

# SEMIOTIC- STUDY

## Rolex Yacht-Master Collection

Analysing Rolex advertisements using 4 themes to achieve thorough brand understanding and deriving connections between the watch and its how well it is represented.

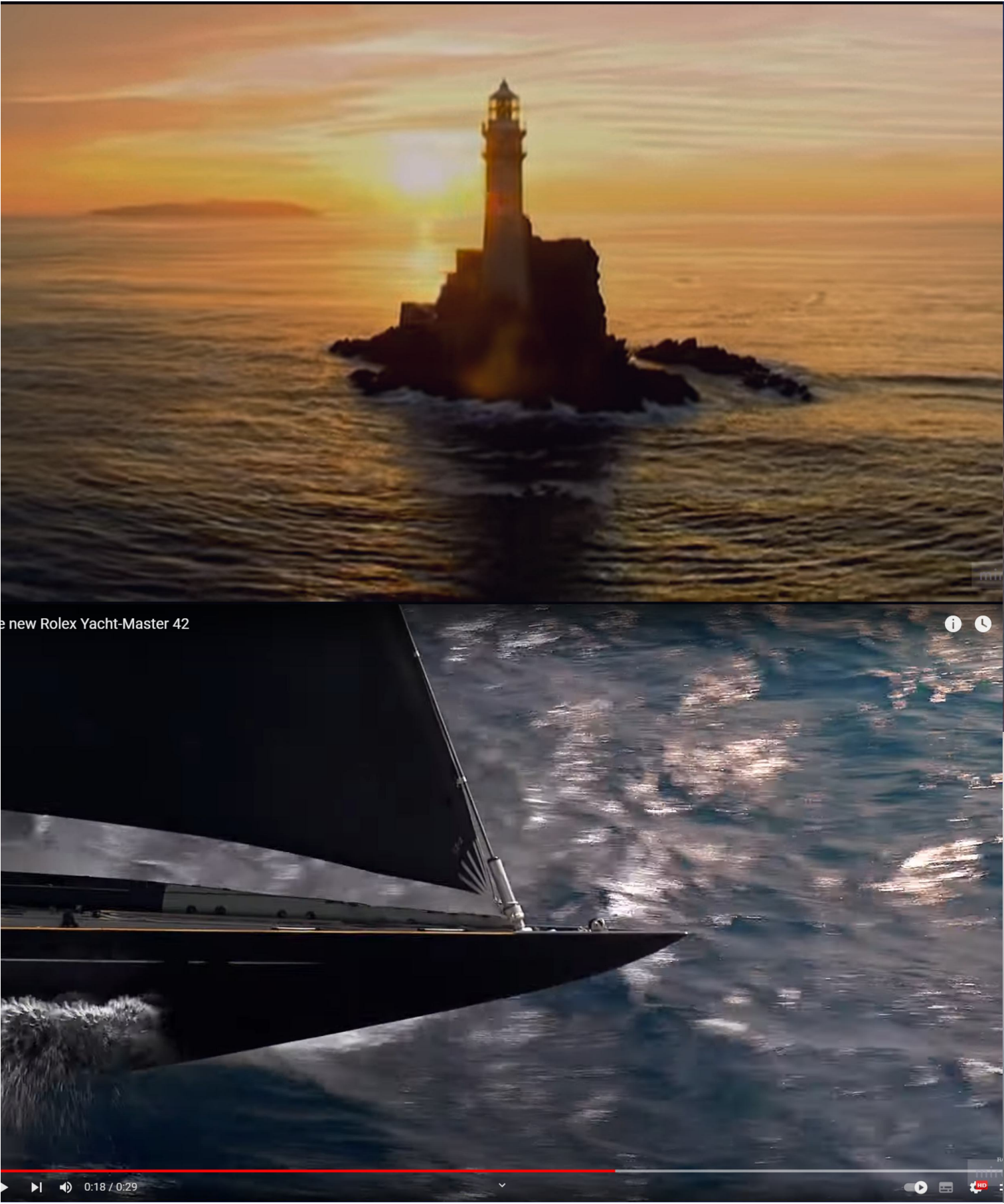


# 1. Colours

Contrasting dark light

Golden yacht against deep blue sea corresponding to the blue and gold of the Yacht Master 40

Flooded light



Colors of the watch are directly linked to the surroundings

Reflections on the oyster steel bracelet resemble the stripes shown on the yacht

Black and gold contrast between dark and light gradient

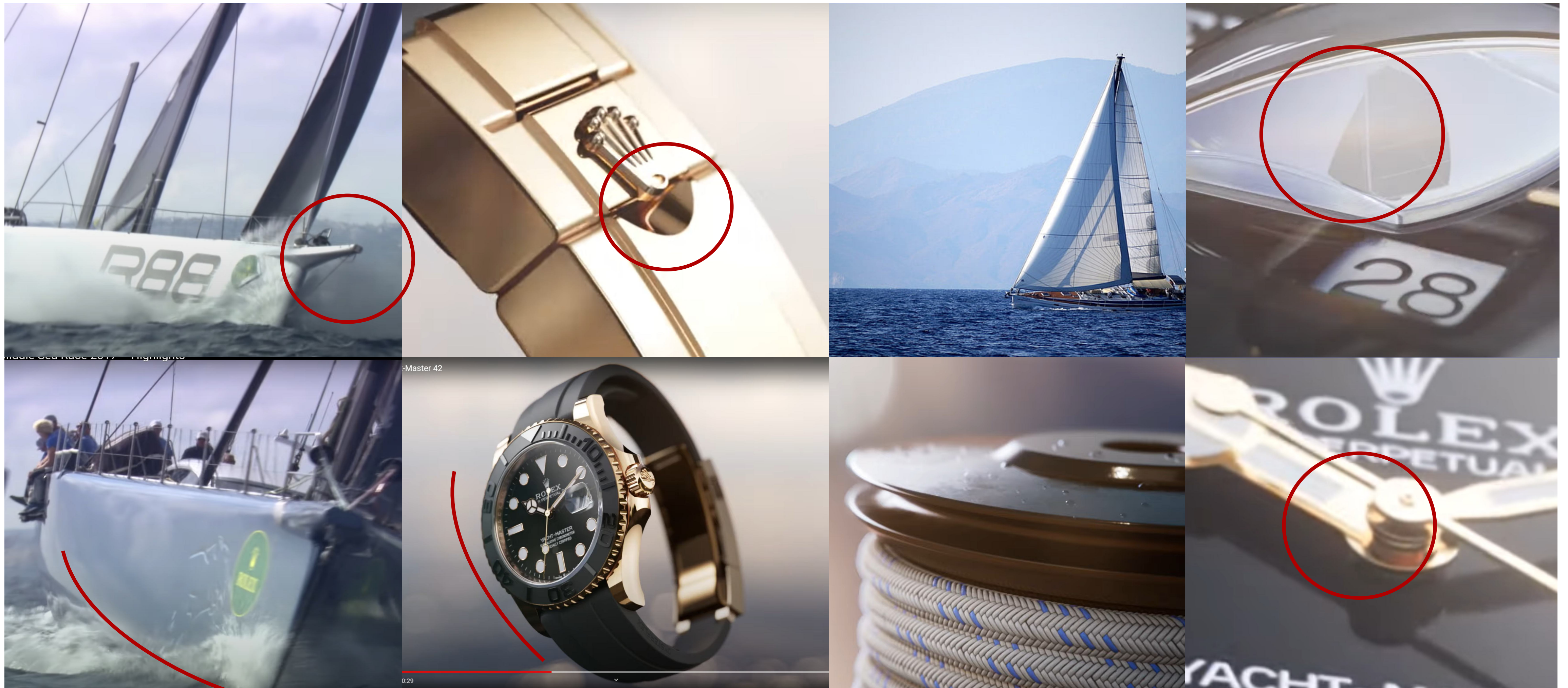
Morning haze  
Glimpse of sunlight at the break of day

White yacht sailing over the cobalt blue of the sea

Colours of the watch are directly linked with the surrounding light



## 2. Pairs

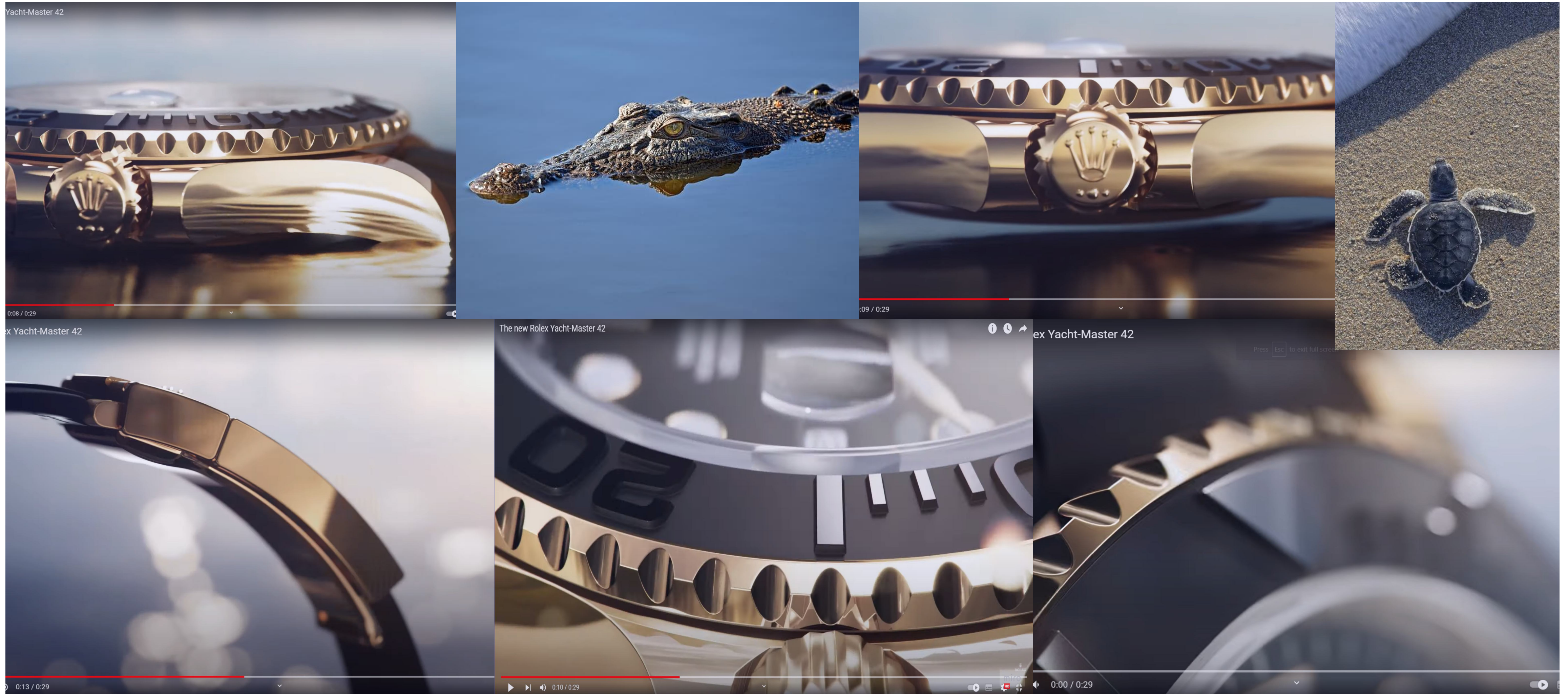


Elements of watch directly resembling elements of yacht



# 3. Connotations

Rolex watches - adventurous, for people travelling on land, sea and air



Individual expressions and connotations as observed at different watch positions



# 4. Keywords

Sharpness

Penetrate

Fade

Randomised

28 number fills up the whole space

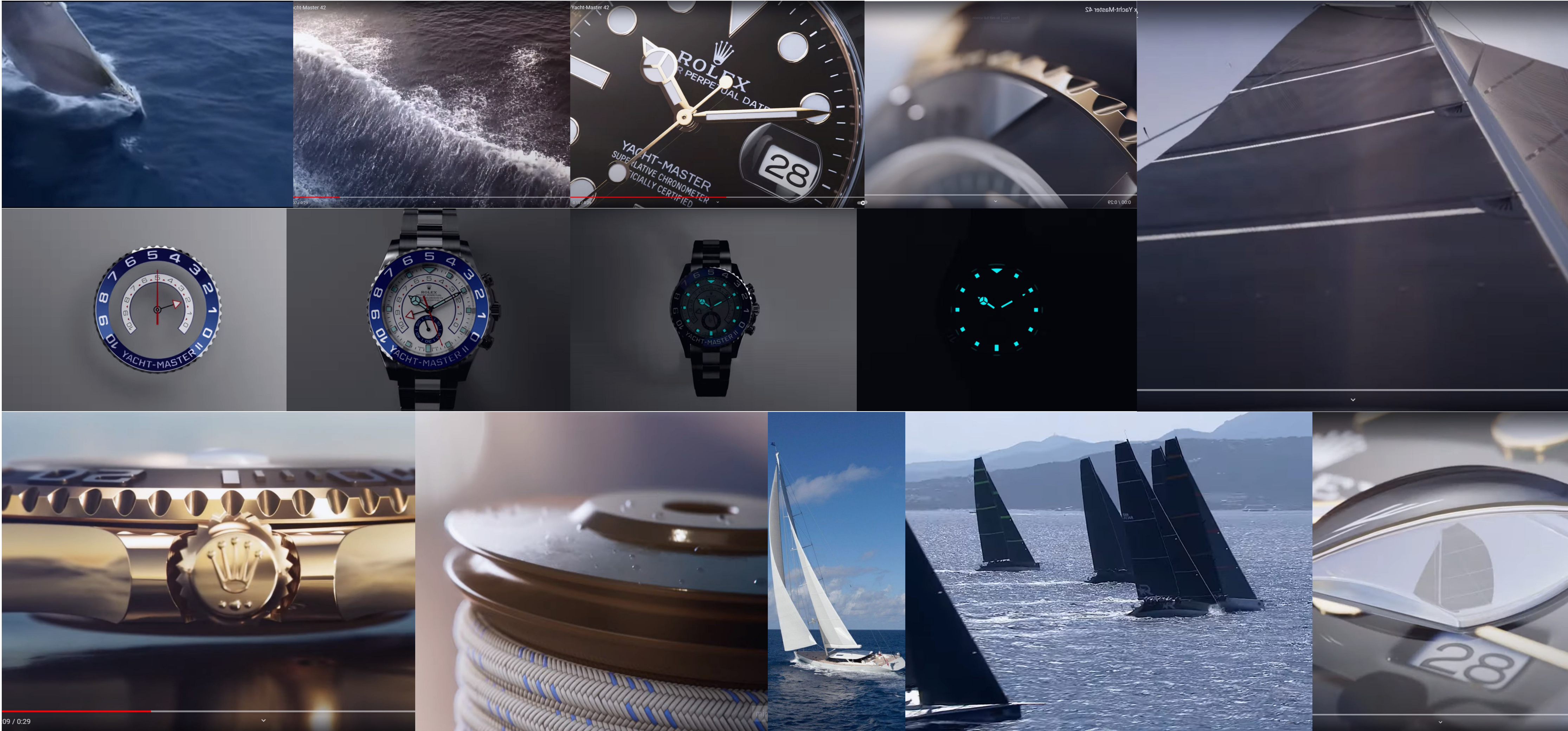
Angled / Tilted

Tapered

Slits

Dominance

Transition from Day to night



Hazy and soft vs vivid and sharp

Hammered texture

Flaps

Tension / Stretched

Inflated