BIBLIOGRAPHY

- Arnold, R. (2001). Fashion, desire and anxiety. New York: I.B.Tauris & Co Ltd.
- Barthes, R. (1972). Mythology. New York: The Noonday Press.
- Barthes, R. (2004). The language of fashion. France: Bloomsbury Publishing Plc.
- Berger, A. A. (2011). Ads, fads, and consumres culture. United States of America:

Rowman & Littlefield Publishers Inc.

Cambridge Online Dictionary (2018). Retrieved from https://dictionary.cambridge.org/dictionary/english/confidence

Chandler, D. (2002). Semiotics the basics. Oxon: Routledge.

Cleghorn, M. (2004). Portrait photography: secrets of posing and lighting. New York: Lark Book.

Color Silver. (n.d.). Retrieved from colorpsychologymeaning.com/color-silver/

Day, J. (2013). Line color form: the language of art and design. New York: allworth Press.

Drop Earrings versus Chandeliers: What's the Difference? (2018). Retrieved from https://www.diamondrocks.co.uk/Diamond-Information-Centre/buying-guides/diamond-earrings/drop-earrings-versus-chandeliers-whats-difference/

Universitas Kristen Maranatha

- Eco, U. (1984). Semiotics and the philosophy of language. Bloomington: Indiana University Press.
- What is Sustainability and Why It is Important (2018). Retrieved from https://www.environmentalscience.org/sustainability
- Eyes Body language. (2018). Retrieved from http://changingminds.org/techniques/body/parts_body_language/eyes_bod y_language.htm

Faccio, E. (2013). The corporeal identity. Italy: Springer.

- Gendelman, V. (2015). Font psychology: how typefaces hack our brains. Retrieved from https://www.companyfolders.com/blog/font-psychologyhow-typefaces-hack-our-brains
- Ghanem, K. (2018, February 4). Beauty history101: tracing the cat-eye. Vouge. Retrieved from https://en.vogue.me/beauty/the-history-of-the-cat-eye/
- Gitin, S. (2007). 9 fundamental styles of portrait photography. Retreived from http://learnmyshot.com/9-fundamental-styles-of-portrait-photography/

Goddard, A. (2001). The language of advertising. New York: Routledge.

- Gundle, S. (2008). Glamour, a history. Oxford: Oxford University Press.
- Hall, S. (2003). Representation: cultural representations and signifying practices.London: SAGE Publication.
- Hornby, A. S. (2010). Oxford advanced learner's dictionary. Oxford: Oxford university Press.

Commit to something equinox gyms billboards (2016). Retrieved from https://www.dailybillboardblog.com/2016/03/commit-to-something-

equinox-gyms.html

- Koester. (1991). Fashion terms and styles. OREGON STATE UNIVERSITY EXTENSION SERVICE.
- Kordrostami, M. (2017). Female power portayals in ads: dimensions and consequences. IOWA State University Digital Repository.
- Kotsiopoulos, G. (2014). The key to creating movie Star-Style. New York: WorldCat.

Mair, C. (2018). The psychology of fashion. New York: Routledge.

- McCall, S. (2014). Nursing in public: what US mothers faced from colonial times until today. Breastfeeding USA. Retreived from https://breastfeedingusa.org/content/article/nursing-public-what-usmothers-faced-colonial-times-until
- National Council of Teacher Education [NCTE]. (2009). Persuasive Techniques in Advertising. read, write, think, 1.
- Nazario, M. (2016). I tried working out at the swankiest gym chain to see if it's worth the money. Retrieved from https://www.businessinsider.sg/equinox-luxury-gym-review-2016-1/?r=US&IR=T
- Ogilvie, M. (2005). The semiotics of visible face make-up: the masks. Edith Cowan University.
- Oxford University Press. (2018). Oxford dictionary. Oxford University Press. Retrieved from https://www.oxforddictionaries.com/

- Philips, D. (2000). Lighting modern building. Great Britain: British Library Catalouging in Publication Data.
- Schneider, R. (2018). Picture correct. Retreived from https://www.picturecorrect.com/
- Shaw, M. (2016). America's sexualization of breasts is so pervasive even other women think public breastfeeding is gross. Retreived from https://qz.com/756499/americas-sexualization-of-breasts-is-so-pervasiveeven-other-women-think-public-breastfeeding-is-gross/
- Simon Henry, Andrew Fionda. (2009). the little black dress: how to make the perfect one for you. Guild of Master Craftsman.
- Stern, C. (2016). childless heiress lydia hearst breastfeeds twins as she models topless in bizarre ad campaign for equinox gyms. Retrieved from http://www.dailymail.co.uk/femail/article-3384561/Childless-heiress-Lydia-Hearst-breastfeeds-TWINS-models-topless-bizarre-ad-campaign-Equinox-gyms.html
- Stoskopf, K. (2018). 11 common lipstick colors and what they say about your personality . Minq Magazine. Retreived from https://www.minq.com/lifestyle/2339730/11-common-lipstick-colors-andwhat-they-say-about-your-personality/
- The Open University. (2003). representation: cultural representation and signifying practices. London: Sage Publication Ltd.

Tong, R. (2009). feminist thought. Colorado: Westview Press.

- What Is a Fine Dining Restaurant. (2018). Retrieved from https://www.groupon.com/merchant/article/what-is-a-fine-dining-restaurant
- White, M. C. (2016). glam mom breastfeeding at table sparks controversy in equinox ad. Money. Retrieved from http://time.com/money/4170143/equinox-ad-breastfeeding-mom/
- Why Do Women Wear Bangles. (2014). Retrieved from http://www.sanskritimagazine.com/culture/why-do-women-wear-bangles/

Zhang, Y. (2015). The impact of brand image on consumer behavior: a literature review . Open Journal of Business and Management, 58-62.



Universitas Kristen Maranatha