

Suit Up

**The concept of self through the communal embeddedness of a
James Bond brandscape**



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Abstract

In the recent years the trend of brand placements and brand patronage in films has become quite the norm, much importance has been given to the brands endorsed through films and television. The literature talking about films as brands has emerged and significant importance has been given to the endorsed brand's role in creating a brandscape where the fans not only relate to the movies but also to other fans. This research takes the idea of a film brandscape and uses the James Bond franchise to study its ability in creating a brandscape by focusing on the fashion brands patronized in the franchise the research explores how the fans use those fashion brands to create or morph meanings for themselves in their daily lives.

Key words:

Film brandscape, tribe, hyper reality, James Bond franchise, brand placement, brand patronage, fashion brands, men's wear, self image