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**PSYCHOLOGY OF PERCEPTION OF LOOKBOOK
DESIGN AS ADVERTISING PRODUCTS FOR
LIGHT INDUSTRY**

**ПСИХОЛОГИЯ ВОСПРИЯТИЯ ДИЗАЙНА
ЛУКБУКА КАК РЕКЛАМНОЙ ПРОДУКЦИИ
ДЛЯ ЛЁГКОЙ ПРОМЫШЛЕННОСТИ**

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Abstract. Is devoted to the requirements, principles and psychological aspects when developing the design of a lookbook as a promotional product for the light industry. The work analyzes the influence of aesthetics and visual stimuli, creating the desired image, and activating emotions in lookbook design. The study provides insight into how psychological factors influence consumer analysis and how a lookbook can effectively communicate with the consumer. The results of the work will be useful for marketers, designers and specialists involved in the creation of advertising materials in the light industry.

Аннотация. Рассматриваются требования, принципы и психологические аспекты при создании дизайна лукбука в качестве рекламной продукции для легкой промышленности. В работе анализируются влияние эстетики и визуальных стимулов, создание желаемого образа, активация эмоций в дизайне лукбука. Исследование позволяет понять, как психологические факторы влияют на анализ потребителей и как лукбук может эффективно общаться с покупателем. Результаты работы будут полезны для маркетологов, дизайнеров и специалистов, занимающихся созданием рекламных материалов в сфере легкой промышленности.

The relevance of the research lies in modern methods of advertising light industry with all aspects and requirements that insufficiently affect the consumer and the promotion of a particular product.

The purpose of the work: to study the design features of the lookbook, its characteristics, perception features, as part of the strategy for the development of the image of light industry.

The promotion of light industry goods has its own characteristics and specifics that should be taken into account when creating a design. Light industry includes the production of goods that usually have a functional purpose and serve certain purposes. Advertising should emphasize the functional advantages of the product, its reliability, efficiency and compliance with the needs of the target audience [1].

A lookbook, as a means of advertising, is a specially created collection of photos or videos, focusing on the details of the product to show its quality, finish, unique elements or innovative features. This helps to convince consumers of the value of the product and its superiority over similar products. The lookbook is used to attract the attention of consumers, create the desired image or associations with the brand, as well as to stimulate sales.

In the psychology of perception, a lookbook can be considered as a form of light industry advertising, which is aimed at creating a certain impression and emotional reaction among consumers. The perception of a lookbook can be

studied from various angles, including visual perception, psychological mechanisms and effects that can affect people's perception and reaction [1].

Aspects of the psychology of perception that can be applied to light industry advertising through lookbook:

- visual perception, the use of composition, colors, shapes and lines to attract attention and create the desired effect. Human eyes tend to remember and attract to certain visual elements, and the use of these elements can affect the perception of advertising [2];

- emotional impact, a lookbook can cause emotional reactions in viewers, such as desire, admiration, satisfaction or a desire to be associated with the image depicted. From the choice of models and their appearance, to the general mood and atmosphere of photos, emotional impact can be a key factor in the perception of a lookbook as an advertisement;

- associations and symbols, certain places or attributes can be used to evoke associations in the audience. For example, the use of certain colors, backgrounds or decorative elements can associate products with a certain way or lifestyle [3];

- perceptual distortions, psychological distortions, such as the effect of choice, the effect of general impression or the effect of exaggeration, can affect the perception of buyers. For example, presenting products in the context of stylish and fashionable images can give the impression that the products are more attractive than they actually are;

- attention and memorization, the lookbook should hold the attention of the audience and be memorable. The use of unusual or unexpected elements, interesting compositions or a unique style can help attract and retain the attention of viewers.

Psychological aspects of perception, which can be applied to light industry advertising through lookbook, help in creating an effective and attractive advertising campaign [1].

Photos in the light industry catalog are also an important part of advertising [4]. The main aspects that should be taken into account when creating photos for a light industry lookbook:

- clarity and detail, photos should be clear and show products in high resolution with good detail. This will help consumers to more fully consider the product and evaluate its quality;

- lighting and color transfer, it is important to create good lighting so that the product is visible in the best light. The colors must be accurately rendered to match the actual appearance of the products. Lighting and colors can affect the perception and attractiveness of the product;

- context and use, photos should show products in a natural or appropriate context of use. This will help consumers imagine how the product can be useful and meet their needs. Scenes in which the product is used can also add emotional appeal;

– variety and variability, it is important to present products in different angles, angles and details. The photos should demonstrate the various functions or features of the product and suggest options or combinations of use. This will help consumers get a complete picture of the product and make an informed decision;

– professionalism and aesthetics, as in the case of the lookbook, the photos in must be made professionally and meet aesthetic standards. This will create an impression of reliability and product quality and strengthen consumer confidence in the brand;

– composition and focus, photography should be attractive and effective to attract attention and keep it. Focusing on the key details or features of the product will help to highlight it and attract interest;

– uniqueness and differentiation, photos help to distinguish products from competitors and convey unique advantages, reflect the individuality and style of the brand in order to attract the target audience.

The specific aspects of photos in the light industry lookbook may vary depending on the specific market segment and target audience. An analysis of the goals and preferences of the target audience will help determine the most effective strategies and approaches to creating photos for light industry.

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