A THEMATIC ANALYSIS OF LANGUAGE AND VISUAL ELEMENTS IN PAKISTANI FASHION BRAND PROMOTIONS ON SOCIAL MEDIA

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Abstract
This study explores how Pakistani fashion brands use language and visual elements in social media promotions to communicate brand identity, cultural relevance, and aspirational appeal. Focusing on Facebook posts from five leading brands—Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire—the research employs a qualitative thematic analysis to examine the interaction of captions, hashtags, and visual content. The analysis identifies recurring themes such as emotional and persuasive appeal, visual aspiration, brand representation, and cultural grounding. Findings reveal that brands strategically integrate textual and visual elements to enhance engagement, convey luxury and lifestyle messaging, and reinforce cultural authenticity. While static images are often used instead of videos, the combination of well-curated visuals with persuasive language effectively constructs aspirational and culturally resonant brand narratives. The study contributes to understanding multimodal brand communication in the Pakistani fashion industry, providing insights for marketers, brand managers, and content creators to enhance social media strategies.
Key Words: Social media marketing, Pakistani fashion brands, Thematic analysis, Multimodal discourse analysis, Visual communication, Brand identity, Facebook marketing

Chapter 1: Introduction

1.1 Background of Study

Social media has also altered the manner in which brands and consumers relate with each other across the world, restructuring the conventional marketing practices and communication tactics. Social media like Facebook, Instagram, and Tik Tok have transformed how marketing is done traditionally through one way, one direction, and broadcast advertising to interactive, visual, and consumer oriented communication (Goo and An, 2026). Unlike the traditional media where audiences are passive receivers, social media allows the audience to play an active role with likes, comments, sharing and immediate response to brand information. This interactive character serves to promote better relationships between the brands and the consumers to raise trust, loyalty, and lasting participation.

Moreover, social media offers brands a variety of content in terms of captions, hashtags, images, videos, and stories, which allow a brand to produce multimodal content, a synthesis of words and imagery. Using these features, brands may create messages that are informative and mean as well as emotional, persuasive, and culturally significant so that communication becomes more powerful. Consequently, there has been increased desire by the brands to use social media as an influential platform to influence the perception of consumers, purchasing decisions, and develop unique brand identities (via storytelling and visual representation).

The significance of social media in the fashion industry is especially enhanced given that the fashion product is by nature visually oriented. Fashion brands are no longer only active in-store, through fashion shows, or where print ads are placed; a brand is now active on its digital platform to release collections, style trends, and communicate with audiences via aspirational and lifestyle aspirations (Singh, 2023). Through social media, brands get to showcase their products in real life

situations with models, settings and even style that is up to date with the trends and preferences of the consumers. That allows brands to convey not only practicality of apparel, but also the symbolic significance of fashion, which implies identity, status and ability to express oneself.

Limelight and other Pakistani fashion brands such as Alkaram Studio, Khaadi, Asim Jofa, and Sapphire have embraced the use of social media as a marketing tool especially Facebook. Such brands rely on Facebook to advertise ready-to-wear collections, holiday outfits, seasonal offers, and luxury goods with unique visuals combined with well-thought captions and hashtags. With this integration, they improve brand recognition, create awareness, and reach a vast and diverse range of audience. The fact that they are using culturally relevant themes, including Eid collections and traditional embroidery will also enhance their tie to local consumers without losing a modern and aspirational image.

Notably, fashion brand social media posts are not just a promotional message but are carefully assembled messages that convey identity, cultural values and lifestyle desires. Captions, hashtags and text help the viewer in interpreting that content, whereas the visuals of the clothing design, accessories, styling of the models, poses, lighting and surroundings build a plentiful contextual narrative that connects with the audience (Khaled and Sharif, 2024). All these factors together allow brands to portray luxury, cultural authenticity and aspirational appeal and determine how consumers see and emotionally associate with the brand. Therefore, to evaluate modern brand communication practices in the fashion sector, it is important to know how language and images interact in content designed by social media.

1.2 Problem Statement

Although the significance of social media in brand communication is rising, scanty literature has been conducted to explore how Pakistani fashion companies strategically integrate both language and visual elements in the context of fashion brand communications to provide culturally relevant and aspirational messages (Qureshi et al., 2025). Although the aspect of influencer marketing, the measurement of audience engagement, and consumer behavior have already been addressed in the literature, the importance of brand-generated content and the interaction between captions, hashtags, and visual imagery have not been taken into account.

The absence of such a focus transforms the divides in the comprehension of how brands build significance on multimodal communication, especially in the unfolding markets such as Pakistan. Lack of the comprehension of these strategies will make marketers and brand managers fail to take full advantage of social media channels in order to promote brand recognition, reach target audiences, and uphold cultural significance. As such, the literature gap that requires investigation is the interaction of textual and visual in social media posts and how these elements would affect consumer perceptions and brand positioning.

1.3 Research Gap

Although social media marketing research is widespread among numerous researchers in the entire world, little has been the research work undertaken on the Pakistani context and within the parameters of fashion brands and their use of text and still images (Okazaki and Taylor, 2013). The literature at hand predominantly takes the form of video content, influencer partnerships or a measurable portion of engagement such as likes, shares and comments. Even though they are

critical, they do not capture the meaning construction as an element of combination between words and pictures in brand-generated posts entirely.

Moreover, a lack of qualitative research is also evident providing insights into the character of the social media contents considering the cultural identity, aspirational values and lifestyle stories in the Pakistani environment. This creates a gap in knowledge about the mechanism of communicating with people using multimodal means, and in particular, by the way of immobile images, which continue to be popular via such websites as facebook.

To fill this gap, this paper will consider Facebook posts of three large Pakistani fashion brands and how language and visuals can be used mutually to create coherent, culturally-based, and aspirating brand messages. The study is more insightful on the application of social media in marketing of the fashion industry because it focuses on textual as well as visual aspect.

1.4 Research Objectives

1. To analyze how Pakistani fashion brands use language in Facebook posts for promotional purposes.
2. To examine how visual elements such as clothing, accessories, and styling contribute to brand messaging.

1.5 Research Questions

1. How do Pakistani fashion brands use language in Facebook posts to promote their products?
2. How do visual elements in brand images contribute to creating aspirational and culturally relevant messaging?

1.6 Significance of the Study

The importance of this study lies in the fact that it helps to fill the gaps in academics as well as in practical marketing tactics in the following ways:

1. It sheds light on how Pakistani fashion brands use social media platforms to express the identity, culture and lifestyle (Rahmat and Rizkil, 2025).
2. It shows the quality of the use of the static images as a way of promoting the brand, this is an area that has gained comparatively less attention in comparison to the use of video based materials.
3. It also emphasizes ways of combining emotional and persuasive language and culturally based visuals that helps the area of visual and multimodal communication (Joffe, 2008).
4. It provides useful advice to marketers, brand managers, and content creators on the ways to produce engaging and culturally relevant social media content.
5. It also adds the academic background to the academic literature on branding, digital marketing, and visual communication in emerging markets such as Pakistan, which will dominate future research in this field.
6. Also, the research will contribute to the perception of the role of multimodal communication on consumer perception and assist brands create more effective and specific marketing messages in the digital field.

Chapter 2: Literature Review
2.1 Introduction to Social Media Marketing

The use of social media has revolutionized a brand communication by providing the opportunity to business to communicate with audiences in an interacting, visually driven and persuasive tone. Instagram, Facebook, and Tik Tok allow brands to integrate text, hashtags, and images to express identity, lifestyle and cultural values (Sulonen, 2025). Contrary to traditional marketing, the social media easily enables real-time interaction, direct interaction with the consumer and the incorporation of multimodal content, which is especially effective in such industry as fashion where visual appeal is of paramount importance.

2.2 Evolution of Social media platform as Marketing Tool

Social media sites have developed into strategic marketing applications that were originally networking websites. Facebook has also added business pages and ads support and analytics, but Instagram has focused on visual chronicles by using pictorials and reels to convey the message (Culo, Kruselj, and Borcic, 2025). They provide the platforms that brands get to use to convey messages to specific target markets, track interactions, and create content that involves use of both textual as well as visual elements. When it comes to fashion businesses, tall telling can be facilitated by a picture, description, or hashtags or products and it goes together with aspirational, cultural, and lifestyle messages (Varghese, 2025).

2.3 Social Media Marketing in Fahion Industry:

The social media, in turn, is incomparably and the fashion industry also relies upon the use of this medium to promote collections, share brand identity, and reach out to consumers. The style, elegance and lifestyle aspirations are communicated with images, videos, captions, and hashtags. By encompassing Facebook posts in their advertisements, Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire can show their cultural flair and blend with the modernized designs to attract an audience that read texts and visual expressions to convince and impact the purchase of their products (Gauhar, Ali, Inayat, and Jan, 2024).

2.4 Social Media Advertising through the use of language.

Social Media marketing language is a planned instrument of attention and audience control. Emotional, persuasive and aspirational language in captions and hashtags are employed by brands to make their product more attractive and identity more powerful. Code-switching between English and Urdu is generally accepted in Pakistan allowing brands to reach different audience segments (Malik and Usman, 2025). Festive, luxury, and life-style themes are frequently represented through textual means, in support of visual presentation, and together make up a complete brand narrative.

2.5 Visual Communication in Social Media Promotions

Fashion promotion focuses on visual components such as clothing, accessories, model dressing, backgrounds, and poses. Imagery conveys artisanship, cultural genuineness, and dreamlike existence. As an example, the focus in Limelight is on embroidery and traditional dupattas, whereas Sapphire focuses on festal clothes with tilla embroidery and jewellery (Stepaniuk, 2024).

2.6 Multimodal and Thematic Approaches

Multimodal discourse analysis focuses on the interaction of words and images that constitute meaning. On the social media, brand identity, lifestyle, and cultural context are communicated together through captions, hashtags, and images. The thematic analysis method (Braun and Clarke, 2006) enables researchers to determine the patterns within more than two brands, expressing

common themes, including the emotional/persuasive appeal, brand presentation, visual aspirations, and relevance to culture (Clarke and Braun, 2017).

2.7 Social Media Branding Strategies

Fashion companies use regular visual and language techniques to construct the brand identity and image (Fatimé and Abdullah, 2025). Brands are positioned using storytelling, luxury communications, cultural cues, and aspirational messages in order to be viewed as trendsetters and curators of their lifestyle. Facebook posts are strategic because hashtags, captions and images are refined to support collections, and brand perception.

2.8 Consumer Engagement and Audience Reception

To determine the efficacy of the promotional measures, the number of likes, comments, and shares by the audience on social media is important. The use of visual appeal, persuasive captions, and more culturally resonant messaging will influence the perception and use of the brand by the users (Iram, Tariq, Hussain, Shahbaz, and Aman, 2025).

2.9 Research Gap

Even though the elements of social media marketing and branding of fashion are well-researched around the world, there is insufficient literature on the use of the use of the static image with embedded text in Pakistani fashion brands (Hussain, Majeed, and Khan 2024). Majority of research focuses on influencer marketing, video or metrics and ignores how the combination of captions, hashtags, and images can create culturally attuned and aspirational message. This paper fills this gap by conducting a thematic and multimodal analysis of Facebook posts by major Pakistani fashion brands.

2.10 Summary of Literature

The literature points out to the increased significance of social media in fashion marketing and how language interacts with the visual to create brand identity. Pakistani fashion houses use both emotional and persuasive textual content and culture-based and aspirational imagery to resonate with audiences. Scientific gaps however exist in thematic analyses of text and picture material, which are integrated. This research paper will add value to the area by investigating these measures in terms of the integration of language and graphics as a means of marketing identity, culture, and life on social media.

Chapter 3: Research Methodology

3.1 Research Design

The research design employed in this study is qualitative research to investigate the language and visual aspects in the promotion of Pakistani fashion brands on social media (Qureshi et al.,2025). It is based on the discussion of how brands exploit text, image, and stylistic devices to convey the brand identity, cultural affiliation, and aspirational value. The systematic content analysis of the captions, hashtags, and visual text of the chosen posts in social media through the method of thematic analysis, offered by Braun and Clarke (2006), is implemented.

3.2 Data Collection

Data were taken based on the official Facebook pages of five Pakistani fashion brands which include Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire. One representative post was

chosen in each brand, and images/ pictures (rather than video) were prioritized. The following criteria were used to select posts:

1. The post advertises a perfume or scent that is applicable during the festive season.
2. Captions are textual, such as product description, hashtags, or persuasive words.
3. Products are illustrated using visuals that feature product displays or models, which are focused on styles and culture.
4. The post is publicly accessible and does not lack adequate information to analyze it both textually and visually.

Since a lot of posts on Facebook consist of still pictures as opposed to videos, this research aims to study pictures and captions applied to them and how both visual and written messages can be used by the brands to get into touch with their viewers.

3.3 Sampling

A purposive sampling approach was employed, and only posts that would best reflect the promotional style and communication of each brand over social media were selected. The analysis was based on one image post each brand. The selected posts include:

- Two-fold item:
- - Limelight: Cambric Slub Suit (Ready-to-Wear) with mehroon embroidered and printed chiffon dupatta.
- Marketing strategy: utilize image of model holding perfume in white sleeveless top and rings.
- Khaadi: Two in one post: black and white dresses with traditional accessories and shoes.
- Asim Jofa: Brown cord set of the Pret Eid Edit collection, embroidered, accessorized, and luxuriously styled.
- Sapphire: several festive dresses with tilla embroidery, dupattas, jewellery, bangles, and high heels.

3.4 Data Analysis Procedure

The thematic analysis employed in the current study allows determining patterns and themes in both visual and language content. The analysis along with the 6-step framework described by Braun and Clarke (2006) contained:

1. Getting acquainted with the data: Captions, hashtags, images were read several times to comprehend the content and context.
2. Creating primary codes: The most important factors were coded, including emotional/persuasive words, brand identity, product description, cultural associations, and visual imagery.
3. Themes search:Themes were subdivided into larger themes, such as Emotional and Persuasive Appeal, Brand Representation, Visual and Aspirational Appeal, and Lifestyle/Cultural Representation.
4. Thematic review: Themes were compared to images to provide consistency and relevance.
5. Designation and identification of themes: The themes were clearly identified and named to indicate the integration of text and visual.

6. Creation of the report: Each brand was addressed in detail and a narrative was created which summarized the way in which language and images convey brand identity, cultural significance and aspirational communication.

Figure 1 shows the thematic analysis model adopted in the study to capture essential tendencies in the language, visualization, and branding strategies of five key Pakistani fashion designers.

Thematic Diagram of Brand Promotions

Diagram Concept

```
+---------------------------+
|           Emotional    &      Persuasive                    |
|        Language                                             |
    +---------------------------+
            |
    ---------------------------------------
    |                    |            |            |            |
  Limelight       Alkaram          Khaadi        Asim    Jofa      Sapphire
    |                    |            |            |            |
    ---------------------------------------
            |
    +---------------------------+
    |        Visual       &      Styling       Elements          |
    |              (Embroidery,              Accessories,        |
    |                   Model        Poses,        Backgrounds)  |
    +---------------------------+
            |
    +---------------------------+
    |           Aspirational    &      Cultural                  |
    |      Brand    Identity                                     |
    +---------------------------+
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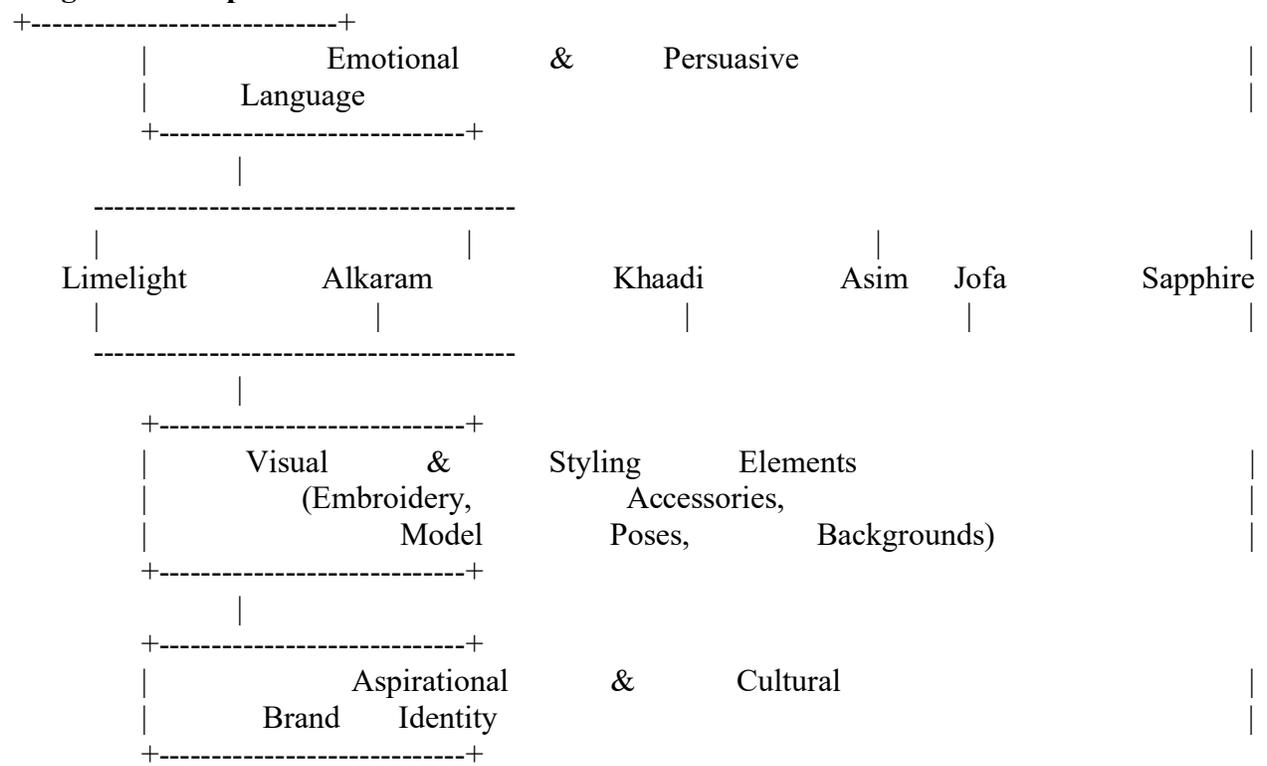
Explanation of Diagram

1. **Language Layer:** Emotional, persuasive, and aspirational captions are used by all the brands trying to establish a connection and lust.
2. **Brand Layer:** It carries 5 brands, including Limelight, Alkaram, Khaadi, Asim Jofa, Sapphire, and all of them use their own style with the following themes: luxurious, culturally relevant, and aspirational.
3. **Visuals:** Text messages are supported by visuals such as fashion images (embroidery, accessories, poses, backgrounds).
4. **Resultant Backend:** This compound of words and graphics translate into aspirational and culturally attractive brand equity which attracts audiences.

Captions and hashtags interact with images to present aspirational, celebratory and culturally situated messages as they are represented in Figure 1. This framework assisted in the thematic analysis of Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire posts.

3.5 Thematic Analysis of Brand Promotions

In this section, the thematic analysis of Facebook posts of five major Pakistani fashion brands, Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire will be detailed in a way that it should be easy to comprehend. The analysis of each brand post is made with references to language, visual images, and integrated messages, which emphasizes patterns of aspirational, cultural, and persuasive communications.

Limelight
Post Details:
- **Product:** Cambric Slub Suit (Ready-to-Wear) in mehroon
- **Features:** Chickenkari embroidery, lace detailing, printed chiffon dupatta

Language Analysis:
- **Caption:** "Your Eid fit, but elevated 🌟"
- The caption is written in emotional and persuasive style to create the intimate relations with the audience, to associate the outfit with the celebrations and other special events.
- Words such as elevated have been used to imply high quality and exclusivity, which places the outfit as a desirable and aspirational item to all those customers that value tradition and modern elegance.
- The emoji use shows a humorous and teenage twist and makes the post contribute to developing relatability and attractiveness towards social media users.
- In general, the textual message corresponds with the brand positioning as it focuses on both the style and importance of the culture.

Visual Analysis:
- The visual arrangement serves to emphasize the grace and the workmanship of the Cambric Slub Suit, paying attention to such details as chickenkari embroidery, lace, and printed chiffon dupatta.
- Basic background and poses, model styling, focus on the piece of clothing but are rather simple and elegant.
- The traditional elements that are included in the post appeal to the cultural identity of Pakistani, whereas the modern styling is aspirational.
- Lighting, colors, and framing are also chosen with a lot of care to increase the aesthetic appeal of the outfit and emphasize the finer details to achieve a high quality impression.

Integration:
- Hashtags such as limelightpret and limelightofficial can be reinforced to create brand visibility and recognition and enable viewers to discover related posts and create brand community.
- The presence of both text messaging and visual presentation can be seen as a unified social media approach with both emotional words and visual narration collaborating towards brief results as an effective team builder.
- The post is a good example of strategic multimodal communication, with a combination of text and pictures presenting a luxurious, culturally applicable, and lifestyle ambitions.
- Furthermore, by combining this method with advertising a product, one will not only make a product more popular, but also will strengthen the brand identity of Limelight as a company that brings festive, stylish and culturally relevant fashion, which would gain popularity with both conservative and fashionable consumer groups.

2.Alkaram Studio

Post Details:

- **Features:** Model holding perfume, white sleeveless top, rings

Language Analysis:
- **Caption:** Miracles found in locations unknown to your heart had ever touched.
- The caption is in poetic and sensory language, creating some feelings and inquisitiveness among the audience.
- Words such as miracles, heart target personal and emotional experiences, thus giving the product exclusivity and aspirational quality.
- • Smell: The text takes the fragrance and makes it a luxury product, with a refined narrative where the consumers relate to a high-life and class.
- Imaginative language is used to make Alkaram sound desirable and mysterious and inviting viewers to use the product.

Visual Analysis:
- The structure of a post takes a perspective of luxurious and sophisticated product in the style of model styling and props.
- The aspects that will attract attention to the perfume bottle and consequently make the product pre-eminent and sophisticated are: the lighting, the pose of the model and minimalistic setting.
- There are accessories, including rings and the white sleeveless top, which are introduced to correspond with the high-end and contemporary appearance of the fragrance.
- Small visual appearances, such as light coloring and accurate framing, add value to the exchange of the product, which is equated to the premium image of the brand.

Integration:
- The post has a combination of texts and complexity of visuals to commit to brand storytelling.
- Brand recognition and discoverability are enhanced by the mention of the brand and specially chosen hashtags.
- Such an integration leaves a feeling of luxury, exclusivity, and aspirational value, setting the Alkaram Studio as one of the brands that offers the style, not to mention the emotional meaning.
- In general, the post has been exhibiting a successful case of multimodal effective communication whereby language and visuals have composed an emotive story that is both productive and powerful.

3.Khaadi

Post Details:
- **Products:** Two costumes (black and white dresses).
- Features: Traditional accessories, jewellery, footwear, brown turban scarf.

Language Analysis:

- **Caption:** "Easy fits for city moments. Casual blended bodies designed to move with you"

- The language focuses on comfort, city convenience, and urban lifestyle that attract working and urban customers.
- Words such as easy fits and made to move with you can imply versatility and functionality and attach fashion to everyday life.
- The writing is balanced between easy modernity and cultural rootedness, both inspirational and personal.

Visual Analysis:
- Black suit: Accursed with vintage jewellery, Kohlapuri chappals, short shirt and trousers, and turban scarf, exhibits urban sophistication and cultural true to the core.
- White costume: Worn with khussa shoes and turban scarf, it looks quite modernistic and traditional, something that would attract all those who care about being traditional yet at the same time modern.
- Posing and style of outfit communicates motion, lifestyle, and refinement, and will be targeted at the aspirational urban consumers.

Integration:
- Text and visuals help to support the concept of lifestyle branding and demonstrate that Khaadi outfits are culturally relevant and stylish at the same time.
- Hashtags and product mentions increase brand awareness, whereas the prominent presentation of both traditional and urban architecture conveys versatility.
- On the whole, the post by Khaadi effectively combines cultural background and aspirational urban design, which indicates that the brand can attract many people.

4.Asim Jofa

Post Details:
- **Product:** Brown Cord Set (Pret Eid Edit collection)
- **Features:** Lavish embroidery, accessories, luxury styling

Language Analysis:
- **Caption:** "NEW DAY. NEW DESIGNS. NEW STYLES."
- The language focuses on freshness, exclusivity and high end positioning which is a trendsetter in luxury fashion.
- Short statements in bold font present confidence and authority, emphasizing the fact that this is a high-end brand.
- Textual messaging generates urgency and excitement, which encourage audiences to learn more about the collection.

Visual Analysis:
- Furnishing involves heavy earrings, rings, brown lenses, long heels, which reinforce a luxurious and sophisticated look.
- The presence of a warehouse background also contributes to the industrial-chic look as opposed to the lavish styling with the aim of highlighting the uniqueness of the product.
- Details like embroidery, texture and posture communicate that it is well-crafted and of high-quality fashion.

Integration:
- Aspects of textual cues and visual styling support each other to convey the sense of exclusive sophistication, which the aspirational consumers appeal.
- Asim Jofa balances between the traditional embroidery and the contemporary presentation to position it as a luxury brand that does not disregard its heritage but is modern.
- Hashtags and mentions help create brand recognition and enhance engagement, which is an indication of a united marketing approach.

5. Sapphire

Post Details:
- **Products:** Festive Ready-to-Wear Dresses (mustard and light green)
- **Features:** Tilla embroidery, dupattas, jewellery, bangles, high heels

Language Analysis:

- **Caption:** "Where each glim is full of presence and assurance. Shapes to be recognizable in form
- The caption is all about confidence, classiness and aspirational identity, where they would want to be linked to the brand as a symbol of confidence and position.
- Such expressions as designed to be remembered emphasize distinctiveness and high value, which attract aspirational fashion-sensitive customers.
- Text message conveys an emotional sense of attachment, and the clothing is not only garments, but also a sense of style and a sense of celebration.

Visual Analysis:

- Detailed styling with tilla embroidery, dupattas, jewellery, bangles are expressions of craftsmanship and cultural authenticity.
- Model poses, hair styles and accessories enrich festive luxurious display to the benefits of aspirational appeal.
- Colors, light and background match the text promise of an elegant post, which makes the post aesthetically resounding and effective to remember.

Integration:

- It combines both the inspirational text with the culturally based images that make the whole message all holistic, and focuses on the lifestyle and heritage.
- Hashtags, such as SapphirePakistan and EidCollection, strengthen brand recognition and the seasonal nature.
- In general terms, the evidence of multimodal branding can be observed in Sapphire as the use of text and visual means is oriented to address the emotions and culture of audiences.

3.5.6 Cross Brand Patterns

Across all five brands:

- Captions are always emotional, persuasive as well as aspirational.
- Aesthetics, such as embroidery, accessories, dupattas, makeup, and model poses, are difficult to select.
- Hashtags and brand names strengthen brand identity and collection allusions.
- Text and image combine to make a consistent, culturally likable, and inspirational brand story.

3.5.7 Summary Table of Thematic Analysis

Brands	Caption	Patterns	Features	Integration
Limelight	Cambric Slub Suit (Ready-to-Wear)	Emotional, persuasive, aspirational	Embroidery, lace, dupatta	Aspirational, cultural, luxury
Alkaram Studio	CORAL Fragrance	Emotional, sensory appeal	Model styling, product presentation	Luxury, sophistication
Khaadi	Black & White Dresses	Relaxed, urban, lifestyle-oriented	Traditional accessories, jewellery, footwear	Urban lifestyle, cultural grounding

Brands	Caption	Patterns	Features	Integration
Asim Jofa	Brown Cord Set (Pret Eid Edit)	Novelty, exclusivity, aspirational	Lavish embroidery, accessories, industrial backdrop	Luxury, exclusivity
Sapphire	Festive Ready-to-Wear Dresses	Self-assurance, elegance, festive appeal	Tilla embroidery, jewellery, dupattas	Cultural craftsmanship, aspirational lifestyle

Thematic Diagram of Brand Promotions
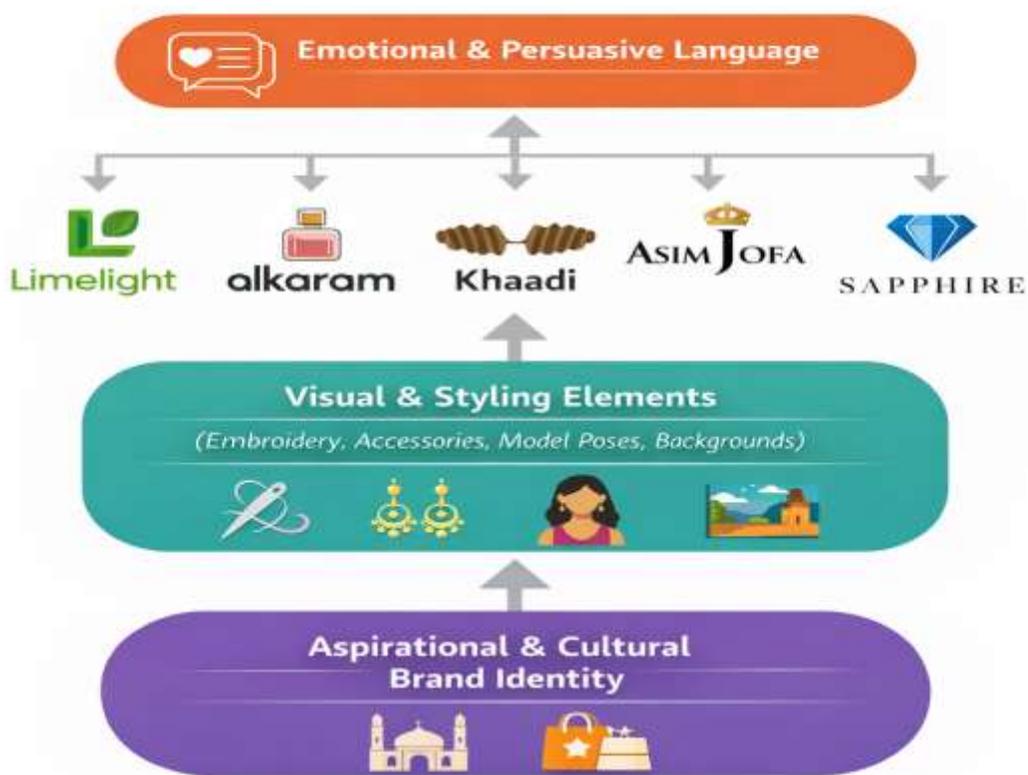
3.6 Summary of Methodology and Findings

This research has employed a qualitative method in order to examine the way Pakistani fashion brands utilise language and visual instruments to engage audiences via Facebook. Through purposive sampling, the sample size and content of one representative post of each of the five brands, which were Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire were identified as representative and thoroughly analyzed in terms of thematic contents. It was found out that brands engage in a consistent combination of emotional and persuasive captions, culturally situated visual objects, and arranged accessories that generate aspiration messages and festivity. Brand mentions and hashtags also strengthen brand personality and the relevance of collection. In general, the results show that text and visual strategies are closely interrelated and enable brands to connect with consumers in a meaningful and efficient way, offer an idea of luxury and fashion, and place themselves in the setting of a culturally agreeable and dreamy environment.

Transition to Discussion

The thematic analysis of Facebook posts of Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire shows the combination of language and visual features to promote brand identity, cultural relevance, and feel-good appeal. Analyzing captions, hashtags, and image arrangements, the research reveals the common themes of emotional, persuasive, and culturally relevant message. The following part is based on these results and will go further into discussing the project on brand communication strategies implications on consumer perception and engagement..

Chapter 4: Discussion

Limelight, Alkaram Studio, Khaadi, Asim Jofa, and Sapphire find that the Pakistani fashion brands use language and images in a strategic manner to generate aspirational, culturally sensitive and persuasive messages through the thematic analysis of Facebook posts. The captions in all the five brands have always been carried out in emotive and influence language that associates the products with festivity, luxury and lifestyle dreams. They are interestingly crafted, containing both short and powerful sentences, motivational descriptions, and those that pertain to the culture, and they are employed to heighten the amount of emotion of the viewer and additionally advance the brand positioning in the fashion world. Also, there are brand mentions and hashtags that serve as brand reinforcers and content discovery to ensure that the promotional content reaches the target audience and is based on similar brand narratives. This highlights the fact that the textual strategies of the social media posts are not accidental but are allowing controlling the way of how the audience should perceive the products or what the audience wanted to perceive the products and the relationships between consumers and the brands.

The pictorial characteristics in any posting are also complementary and critical. The posts should be dedicated to product artisanship, culture styling, and aspirational lives. To illustrate this, the elaborate embroidery, particularly made dupattas, and placement of individuals adopted in Limelight are tightly clung to the traditional aesthetics, which the brand is linked to Pakistani cultural roots in addition to the aspect of contemporary fashion. Rather, Alkaram Studio focuses on luxury and sophistication, and any involvement of product presentation and posh styling accommodation that incorporates the use of props, lighting and background setting that depicts exclusivity and high quality. Posts on Facebook of Khaadi are more focused on the utility of the city where the elements align to the culture of the country including the traditional jewellery and shoes as a balance between the modern fashion statement and the cultural originality. Asim Jofa

uses a combination of premium materials, overcharging embroidering and making accessories very meticulously styled in order to enhance exclusivity and aspirational wealth so that the brand becomes a judge of what luxury means. Sapphire with its tilla specifications, balanced dupatta, and self-designed jewellery creates self-confidence, festive sophistication, and idealistic self-representation. These visual tactics in fact convey the persuasive messages in captions and hashtag to create an integrated and unified brand communication strategy that incorporates textual and visual storytelling.

The research also points out that despite the presence of still images, an alternative to live-action video content, brands can achieve their aspirational and emotional appeal. Staging is done in each of the posts and consideration of minute detail like accessories, makeup, model pose, lighting and the background setting gives a contribution to the overall narrative making the images to be highly visual and interesting. This shows that on such a platform as Facebook, even without any motion, a picture can be more effective than a video that helps to establish a brand image, develop audience relationships, and create a feeling of something memorable. The linguistic play and visual effects literally make sure that even a single image post conveys more than one, several levels of brand message, including style and craftsmanship, as well as cultural relevance and lifestyle placement. Another commonality distributed among the brands is the flawless blend of modern fashion sensibilities with cultural aesthetics. Combining classic, like embroidery, dupattas and jewellery unique to the culture, with the latest silhouettes, fabric, and style, brands will have the capacity to attract consumers interested in cultural heritage and other consumers, who want to follow the existing trends in fashion. This strategy places the brands less as suppliers of clothing and more as lifestyle editors of what the audience believe are perceptions of social status, beauty and cultural refinement. These forms of integration make it more relatable and aspirational with people perceiving themselves reflected in the cultural and modern aspects of the fashion story.

These findings are consistent with the above-mentioned prior research on social media marketing, which has focused on the importance of emotional appeal, aspirational messages, and cultural contextualization in shaping consumer perception and the willingness to buy a product or a service (Shrestha, 2025). The study conducted through the parameters of the elements of language and the visual elements reveals that through social media as a powerful marketing tool, the Pakistani fashion companies are able to develop a robust brand image, a deeper engagement with the audience and deliver the value propositions with minimal effort. Further, this discussion reveals how paramount the multimodal communication is in the context of fashion marketing how a text and imagery content blended can lead to a immersive and comprehensive content, which can attract the emotional and cultural experiences of the intended viewers.

In conclusion, it can be seen that Pakistani fashion brands are quite tactical in their approach to embrace social media to integrate the persuasive image, culture-based image, and aspirational image to attract their audiences, promote the products, and maintain brand prestige. The text/ graphics cohesiveness also ensures that each post is not merely an advertisement, but a carefully crafted narrative portraying lifestyle, culture and affluence to the target audience, moving them through the message and placing the brand in the fantasy dimensions of contemporary Pakistani fashion. The findings can be utilized by providing intelligent recommendations to marketers and brand managers that desire to maximize social media efforts and create even more powerful consumer-brand relationships in an ever-growing competitive and digit-driven fashion market.

Chapter 5: Conclusion

In this research, the authors examined how the Pakistani clothing brands, Limelight, Alkaram Studio, Khaadi, Asim Jofa and Sapphire use language and visuals on Facebook to promote the brand identity, cultural relevance, and as well as aspirational appeal. The analysis of a single representative post of each brand through a thorough thematic examination revealed that these brands follow the pattern of using emotional, persuasive, and aspirational captions as well as culturally informed and visually edited imagery to address the audiences and support their brand presence.

As it was shown in the analysis, even the inanimate images, when combined with properly crafted textual messages, can convey the message of luxury, festivity, and lifestyle aspirations as powerfully as video content. Every brand uses a unique language and hashtags and visuals but the strategies are common to all, focusing on cultural authentic aspect, lifestyle aspirational appeal and high end product display. An example can be the use of embroidery and festal clothes by Limelight, which links tradition to style, the use of poetic captions by Alkaram Studio creating a sense of luxury in their clothes, the fusion of urban style and culture by Khaadi, exclusivity through luxurious dressing and accessory design by Asim Jofa and the use of the outer-nonsense accessory in Sapphire.

These brands are combining textual and visual approaches to produce a unified marketing narrative that established them as the providers of the fashion, as well as lifestyle and cultural experience. The findings also advance the role of multimodal communication as a contributor that fosters consumer perceptions since the combination of language and imagery enhances emotional exchange, advances brand attitude, and enhances customer loyalty.

In addition to this, the paper illustrates how Pakistani fashion firms are successfully re-inventing global digital marketing trends into the local context and adjusting the aspirational and culturally-focused messaging appropriately in order to appeal to a wide spectrum of customers. The use of festive content, signs of luxury, and lifestyle narrative reveals that social media content can play a major role to design brand stories that are operating to be emotionally and culturally attractive.

Generally, this paper emphasizes the symbiotic relationship between the text and visuals in social media promotion and their relevance in collections of promoting in the same way. It provides practical wisdom to marketers, brand managers, and content creators because the filtered content shared through social media not only has the potential to significantly boost consumer engagement, but also strengthen brand image, stay relevant to the cultural values, and sell desirable lives in the cultural heart of an emerging economy, including the United Arab Emirates and Pakistan.

Further research opportunities also exist in the study, including the comparative interaction of the consumer engagement between static image and video or employing cross-platform strategies or understanding the perception of audience regarding multimodal brand communication on digital platforms, which could further inform the best practice in digital age in marketing of fashions.

Chapter 6: Suggestions and Recommendations

1. **Integrate Multi-Modal Content:** The use of images and textual reinforcement of visuals, ensuring that images support text and vice versa, should not be given up by the companies.
2. **Cultural/Aspirational Relevance:** Fashion brands must be culturally true and aspirational to create a style of lifestyles to reach out to a wider audience.

3. **Variation in Presentation:** alternating between models, style variations, and a variety of backgrounds will keep the content visually appealing and demonstrate versatility of the product.
4. **Better Caption Strategy:** Include storytelling, emotional appeal, and culturally-resonant and seasonally relevant hashtags.
5. **Application of Static Pictures Strategy:** Despite the absence of videos, quality prize, stylish pictures with tactical captions can yield high levels of engagement with the audience.
6. **Future Research:** Further research could investigate consumer perception, video- vs. image-based comparisons or metrics of brand engagement to gain increased insight into the effectiveness of social media marketing.

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