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Advertisements are created to draw consumers in by appealing to their emotions. Various factors contribute to what appeals to certain people and why, whether it be the use of colors, images or text. It is important to use a semiotic analysis as a way to understand the signs used in an advertisement to generate meaning. Within the use of the semiotic method are the signifier and the signified. The signifier helps determine the visual cue associated with the image and the signified is the idea or concept of the thing. The sign is the combination of the signifier and the signified into a unit. Here I break down the Calvin Klein magazine advertisements to examine the means of targeting the audience through photos, slogans and composition. The images used are from the campaign featuring Justin Bieber and his wife Hailey Baldwin.

There is no denying that the images are sexualized. Calvin Klein is notorious for promoting the idea that sex sells. In the first example, Hailey is sitting on top of Justin's lap. One signifier of the image is the position the couple is in, and the composition of the spread. They are both making eye contact with the viewer, while Justin, has his hands wrapped around Hailey's butt. At the same time he is also being careful not to block her underwear that Calvin Klein is advertising. Even though they are both looking at the viewer, Justin holds a sense of dominance. With his hands around Hailey he is showing ownership. In that position, he is advertising to the male as if to say, "If you buy Calvin Klein underwear, you can have a beautiful girl being intimate with you as well.

Look what I have". Trying to give off a sense of envy. From Hailey's position, she is almost trying to give female viewers a sense of jealousy. She does not have her hands wrapped around Justin as they are more hidden in both their genital areas. The signified meaning is that she effortlessly looks stunning. In her Calvin Klein's she doesn't even need to caress him to get his attention. Their eye contact is intended to speak directly to the audience. It is a call to action in a sense. To buy these clothes now. And you could be living the dream fantasy.

Another signifier of Calvin Klein advertisements is the use of text along with its placement. More often that not Calvin Klein only will put their name on the ad and nothing else. They have such an iconic presence that they don't need to overpower it. As referred to on page 263 in *Practices of Looking*, "The advertising industry shifted its focus from selling products with brand identity to selling brand identity as something that attached to people." Meaning, the Calvin Klein logo and brand identity is so iconic and recognizable, it sells itself. The text, in this case is the signifier. The typeface used in the logo is Futura light. The logo is their name with no other images. It is white, bold, sans serif and the characters are kerned tightly. A majority of the time the logo is centered vertically and on the right side of the spread. The signified meaning of the text is that it is clean and crisp. It is serious and to the point. It is meant to be looked at secondly. The text and the image hold equal weight in the ad. Simple, clean and crisp. The distribution of the image size to the spread as well as the text fits together equally.

Lastly, the use of grayscale is quite evident. Another notorious element Calvin Klein uses in their underwear ads. Grayscale is based on the use of light from the darkest black to the lightest white and every shade in between. The use of grayscale in the ads refers to something classic and timeless. Relating directly to the items they are selling, which are, black, white or grey. And once again makes the composition all the more powerful. It limits the distraction of color.

This image is used to show the composition of the models as well as the positioning.

This spread shows the use of logos in the image. The color, typeface and layout. The models are clearly what the viewer should be looking at first. And logo second. The logo is simple and sophisticated.