

DO NOT ANSWER ON THIS ADDENDUM.

moneyzgone.com

Image A: Anon. nd. Parody of Amazon logo [<https://bpruska.wordpress.com/parody-and-pastiche/>]
[Accessed 4 November 2020]



Image B: Anon. nd. Advertisement (featuring Johnny Depp) for Dior withdrawn due to cultural appropriation. [<https://www.foxnews.com/entertainment/johnny-depp-dior-ad-cultural-appropriation/>]
[Accessed 4 November 2020]



Image C: Anon. nd. Visual merchandising for Neiman Marcus promoting urban apparel. [<https://www.retaildoc.com/blog/9-new-visual-merchandising-trends-for-your-store/>]
[Accessed 4 November 2020]



Image D: Tatiana Bilbao, Unknown, Bioinnova, a university's agricultural research facility.
 [<<https://archinect.com/news/article/149995800/what-is-feminism-s-role-in-contemporary-architecture>>]
 [Accessed 4 November 2020]

QUESTION 4 CASE STUDY

The Philippines Textile Collective (PTC) are proud that Neo-Ethnic and responsible design are part of their brand. This is difficult for them to say in their marketing mix. Their brand can be combined with other brands. They protect the rights to their fabric design, but promote open-source design for designers for other brands using their textiles. xPTC is added to the other brands on all labels, including where users design custom garments from options on a website.



Image E: Anon. nd. Textile designs representing various ethnic groups from the Philippines by PTC.
 [<<https://www.esquiremag.ph/culture/design/philippine-indigenous-fabrics-are-making-a-comeback-a00225-20171017-lfrm>>] [Accessed 4 November 2020]