory experience delivered through Immersive Digital and physical formats, complemented by a Project paper.

To deliver a truly immersive multi-experience, I incorporate music of ‘Ancient Egyptian Flute Ney’ tailored to Chloé’s essence.

Scan the QR code to experience the multi-sensory video.



www.mimiwong.blog/graduationproject/chloe

Music Credit:

Turrim Aurea. (2017, May 27). Ancient Egyptian Flute Ney music [Video]. YouTube. https://www.youtube.com/watch?v=wYQ_o3L9Ag



CONCLUSION



This thesis embarked on a journey to redefine the application of nostalgia in fashion digital marketing, moving beyond conventional tactics to explore the profound impact of human sensory experiences. My primary objective was to demonstrate how a deep, physical connection between brands and their audience could be fostered through sensory engagement, ultimately leading to a more authentic and enduring form of nostalgia. A significant achievement of this project lies in its successful integration of artificial intelligence as a primary tool. Through the innovative creation of multi-sensory visuals using AI, I aimed to bridge the perceived gap between the physical and digital realms of brand communication. This approach, as demonstrated through the diverse case studies of Balenciaga, Chanel, Loewe, Miu Miu, and Chloé, proved instrumental in crafting visuals that not only evoked specific sensory memories but also resonated deeply with each brand's unique DNA, enabling recognition even without explicit logos or naming. This, for me, underscored the immense potential of AI when used thoughtfully and strategically, not to replace authenticity, but to enhance it.

The research undertaken for this thesis illuminated the intricate science behind nostalgia, revealing how our five senses act as powerful conduits to cherished autobiographical experiences. It became clear that by tapping into these sensory pathways, brands can create a comforting sense of familiarity and positive emotional resonance, addressing the contemporary craving for identity, particularly among younger generations. This project, therefore, serves as a

tangible representation of how brands can offer solace and connection in a rapidly evolving world, transforming fleeting trends into timeless narratives. From a personal perspective, this exploration has been incredibly insightful, reinforcing my belief that true brand connection transcends superficial engagement. It has shown me that by understanding the fundamental human need for sensory experiences and emotional resonance, we can craft digital marketing strategies that are not only effective but also deeply meaningful. The process of translating complex brand legacies into evocative multi-sensory narratives has been a challenging yet rewarding endeavor, solidifying my conviction in the power of thoughtful, human-centered design, even when aided by advanced technology.

Looking ahead, the implications of this work are vast. This thesis provides a robust framework for fashion brands to cultivate deeper, more authentic relationships with their consumers by embracing multi-sensory communication, even within digital environments. Future research could further explore the empirical effectiveness of these AI-generated sensory visuals through consumer testing, or delve into the development of interactive digital platforms that fully simulate these immersive experiences. Ultimately, this project stands as a testament to the enduring power of the 'Past presents future.'—a continuous loop where heritage informs innovation, creating connections that are truly timeless, iconic, and unique.

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Artificial intelligence (AI)

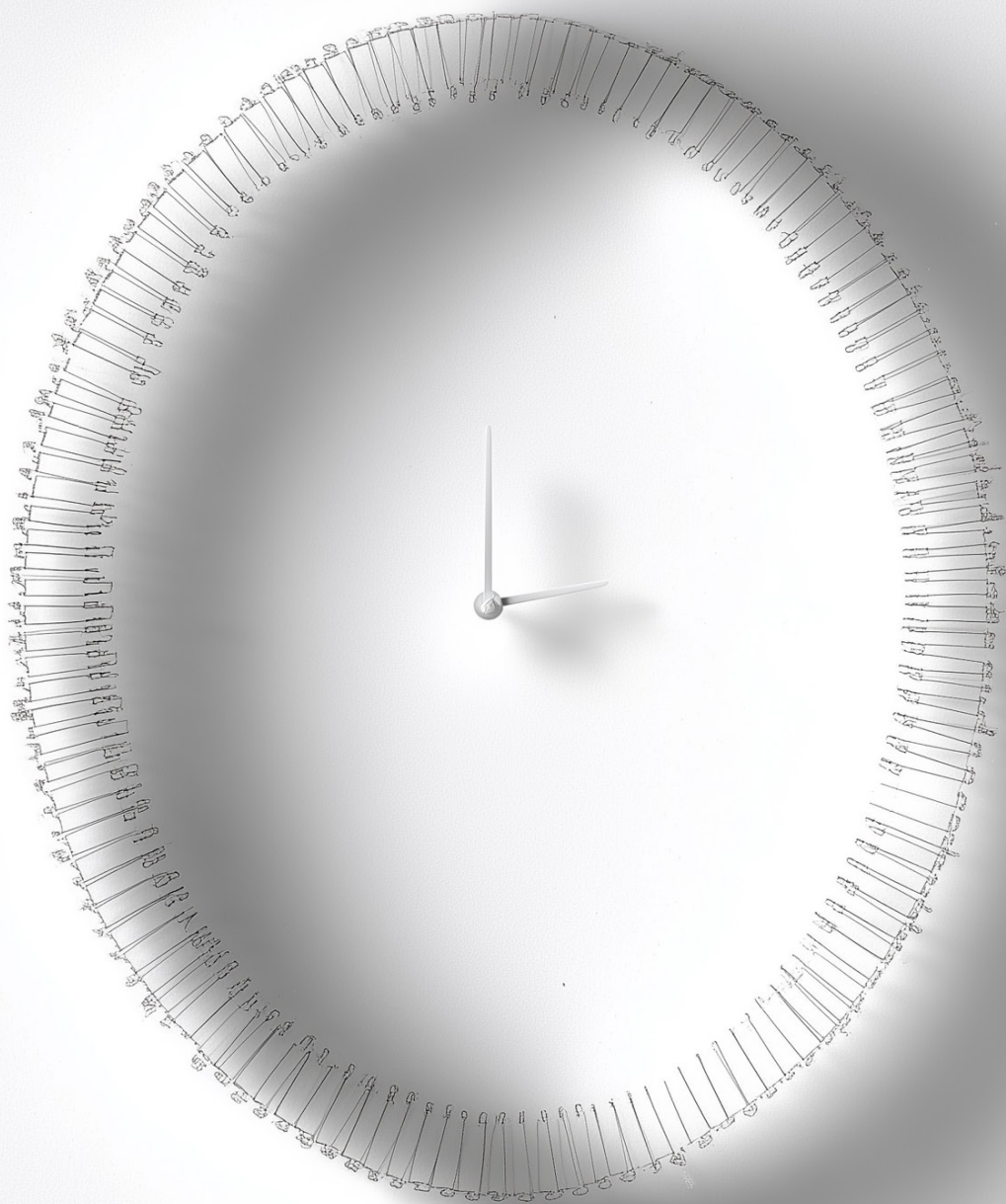
ACKNOWLEDGE THE USE OF ARTIFICIAL INTELLIGENCE (AI)

(<https://chatgpt.com/share/685061c9-abc4-8009-b0a0-63b08142e6c2>) to revise the flow and transitions between paragraphs of my essay. I used the following prompts:

Original prompt: Read my attached essay and help me improve my transitions between paragraphs.
Follow-up prompt: I've already written "In contrast" a lot. Please suggest different transition phrases I can use.

The output from these prompts was used to revise my draft essay to make it flow better. I used some of the transitional phrases suggested by ChatGPT and also incorporated my own.

Past presents future.



Multi-Sensory and Nostalgia in Digital Marketing

'Past presents future' Cover image.
AI-generated imagery created using Midjourney (v7) by author.