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**Clothing as an element to enhance visual identity in pop culture: an
analysis from the “Art Pop” album**

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Abstract

This paper analyses the identity construction process of the artist Lady Gaga from her stage clothing on the album “Art Pop”. From the technical point of view of the fashion/clothing area and linguistic analysis, it is interesting to understand the process by which pop singers develop advertising strategies that go beyond just exploring songs and clips but bringing to their clothes identity elements that refer to their current work. These choices help generate a complete experience for fans based on the launch of various products, creating a field of consumption beyond the music itself. Given the potential of these strategies for contemporary marketing, fashion, more specifically clothing, takes part as a possible enhancer of this experience. Clothing collaborates in maintaining the visual identity of the albums, which, consequently, will keep fans involved and generate more profits for the artists. Regarding methodology, this is hybrid research, using theoretical bases of fashion and applied linguistics, with exploratory objectives of a qualitative approach.

We conduct a case study with a historical basis, analyzing Lady Gaga’s album “Art Pop”. Thus, we use the discourse analysis technique, focusing on understanding the role of clothing in constructing the visual identity of the singer’s albums. “Artpop” marks the beginning of a radical change in performance, visual and communication style between Gaga and her fans. The singer’s third work was released in 2013 regarding different musical styles and inspired by themes already addressed by the artist in other albums, such as love, sex, art, fame, etc. In this new era, Gaga tries to bring the image of “rebirth” already on the album’s cover, with an allusion to the painting “the birth of Venus” by Sandro Botticelli. Using new communication

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tools to promote the work, the singer launched an application for more significant interaction with her followers.

In this album, it is possible to observe that the singer unites the classic and the contemporary. Even with some changes in the stereotype created in other musical eras, Gaga has not abandoned her theatrical character, reaffirming her identity as part of this culture created by her. By proposing this hybridization of references in her art, Lady Gaga and her label sought to associate her star image with another mixing process between cult and so in the products launched during the CD's promotion, including the attempt to associate the singer's image with the Renaissance period, materialized by the image of the goddess of love from Roman mythology, Venus. From the conclusion, we expected to discuss the importance of clothing in creating artistic experiences in the musical area.

Keywords: communication, costume, Lady Gaga, recording industry, clothing.