

# The Impact of Celebrity Endorsements on Fashion Brand Awareness and Sales

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**Abstract:** *This study explores the impact of celebrity endorsements on brand awareness and sales in the luxury fashion sector, focusing on the psychological mechanisms that shape consumer responses. Using a mixed-methods approach, the research combines survey data (n = 150) with expert interviews and case studies of Dior–Rihanna, Louis Vuitton–Pharrell Williams, and Chanel–Margot Robbie.*

*Findings from Partial Least Squares Structural Equation Modeling (PLS-SEM) confirm that celebrity endorsements significantly enhance both brand awareness and purchase intentions. Mediating factors such as brand trust, psychological ownership, and brand attitude play a key role in this relationship. Qualitative insights emphasize the importance of endorser-brand fit, authenticity, and cultural relevance—especially for Millennial and Gen Z consumers.*

*While endorsements boost visibility and emotional appeal, risks such as misalignment or overexposure can harm brand equity. The study offers strategic recommendations for selecting endorsers, crafting authentic campaigns, and mitigating reputational risks..*

**Keywords:** Luxury Fashion, Celebrity Endorsements, Brand Awareness, Brand Trust, Consumer Behavior, PLS-SEM.

