

# **The Emancipation of Women in Switzerland and the Corresponding Adaptations in Marketing Advertisement made by Jewellery Companies**

Author: Arthur Auguste Vernain-Perriot  
University of Twente  
P.O. Box 217, 7500AE Enschede  
The Netherlands

## **ABSTRACT**

This study focuses on a comparison between the evolution of woman empowerment and independence in relation to varying preferences regarding jewellery in Switzerland since 1950 and the changes of advertisement of large jewellery companies in response to this evolution. The study used the stratification theory of Weber and its three variables: class, power and status as an explanatory evolution variable of the women position within the society. Methodologically, we examined the changes of advertisements over time of three large companies in the diamond industry: De Beers, Cartier and Tiffany & Co. Our research question is: To what extent did the jewellery industry adjust their advertisement strategies in response to changes of customer preferences as a result of the emancipation of women over time? The study indicates that the actual emancipation of women within the society has surely influenced the marketing advertisement of large jewellery brands especially in regards to content. Furthermore, the study shows that, as Weber mentioned in his research, the variables power and status of women in the society might have had a stronger influence on the advertisement evolution than the class variable. Hence the study has practical implications for companies in the diamond or jewellery industry as an explanatory research on the influence of environmental factors evolution over marketing advertisements in order to develop successful advertisements. Finally, the study will provide academic relevance regarding advertisement in luxury industry and its influence factors, but also will reduce the literature gap between the description of luxury marketing advertisement strategy and, in this case, one factor of influence; the evolution of primal customer position within the society.

## **Supervisors:**

Dr. Raymond P.A. Loohuis

Dr. Kasia Zalewska-Kurek

## **Keywords**

Strategic marketing, luxury industry, jewellery industry, feminism, social changes, Switzerland

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## List of Acronyms

OFS	Office fédéral de la statistique Suisse / The Swiss federal office for the statistics
BEVNAT	Statistique du mouvement naturel de la population / Statistics of the natural changes of the population in Switzerland
CQFQ	Commission Fédérale sur les Questions de la Femme / Federal office on the women position within society

# **1. Introduction: the beginning of a love story between diamonds and women**

During World War II, to keep economy of countries healthy and to supply front lines of battle, women have been recruited by companies to work on assembly lines (Anderson, 1981). By 1943 in Great Britain, experts evaluated at 90% the proportions of women between the age of 18 and 40 working in the industry, army or as maids for families (H M Government, 1943). To compare it with statistics from previous the war, it was around 26% of women that were working, active in the society with mainly jobs as nurses, children supervisors or housemaids (Dix et al., 2008). In 1945, ends a war that had an important impact on Europe and worldwide. As men were finishing military duties and coming home from battle front, the need for women working to support an economy was not necessary anymore. The end of the war forced the women to quit their job and retake a place from home-wife taking care of children and house duties while men were working for industries (Goldin, 1991; Eichengreen, 1945). Even if after the war, the exchange between women and men wasn't as big as for the First World War, according to specialists the level of women working in 1946, dropped to 45.9% in Great Britain (Court, 1995). The difference was due to the fact that after World War II, there was a job shortage as the economy of all European countries was booming with the need for reconstruction (Grant et al., 2006). In 1950, the traditional view of a family with men working and women taking care of children and house is thought as a normal view of the society sustained by industrials, society and advertisement. It is in such environmental situation that the jewellery industry, and particularly one company, launched a marketing campaign that has influenced our way of life until nowadays. In 1949, De Beers, leader in the jewellery industry as well as in the diamond mining industry, launched its campaign "A diamond is forever". With the campaign, De Beers aimed to create the desire and the image that men should propose for a wedding with a diamond ring since diamonds are hard and long-lasting as should be and, represent your love for the chosen one. Not only, De Beers created advertisement for diamond rings but also for standard jewellery to have a nice gift for good occasion like wedding anniversary, important birthday of kids or a way to thank beloved ones. With this campaign, De Beers actually tried to standardise the diamonds and jewellery and accentuated the exceptional facts to receive as a gift, diamond jewellery. The diamond is forever campaign has often been studied and is often categorised as the best marketing campaign of the 20's century by marketing specialists (Epstein, 1982; Bergenstock, 2001). De Beers with its campaign managed to standardise diamonds for special events and also managed to relaunch an industry which was a bit in agony (Spar, 2006). The success of this campaign was immediate and De Beers realised the importance of marketing in its way of doing business. The impact for the company and the society were huge in terms of living habits changes but also in terms of financial results for De Beers (Andrews, 2006). In terms of financial impact, the company increased its sales by 55% in USA, only over a period of 3 years (Epstein, 1982). In terms of living style, with the advertisement the company managed to create

a desire on a product that was barely bought before the campaign. The company managed to change the state of mind of people and created the cliché that married woman should wear a diamond ring (Andrews, 2006; Epstein, 1982). At this time, the company was mainly targeting men with its advertisement since 90% of customers were men buying gift for their wives or girlfriends (Epstein, 1982). With the time the society evolved, women got more rights and had a better access to working environment. It resulted in women able to create wealth for them and not require counting on the husband to bring back home money. With the fact that men and women worked, the economic environment changed with assets managed by both genders (Edlund & Kopczuk, 2007; Freedman, 2007). In the 50's, society was different than today and the traditionalist image of the family has been questioned in order to move towards an egalitarianism view between genders (Scott & Tilly, 1975). With the changes in society view, there surely was an impact on the jewellery industry behaviours but to which extent is the question of this research.

The research will bring insights in advertisements of luxurious industry and help to understand the factors of influence on changes in advertisement strategies. Luxurious industry in terms of marketing rules has been extensively studied and developed by different well-known authors; however, the existing literature is often laconic when mentioning the possible factors of evolution in strategic marketing. This research aims to bring a new vision on this matter. In terms of academic relevance, the research will provide a first insight on the fact that even if marketing in luxury industry has often been described differently than standard marketing, basic rules still applies like understanding the evolution of socio-economic factors. Moreover, the study will provide explanations on the factors of influence behind the evolution of advertisement strategies, which are often not mentioned in works regarding marketing in luxury industry. Regarding practical implication, not only the study will be explanatory for research purpose, it will also help the industry to understand its environment and the possible impact of societal changes on advertisement strategies. The jewellery industry will benefit from this study since it will try to provide a proper understanding of evolution in terms of strategic marketing linked to the evolution of woman position within the society. When De Beers launched its marketing campaign, in the 50's, to promote diamonds, the hardest stone on earth, as representative of true and infinite love, the society was ruled differently and often linked to a traditional view of the family. As the work of men was more valued than women, jewellery industry orientated its marketing strategy towards men that would offer a gift to their wife or wife that would ask for a gift to men. Through the time, however, the evolution of society allowed women to have a stronger and more eligible position in terms of wealth or power within the society.

The study of the thesis aims to understand and analyse the layout of strategic marketing of jewellery industry in the past (taking the old layout of society), present (taking actual layout of society) and finally the future by trying to provide understanding of which strategy should be applied regarding societal evolution or trends in the industry. The research takes place in Switzerland, central

country worldwide in the jewellery industry. Switzerland is known for its banks, chocolate, watches and beautiful landscapes; however it also is a central platform for the jewellery industry in Europe. Taking Basel, where one of the biggest jewellery fair worldwide or Geneva where many jewellery brands have shops and manufactures, Switzerland is in a central position for the jewellery industry.

## **2. Research question**

The research will try to answer the following central question in a qualitative level rather than quantitative one: “To what extent did the diamond industry adjust their advertisement strategies in response to changes of customer preferences as a result of the emancipation of women over time?”. As well as the main research question of this study, the paper will need to answer prerequisite questions regarding the luxury industry like the definition, history or the differences between premium, luxury and fashion products. Moreover, it will require providing answers on the factors of influence on luxury products strategic marketing and naturally on the factors of influence for society changes as well as the possible link between society and marketing already existing as mentioned earlier.

The research will first reflect on an overview of the existing literature to provide an overview of the research made so far. In the literature review section, the paper will interest itself to the jewellery industry, part of the luxury industry by doing a short historical summary of the industry evolution, a short enunciation of large companies within the industry and their importance, and explain the particularism of the jewellery industry. Secondly, the paper will interest itself to the marketing strategies within the luxury industry, which can also be applied to the jewellery industry and bring more details on the successful large campaign of De Beers, “a diamond is forever”. Finally, the paper will interest itself to evolution of women within society over the time since 1950 and more particularly to the stratification theory of Weber, theory explaining the hierarchy in the society of each individual and its three variables: class, power and status.

Then, the paper will focus on demographic data about Switzerland and on the analysis of main jewellery advertisement campaigns on the base of sociodemographic data issued by Switzerland and on the analysis of advertisements made by a sample.

Finally the paper will try to provide an answer to the above central question and provide advices for the industry regarding future marketing strategies.

### 3. Theoretical framework

#### 3.1. The jewellery industry part of the luxury industry

Luxury world, image of an inaccessible and not affordable world, has often been connoted as an industry spoiling its capacities (Dubois & Duquesne, 1993; Chirtopher & Towill, 2002). However, this industry has found interest in many researchers' point of view and the studies showed the complexity of this industry (Kapferer & Bastien, 2009; Tungate, 2009). Luxury industry is a wide term and often defined wrongly by the lambda customers. Trying to define the luxury industry is pretty hard, and as mentioned by Kapferer & Bastien (2009), there are surely as many definition as authors who studied the topic. However, even if authors tend to go in different directions, the core of the definition is more or less the same. Kapferer & Bastien (2009), well-known for their extensive research on luxury industry history and marketing rules, developed on these core concepts according to the definition of their previous works as well as the work of Barnier et al. (2012). The core concepts are linked to durability of the luxury product in terms of quality, to the overpricing of the products regarding its functionality, to the excellent heritage of the product in terms of culture and know-how, to the restricted distribution channel, to the exceptional service linked to the product and finally to the sensation of the customer to feel special when buying or using the product (Kapferer & Bastien, 2009). These six concepts aim to give a structure to the luxury industry and aim to give an overview on what could be defined as luxury product or simply premium.

A distinction has to be made between three categories of products: fashion, premium and luxury. Kapferer & Bastien (2009) developed a triangle model to distinguish the three categories. On the model attached, the positioning triangle, the two authors managed to develop a tool in helping brands or researchers to position their products according to the fundamentals of each categories.



Figure 1: Luxury, fashion and premium positioning triangle (Kapferer & Bastien, 2009)

“Fashion” is often overlapping with luxury in the sense that luxury products can be part of the fashion category (Kapferer & Bastien, 2009). Both authors use the example of “haute-couture” as the best example of the relation between luxury and fashion. From their point of view, luxury products line like Chanel, Lagerfeld or Dior develop their clothes lines and create the fashion by their creation but in



another way Zara or H&M rather tends to follow the trend created previously by “haute-couture” brands (Kapferer & Bastien, 2009). This is where the difference takes place, as mentioned earlier luxury brands can be fashion while fashion rarely are luxury brands. “Fashion” brands principally aim to provide cheaper products while pretending being luxurious which is against one of the defining core concept of luxury, overpricing. On the other hand, premium is linked to luxury by the concept of proposing a product of good quality for a quite expensive price. However, price of premium products will be linked to its quality while luxurious products are overpriced. Furthermore, premium products distinguish themselves from luxurious one by the factor of comparison with similar products or product benchmarking. In this case, there isn’t the core concept of rarity from the product like in the luxurious sectors. This theory and models will be of relevance in the thesis in order to serve as foundation in the understanding of luxurious industry.

In terms of historical perspective, Tungate (2009) extensively worked on the evolution of luxury industry taking sector after sectors to have a proper overview of the different paths taken by these latter. As Tungate (2009) mentioned, the roots of the luxury industry can be tracked back deep in the past of humanity. Even if some facts are related back in the antiquity during the Roman Empire, real institutionalized luxury can be rooted back to the time of Louis XIV in France. The castle of Versailles, built by Louis XIV, is the perfect example of the luxury industry’s birth (Tungate, 2009). The castle served as the representation of large wealth of the French king and served the purpose of a business card for guests of the king. However, even if with Louis XIV, the luxury industry has evolved to respond to a certain demand of the elite, the actual system of luxury industry is rooted back to Napoleon’s time (Tungate, 2009). It is during this period that the most known actual brands have also been created like Cartier in 1847, Hermès in 1837 or Louis Vuitton in 1854 (Tungate, 2009; Dewey & Solutions, 2009). Then from this time, the society evolved with the creation of many other luxury brands and the creation, lately, of big luxury groups like LVMH (Dewey & Solutions, 2009).

So far, the study focused on the term luxury industry; however the research will interest itself mainly to jewellery industry. The jewellery industry is one sector of the luxury industry with haute-couture, luxury cars or hotel-palace. The jewellery industry is of interest for three reasons, firstly because it encounters raw materials extracted from the ground, precious metals or stones, only slightly arranged by men to sell it as a luxurious good. Secondly, the research is interested by the industry process of importantly overpricing its products, by economy of scarcity and elitism (Bundy et al., 1955). Finally, the third reason is the strong attachment of the research author with the diamond industry which is why the study only focuses on the jewellery industry. In the jewellery industry, there is a compilation of diverse working activities, like jewellery shops, but also jewellers, diamond setters, jewellery designers or diamond wholesalers. Some long-lasting companies managed to develop their size and become central actors in the industry. The most well-known company of the industry is De Beers, British company founded in 1888 (Epstein, 1982; Vernain-Perriot, 2014). De Beers initially

managed diamonds mines in South Africa and with the time evolved to the point of being the only regulator of market in terms of rough stones supply until the late 70's (Epstein, 1982). Other companies also have a central position in the industry but as a jewellery line rather than diamond supplier, like Tiffany & Co. founded in 1837 in USA or the company mentioned before Cartier founded in France, which not only make jewellery but also watches, leather goods or perfumes.

### **3.2. Marketing in luxury industry: break the rules**

In this section, the thesis will focus strongly on the development of marketing within the luxury industry. As mentioned earlier, Kapferer and Bastien (2009) are widely known authors on this topic and often used as a reliable reference. In their book "The luxury strategy, break the rules of marketing to build luxury brands", Kapferer & Bastien (2009) intensively elaborate on 24 points that luxury companies should follow in order to align luxury strategy and marketing. The 24 points of luxury strategic marketing are closely linked to the core concepts defining the luxury industry. Firstly, in the marketing strategy, luxurious companies should avoid comparing itself to other companies since the aim of the company is to develop uniqueness and by comparing itself to other, the company would lose this uniqueness. Comparing doesn't matter in the luxury industry (Kapferer & Bastien, 2009). Secondly, the little flaws of a product might create the uniqueness researched through character and personality of the company or product (Kapferer & Bastien, 2009). Furthermore, both authors elaborated on the need for companies to not blindly changes product characteristics according to customers' wishes in order to keep an identity but also on the need for companies to focus on, dominate and create closeness with true customers as well as distinguishing exclusive clientele (Kapferer & Bastien, 2009). In terms of product commercialisation, companies should work on the creation of rarity and inaccessibility, on overpricing the product and on the price fluctuations over time. Finally, regarding general practices, Kapferer & Bastien (2009) accentuated the need to luxurious companies to not delocalise to cheaper countries or group different brands under the same holding.

The last few point of interests are closely linked to the focus of this study, namely direct advertisement practices that luxurious companies should apply. In their book "The luxury strategy: Break the rules of marketing to build luxury brands", Kapferer & Bastien (2009) developed a few more points of strategies to apply. The central point in advertisement is not made to sell in luxury industry, but rather to create desire and dream. This point can be easily observed in the Appendix figures 14 until 18, which regroup a majority of advertisement selling dreams. Additionally, both authors reflected on the use of known people in advertisement as a practice to avoid or product placement to create brand awareness. Instead of paying to see their products used, luxury brands have to give accordance or even get paid for product placement (Kapferer & Bastien, 2009). Finally, internet platform to sell should be avoided at all costs.

Following the enunciation of marketing rules, a concrete example would highlight the application of these rules in real case scenario with the campaign a diamond is forever. The De Beers campaign that will be explained in this paragraph is of central importance for the research as it is one large part of advertisement analysis. The study already mentioned several time the campaign “a diamond is forever” and explained it slightly; however, more details are required in explaining a campaign that revolutionised the jewellery industry and particularly the marketing practices of jewellery companies. As mentioned earlier, De Beers launched its campaign in a context of after world war which affected the entire world. De Beers, back in the time, was still the biggest supplier of rough diamonds in the industry and there was a need to relaunch the jewellery economy following the First World War, the great depression and the Second World War (Kanfer, 1995). As Europe has been greatly touched by the war and the attention was more on reconstruction than buying jewellery, the only market left for De Beers to focus on was the American market (Epstein, 1982). In 1938, De Beers launched its first a diamond is forever campaign in America assisted by a large marketing office based in New-York (Epstein, 1982; Kanfer, 1995; Spar, 2006). The particularity of the campaign was, as De Beers was the only supplier of rough diamonds worldwide, the name of the company was not the central part of the ad. De Beers did the “a diamond is forever” campaign for diamonds in general rather than for the company in itself (Montpelier, 1994; Epstein, 1982). As mentioned earlier, the campaign was a great success in USA and increased drastically the sales of De Beers. Following the success in the US market, the company decided to also apply the campaign in Europe in the late 40’s (Quelch & Jocz, 2009). The success of the campaign was worldwide and the goal to implement a new idea of the diamond worked perfectly. De Beers managed to create a successful stereotype of diamonds.

### **3.3.Sociology: society evolution and feminism**

Theories about sociology overflowed the data base available. From Marx to Weber or Queer, the evolution or impact of society has been widely studied by hundreds and hundreds of authors. Sociology is a really wide term which regroups all topics linked to society like art, religion or gender position evolution. In order to remain concise and linked to the thesis, this study will focus on two main topics of sociology, namely: “feminist sociology” and “social changes and development”. Since these two topics are still large and encounter many theories, the thesis will focus on a few theories in order to create the bridge between variables of sociology theories and the possible impacts of these latter on strategic marketing from the luxurious jewellery industry.

First of all regarding social changes and development, there are many current of thoughts. Since this thesis focuses only on the period of WWII till today, the number of authors is restrained but still important. A few author seemed to pop out of the crowd with their known theory like Kuhn with his change cycle, Schumpeter with his creative destruction theory or Weber with his famous theory of social and economic organization. It is mainly with this last author that the thesis will build its

foundation and more particularly on the three-component theory of stratification of Weber, translated by Ritzi-Messner et al. (2010). Three main authors of studies showed relevance in their research and has been widely recognized by the scientific community as reliable theories of societal stratification, namely Marx, Weber and Wright Mills (Crompton, 2008). In his book “Class and Stratification”, Crompton (2008) elaborates on the three authors and their implications in the research of societal stratification. This study focused on the theory of Weber for different reasons. Firstly, the weakness of Marx theories were that the society is structured based on the class of individuals only (Crompton, 2008). Marx divided the society, in a simplistic view, in two classes, the bourgeoisie and the proletariat based on the ownership of something and wealth (Crompton, 2008). Unfortunately as the time passed, the society structured itself not only on class or ownership but also on different factors, this is where Weber came and criticized the theory of Marx. From Weber’s point of view, the stratification of theory is not only based on class but also on power and status (Crompton, 2008). In his theory, Marx used the example of factory owners who are dominant in the society from factory workers, but Weber argued that even if effectively the factory owner beneficieate from a higher position in the hierarchy of the society, further distinctions should be made with for example CEO of companies who doesn’t own the company but still beneficieate from a high position in the society (Crompton, 2008). Based on this, Weber argued that stratification of the society is made on three variables, class like Marx found out, power and status of an individual. These three variables will be explained later in this section. Finally the last and most recent widely known author is Wright Mills, who used the theory of Marx to improve it and make it fit to the actual evolution of the society (Crompton, 2008). Wright Mills has the influence of both previous authors since he was a student from Weber and was also mainly inspired by the works of Marx. In his theory, Wright Mills elaborated on the fact that actual society is unevenly structured and the societal elite is the dominator of the whole society structure (Mills, 1999; Crompton, 2008). The elite of the society is formed from individuals in three institutions, government, military and corporations. Mills argued that the power is held by these three institutions and their power is sustained by a social structure who allocate full power to these three bodies to simplify the decision making process of the society (Mills, 1999). Additionally to the elite part of the society, Mills recognized two other lays in the society, the middle level of society formed by individuals representing local ideology or interests, and the mass of people formed of all individuals like you and me (Mills, 1999). There are more than these three theories on societal stratification; however these three theories have marked their time and are still widely discussed. The present study used the theory of Weber since it is a widely recognized theory, not often criticized and of actuality due to its use in modern society to explain stratification (Crompton, 2008).

In his theory, Weber developed hierarchy in the society was based on three factors: Class, Power and Status (Ritzi-Messner et al., 2010). Class represents the wealth position of an individual in the society. Power is defined by Weber as the capacity for an individual to convince others, however as the study focuses on inter-gender relationship, the study will rather takes the ability to let people do

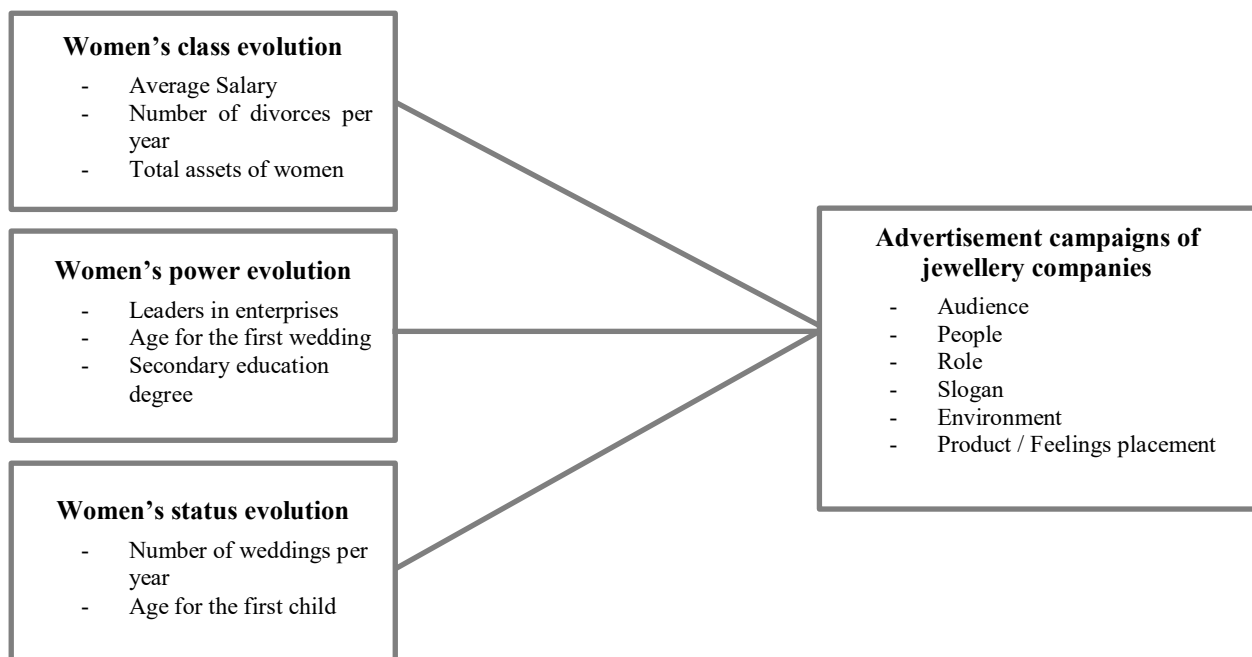
things they would otherwise not have done voluntarily. Finally, Status represents the prestige or how well-known is a person within the society (Ritzi-Messner et al., 2010). A small parenthesis should be done here regarding the variable “power”. In his theory, Weber, as stated earlier, predominantly developed on the stratification of the society without regards to the gender distinction. As this study uses his theory as a development tool, it appears important to provide insights on this particular variable of Weber as the two other variables seems clear and in accordance with the research. The connection between the present study and the theory of Weber will appear using the work of Vilar (1976). Vilar (1976) extensively studied the repartition of power within families and between genders. According to her work, women can take two roles in the repartition of power. Vilar (1976) explained the repartition of power by the ability to create sexual desire. From Vilar’s point of view, women can create desire in men and so becomes type of the superior or dominant, however, women can also appeal to the male instinct of protectiveness by purpose (Vilar, 1976). Vilar (1976) developed on the ability for women to have the two possibilities contradictory to men, but also the possibility to simulate inferiority in order to become the protégé of the superior, in this case men. Such aspect of power repartition should be kept in mind and will be elaborate in the limitation part. As in the case of simulation of women, the study will be biased, we assume that the fluctuations of women’s power in Switzerland follow first pattern and an increase of power for women assumes an increase in their superiority over men rather than a reduction of inferiority simulation. As the parenthesis is close, we interest ourselves back to the theory of Weber. According to Weber, hierarchy in the society was an outcome of these three factors and to be in a good position with only one factor was sometimes not enough to be highly ranked in the society. The example of Jewish wealthy family in Germany between the two World Wars is used in his study to illustrate that wealth only might not be enough (Ritzi-Messner et al., 2010). From his study, the thesis will use the three factors as hierarchy creator in the society and will deserve the thesis by allowing a study of the society evolution through time. However, as evoked earlier the position of the women in society is also important and for this reason, the thesis will also focus on feminist sociology and will try to find similarities between social changes literature of Weber and feminist sociology.

Finally, as mentioned previously, the second part of this chapter will focus on feminist sociology theories. Feminism has been strongly influenced by the work of Weber (Abbott et al., 2006; Sydie, 1994). Weber thought in his work that society is formed on a patriarchal image, meaning running by men. In this sense, feminist movement joined his way of thinking and developed on his idea. Feminism used the idea of stratification to explain the hierarchy in the society between genders and elaborated on the differences between men and women. According to Sydie (1994), differences between men and women can be explained by using the theory of Weber; however, Weber also denoted the natural situation of the mother-wife situation of the women. Such arguments also created a distinction between the theories of Weber on social changes and the theories of feminists. Based on

these two theories, the thesis has now a common ground to go further in its study and will then use the theory of stratification of Weber as a witness to social evolution and gender inequalities in the society.

### 3.4. Conceptual Model

Based on the literature review, the research developed a conceptual model of analysis. As mentioned earlier in this research, the study focuses on two main types of variables. The first variable of interest is the evolution of the society structure and more particularly the evolution of the women image in the society based on the model of Weber. The second variable of interest is the evolution of advertisement campaign of large jewellery companies in a possible response to the change or evolution of its target market and economic environment. In the case of this study, the demographic data of Switzerland are the independent variables representing the evolution of women's position in the society while the advertisement campaigns analysis made by the sample and based on theory are the dependent variables. The study has the following conceptual model:



**Figure 2: Conceptual model**

From the above conceptual model, the study used the theory of Weber on stratification of the society and feminism theories to develop on three variables which hierarchies the society. The aim of this study is then to see how the positive or negative evolution of these three variables influenced the advertisement campaigns of jewellery industry. As explained earlier, since the products of the jewellery industry are principally commercialised for women, the study will accentuate on the evolution of women position within the society between 1950 and 2015 in Switzerland. The independent variables are the three variables of Weber, analysed through the sub-demographic data listed under each variables, explained in the next chapter. The dependant variable is the analysis of

jewellery companies' advertisements according to different factors listed under the variable in the model above, also explained in the methodology section.

## **4. Methodology**

### **4.1.Data collection**

This paper used different data collection methods to support the research. Firstly, data were gathered studying the different jewellery brands advertisement campaigns through the years since 1950. Furthermore, to compare with, multiple sociographic data were gathered through the official data platform of the Swiss confederation which regroups useful information on many topics since the beginning of the 20's century. The platform of the Swiss confederation is useful in getting out data about number of weddings and divorces, age of men or women for the first wedding, age of both genders for the first baby or the number of women in direction committees of companies for example. Finally, a secondary method was used to gather opinion of the industry through oral interviews with different actors of the industry in Geneva. Each data collection method will help to understand the effects of one variable on the other. The first two sets of data will serve the research to rely on data which aims to remain as objective as possible and try to answer the research question of this study using reliable data. Contradictory to the first data gathering methods, oral interviews with professionals are used in this research as an opinion of the industry and the point of view of professionals on the possible changes and reasons of the changes. The oral interviews with professionals are supportive tools in this research for the conclusion as a practical point of view. They will not agree or disagree with the findings of this research but rather based on the answers of interviews, the research will try to find similarities between findings of the study and the answers. The first sets of data will be the central data collection methods while the oral interviews with professionals will serve the purpose of this research as an expert opinion of actors in the industry. To summarize the data collection methods, you can find under a table grouping all methods, sample and its purpose.

Type of methods	Original Sample	Number of answers	Purpose for the research
<b>Demographic data about Switzerland</b>	Whole population of Switzerland. 8 statistical variables	/	Objective data to establish or not a possible evolution in sociology
<b>Analysis of advertisement campaigns</b>	One iconic advertisement campaign per year since 1950 for 2-3 main companies in jewellery industry. Additionally, a sample of 10 persons for feelings on advertisement was used.	10 answers	Aims to have a proper evolution overview of jewellery industry advertisement since 1950.
<b>Oral interviews with actors in the industry</b>	Request of interview sent to 40 companies existing for min. 7 years	19 oral interviews	Expert opinions on change in industry. Might serve as a confirmative point of view of the evolution

**Table 1: Origins and purposes of data collection methods**

#### **4.1.1. Demographic data on Switzerland on the evolution of women's position within society**

The first data collection method is demographic data about the country Switzerland. Swiss government has gathered data on different variables for many years and with the generalisation of internet made it available online. Many variables are available regarding society in terms of weddings, divorce, and number of kids but also regarding income, number of construction permit delivered or number of new cars licensed. Switzerland is functioning in a certain way which require for the Swiss confederation to centralise all data from the different state in a common platform. States in Switzerland has a nearly complete autonomy and the data gathered for this research concern all the states of Switzerland. The statistics for this research have been obtained through the official online presence of the Swiss confederation and has been verified by Swiss experts. This research focused on different variables linked to the three variables of Weber; class, status and power. Each statistics selected have been classified according to its affinity to one of the three variable of Weber. The research used the demographic data about Switzerland from 1940 until 2014, period of analysis of this research. Eight statistical data sample were used, namely, numbers of weddings and divorces, average age of women in the first marriage and for the first child, average income of women and the total assets of women, the percentage of women in leader position of enterprises and finally the percentage of secondary education degrees for women. These eight statistical data have been dispatched under the three variables of Weber as follow.



Class/Wealth	Power/Capacities to convince	Status/Prestige
Average salary for women	Women in leaders position in enterprises	Average age of women for first child
Total number of divorces per years	Average age of women for first wedding	Total number of weddings per year
Total assets of women	Percentage of secondary education degrees for women	

**Table 2: classification of demographic variable according to Weber's stratification theory**

The classification was made according to a quick survey of the same sample that was asked to analyse the advertisements of jewellery companies. Under the “class” variable, the study will focus on the demographic data on the evolution of average salary of the women, the evolution of total assets of women and the evolution of divorce number per year. Even if the data linked to wealth can be obviously sorted under class, the decision of putting number of divorces per year in this category should be explained. According to the sample, divorce is essentially linked to the repartition and fluctuation of wealth in a couple or between both genders. To corroborate this theory, Frässdorf (2011) explained and researched the negative relationship between wealth and divorce, as well as the attachment of this latter to class rather than to status in the society. Frässdorf (2011) supported her observation in terms of divorce impact on status and wealth to find that, following a divorce, wealth was more likely to be deeper impacted than status in the society but also that the wealth level was more likely to be lower after a divorce than for a continuous union. Regarding the second variable of interest, power, the following demographic data were sorted under this category: Evolution of women as business leaders, the types and evolution of diploma obtained by women and the evolution of average age of women for the first wedding (each of data category will also be sorted under the third category). In this category, the study thought about demographic data supporting the category and the two first data sample are obviously supporting it. However, it might not be as clear for the third set of data as for the first one. From the interviewee point of view, the evolution of the average age of women for the first wedding goes in this category for two reasons, firstly they believe that it is a decision of two genders to decide a wedding and a negative answer would give either one of the gender to have power and the capacity to decide of something. Secondly, interviewees believed that the evolution of the age might show the willingness of one parties in the couple to first focus on something else than the wedding, like studies, but prominently to more and more importance in the act of getting married. For example an increase in the age might show the willingness for women to properly think about the act of getting married and maybe also to first focuses on study before developing a family life. Finally, the last category is status in the society which will be represented in terms of data with the following statistics: the total number of weddings per year and the average age of women for the first child. All these demographic data will serve the research in order to quantify the evolution in the society and especially the position of women in this latter.

#### 4.1.2. Semi-structured interviews on the analysis of advertisements

The second central data collection method is the analysis of advertisement campaigns made by big jewellery company. The study picked up main advertisements made by large companies since 1950. The study focused on companies which have been active in the jewellery industry for decades. As already mentioned, the first company of interest is De Beers, central and essential company, founded in Great Britain and today mainly active in the regulations of the market in terms of supply and policies. The second company of interest is Tiffany & Co., also a really old company which has been and still is really successful. This second company has been founded in America. The third company of interest is a well-known French company which is rooted back to the birth of the luxury industry. This company is Cartier. The study also focused on advertisement of other company which noted a proper change in the advertisement style like Monet. Furthermore, at the beginning of the 21<sup>st</sup> century and the expansion of the jewellery industry to India, many new companies entered the industry like Manila jewellers. A set of questions were asked to a sample of 10 people regarding the perception of the advertisements. The question were designed around the perception of the advertisement campaigns in terms of product or feeling focus, masculinity or feminism of the advertisement campaign and general feeling about the ad. Finally, a general observation of the overall evolution was asked to the interviewee. The study focused on the following periods and companies.

1950	1970	1980	1990	2010
Cartier	De Beers (2 ads)	De Beers	Tiffany & Co.	Manila Jewellers
De Beers (2 ads)	Monet	Cartier	Tiffany & Co.	Cartier
Tiffany & Co.				De Beers

**Table 3: Selection of advertisements per time period**

The study conducted semi-structured interviews with a sample of 10 persons in order to bring objectivity in the analysis of the advertisements. The semi-structured interview format was preferred over structured interviews for different reasons. Firstly, according to Boyatzis (1998), the semi-structured interviews are beneficial when the research aims to rather discuss a question, like in a case of an analysis, than having a close answer. Moreover, the semi-structured interviews permit the interviewer to improvise regarding the questions or discussions depending of the answers of the interviewees (Boyatzis, 1998). The research used semi-structured interviews because of the will to gather key words in the answers of the sampled people rather than a complete answer which would not necessarily provide useful information in the case of this research. Furthermore, the aim of the oral interviews on the analysis of advertisement was to have the direct first impression rather than a researched answer. The semi-structured interview allowed the sample to feel comfortable and allow

the research to gather information over the first impression of the interviewees instead of a deep analysis of the advertisements. Even if the research used semi-structured interviews, a basis was developed to orientate the discussion and take the interviewee in the direction to give interesting answers on the research. The basis of the interviews was developed according to the work of different authors regarding the analysis of advertisements. The interviews were designed around six main topics of interest based on the research of Edward-Mangione et al. (n.d.), Matthews (2007) and Goffman (1979). Edward-Mangione et al. (n.d.) developed on the analysis of advertisement based on gender questions, Matthews (2007) depicted the role and status of men and women in printed advertisements on the base of 779 advertisements in newspaper and Goffman (1979) wrote a successful book on the gender displays in the advertisements. The study inspired itself from the three above academic paper in order to define topic of interest and basis of the semi-structure interviews. The first part of interest was the factors around the advertisements like the audience of this latter. The audience is important since the company will develop an advertisement in accordance with the market targeted and will be influenced if the ad is made for men or women (Goffman, 1979; Matthews, 2007). In this topic, questions were made towards which audience is intended to be reached or if the advertisement is principally made for men, women or both. Secondly, an in-depth interpretation of the advertisement in itself in terms of design was asked. In this part, the interviews essentially focused on the importance of the product in the advertisement and on the feelings created through the advertisement with the colours or environment used in the ad. This part was related to which importance the company was giving to its products. Edward-Mangione et al. (n.d.) stated that by advertising companies want to impact our spirit with a feeling in order to remember better the product, explaining why it is important to understand it and take care of describing the environment within the ads. On the other hand, Goffman (1979) elaborated on the product placement within the advertisement linked to the feelings with it. Many companies nowadays managed to create a stereotype of product and don't have to include their product in large format in their advertisement for the customer to understand from which company the ad is advertising for. It is of importance in this study as De Beers made large advertisements campaigns for diamonds in general rather than for its products. In this part, the interviews took time to answer the following questions: what do you think the ad wants to sell you, is the product or feelings put in evidence in this ad and can you describe the feelings of the ad. Then, thirdly, the interview moved towards the characters depicted in the advertisement, their genders, their roles and any particular signs of interests. Goffman (1979) developed on the importance to understand the influence of people in advertisements as they strongly influence the view of the customers over the target market. Over this topic the interviews asked the interviewees to describe, in case of ads depicting people, these characters, their feelings/roles and any particular signs of interests in the advertisements. Finally, the last part of interest in the ad was the slogan and its meaning, impact and interpretation linked to the advertisement. Goffman (1979) & Matthews (2007) both accentuated the impact of a written part in the advertisement due to the ability for texts to change completely the

meaning of the advertisement. The interviews developed this part with the following questions: Is there a slogan in the ad, does it provide information on the product or on a feeling, is it in the ad to catch attention of the customer, how do you interpret it and does it change your perception of the ad. Based on these basis of interest, the interview took the form of discussion and the author of this research took note of key words mentioned of interviewees analysis of jewellery advertisements.

The purpose of this collection method is to provide an objective view of the possible change in the perceived image created through advertisement. The set of questions were linked to the target market aimed, to the clarity of the type and use of product proposed and to the change in design of the product. By asking the opinion of a sample of person, the research aims to have an as much as possible objective analysis of the advertisement campaign and of the possible evolution in the advertisement campaigns of jewellery company mentioned earlier in this chapter.

### **4.1.3. Oral interviews of jewellery industry actors as an opinion**

Following the central data collection methods, the study used oral interviews of experts in the industry as opinions on the topic. The only complementary data collection method was oral interview and discussion with 19 professionals active in the jewellery and diamond industries. Jewellery industry regroups many types of companies or activities which can be directly and not so directly connected to jewellery shops or production. For example, in the jewellery industry, it requires some raw goods which are precious stones like diamonds or sapphires and precious metals like gold or silver which include diamonds wholesalers or precious metal companies in the jewellery industry. The question regarding a possible interview was sent to 40 companies in Geneva. Companies were jewellery shops, jewellery makers, diamond wholesalers, marketing managers of jewellery brands and diamond settlers. Each company selected to participate in the interview were present more or less for a long time in the industry, however the minimum years requested was to be for at least 7 years in the industry. The set of oral interviews allowed the research to have a first insight on the feelings of changes in the industry and the possible motivators of change but also will serve the research as a practical insight of the evolution over time.

## **5. Results and Analysis**

### **5.1. The evolution of women's wealth in Switzerland**

The study will first provide the results of the research for demographic data about Switzerland. In order to keep understandable and clear, the summary of the results will follow the same structure as the conceptual model and will take the variables of Weber, one after each other to develop on the

according demographic data. All the data gathered on the evolution of society have been provided by the OFS (Office federal de la statistique), the statistic federal office of Switzerland.

The first variable of interest is the class or wealth of a person. According to the data collection method, the following demographic data should be taken in consideration: The evolution of average salary of the women, the evolution of total assets of women and the evolution of divorce number per year. Taking one data set after each other, the study will first interest itself to the evolution of the average salary of women. Appendix figure 13 refers to the data on the evolution of average salary of men and women since 1942. The data about evolution of nominal salary since 1942 will help the research to establish which fluctuations took place since 1942. The following figure represents the summary of data in Appendix Tables 8 and 9 from 1976 to have the tendency of the evolution. The full summary can be found under Appendix figure 13.

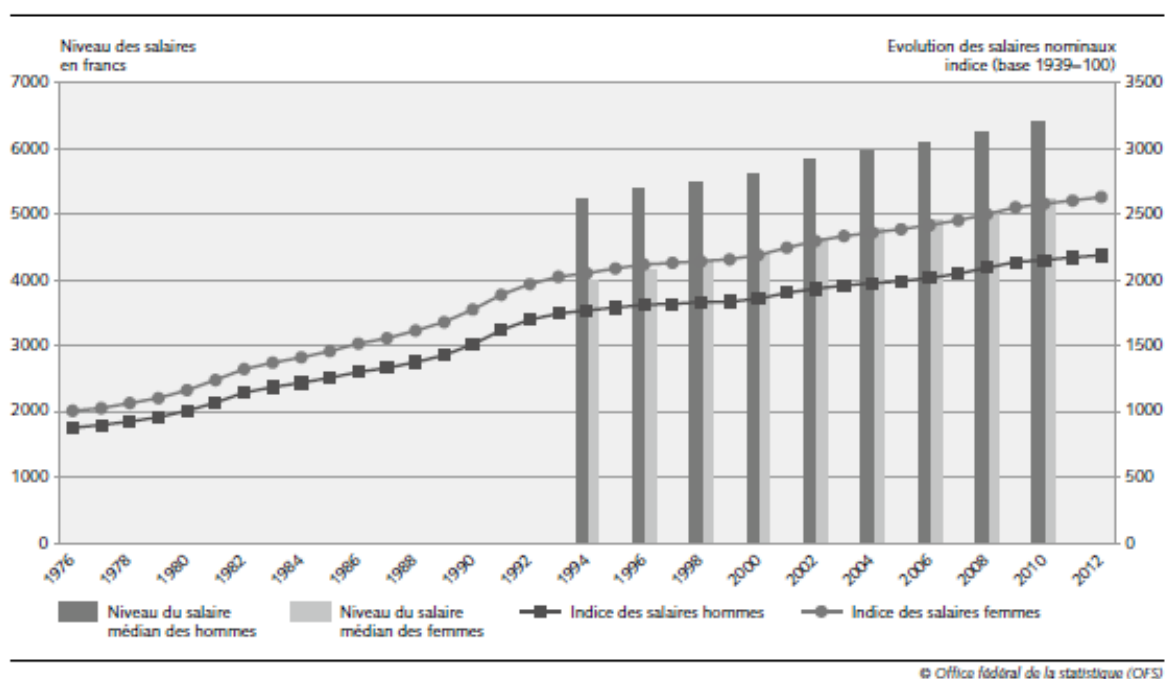


Figure 3: Evolution of nominal salary for both genders since 1976 in Switzerland (Source: OFS, 2012)

Figure 3 summarizes the tendency from 1976 until 2012. In this data base, the evolution of nominal salary for women since 1939 is higher than the one for men; however we can notify that even if the increase is higher, the level of salary is still lower for women than men in 2012. On average, women seem to have a bit more than 5000 CHF per month, as men have around 6500 CHF for the same position. Evolution paths of both gender salaries seems to follow the same shape until 2000 with the evolution of nominal salary for women slightly higher than men, however from this year on, we can notice the gap between salary increase widening. As mentioned, a better increase doesn't mean a higher salary since facts show a difference of nearly 1500 CHF in salary between male and female in 2012. This is due to the fact that women started with a salary significantly lower, at the beginning of the data gathering process, than men in 1939. In terms of salary increase another figure might bring

more insight on the increase or decrease of salaries since 1950 like figure 4. Figure 4 also shows the tendency for salaries of women to have a better increase than the one of men in average. The figure below shows the tendency for salaries to have a lower increase recently than in the 60's or 70's but also that the increase of wages has been frequently higher for women than for men.

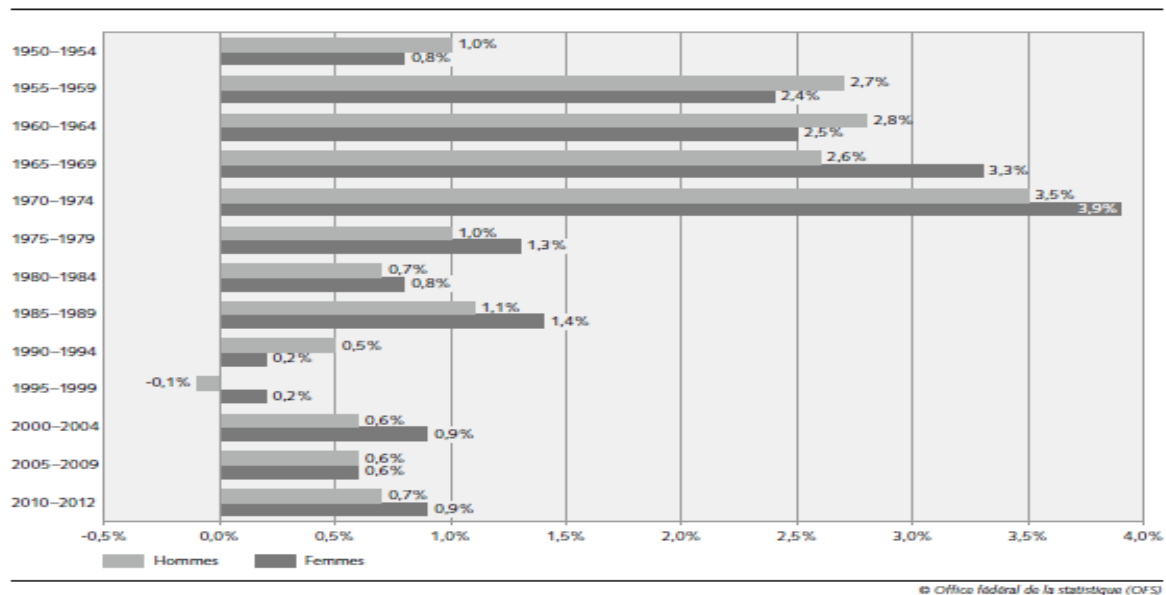


Figure 4: Evolution of salaries between genders since 1950 in Switzerland (Source: OFS, 2012)

The second data set of interest for the category of class and wealth is the evolution of total assets of women. Unfortunately for this data set, it is not possible to find direct data on the assets evolution of women for a time period. However, we can derive another variable and use it as a presumption of evolution in the total assets of women. The data that can be used is the evolution of household wealth in Switzerland. Due to the fact that it doesn't concern directly the evolution of women position in the society, the data set of household wealth will not have a big impact in the conclusion but still is of interest to observe an overall evolution. Below Figures 5 and 6 illustrate the positive evolution of wealth in Switzerland. We can notify the loss in 2008 with the economic crisis in both figures, but overall there is an increase of 2.57% in wealth on the time period. Observing the increase, we can expect from women assets to also have increased on the same time period.

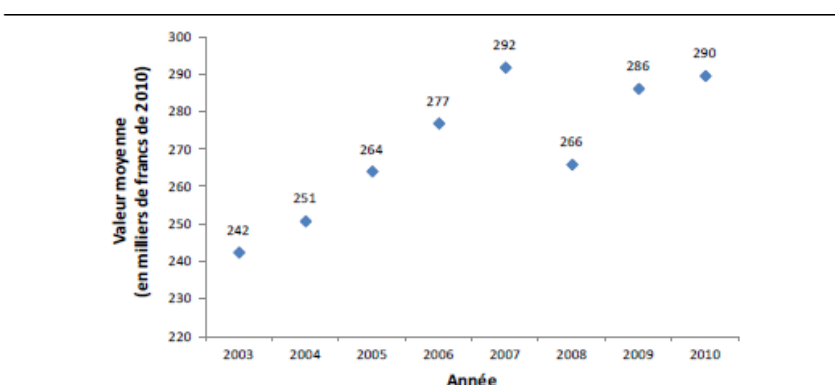
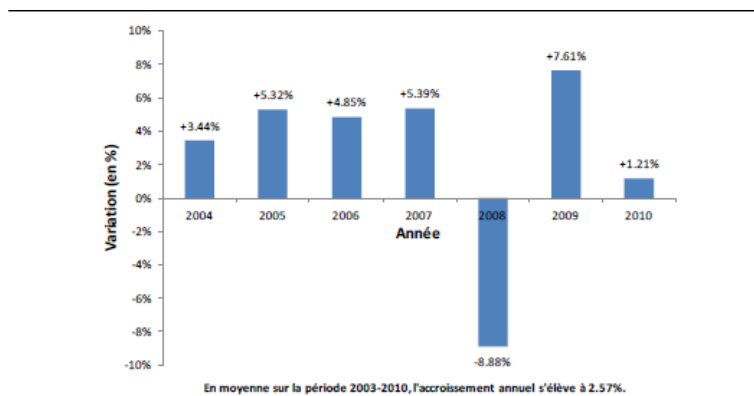
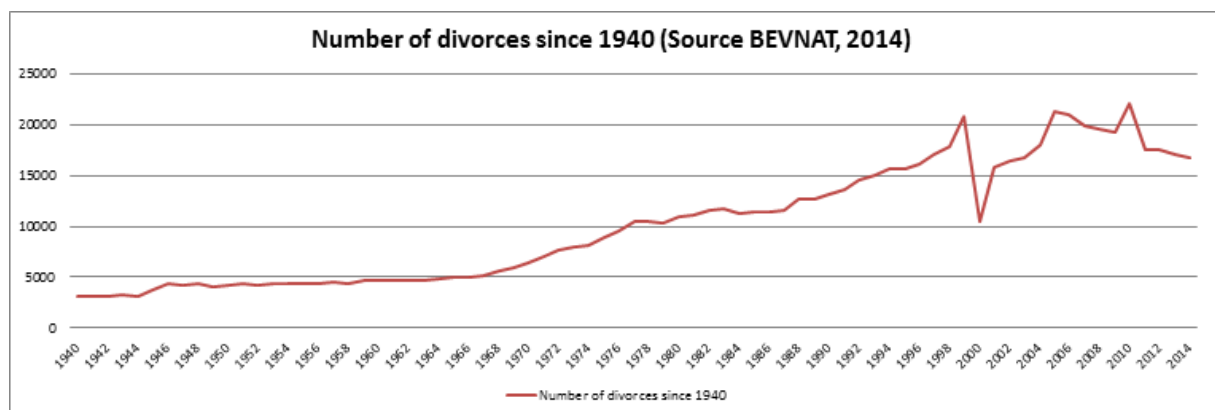


Figure 5: Evolution of the average wealth (in thousands of CHF) since 2003 in Switzerland (Source: OFS 2010)



**Figure 6: Variation of wealth since 2003 in Switzerland**  
(Source OFS, 2010)

Finally, the last data set of interest to study the evolution of wealth for women in Switzerland is the number of divorce per year since 1940. As explained earlier, the number of divorce goes under the “class” category. The study will keep in mind that there is a negative relationship between divorce and wealth. Appendix table 10 represents the data table of number of divorces in Switzerland since 1940. Figure 7 represents the summary of the data. The data are sourced from the BEVNAT, the statistical office of the natural change in the population.



**Figure 7: Evolution of divorces since 1940 in Switzerland** (Source: BEVNAT, 2014)

The level of divorce was stagnating since 1940 until 1968, from this year on, there is a sensible increase in the number of divorces with a peak in 1999 at 20’809 divorces for the year. Then an interesting fact happens in 2000, with the number of divorces divided by two between 1999 and 2000. It is also interesting to observe that there is a constant increase until 1999 and then there are more random fluctuations of level with the years. It seems in the data, that the level reached a maximum and then fluctuates around this level.

## 5.2. The evolution of women's power in Switzerland

The first demographic data set of interest for women's power variable is the proportion of women in leadership position in enterprises in Switzerland. Data about this demographic variable were difficult to find and a proper study on the evolution of women leaders in Switzerland since 1940-1950 was not possible to find. However, the researcher found a study on the equality between genders that focus on the proportions of women leaders since 1996. For this study it will provide an initial understanding on the possible evolution. As for the other demographic data, the data were gathered from the OFS platform. Figure 8 illustrate the evolution of women as leader in enterprises since 1996 until 2012.

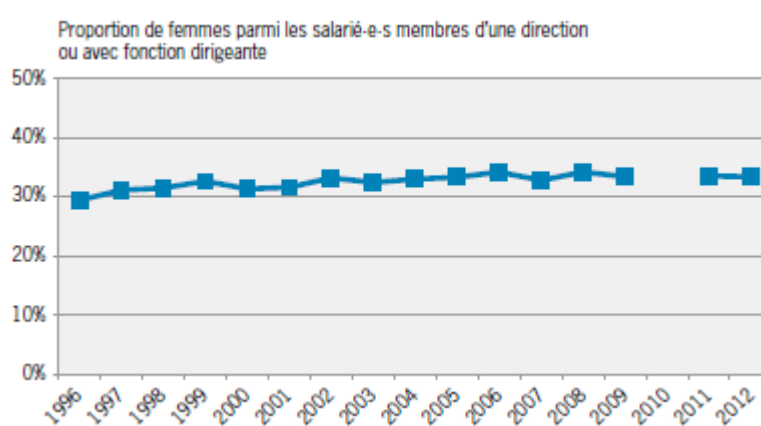
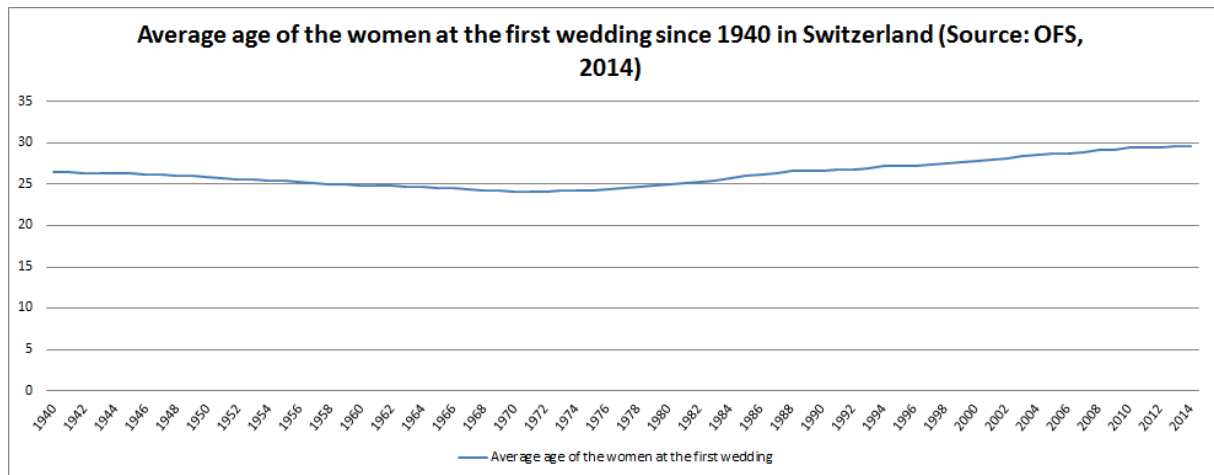


Figure 8: Proportion of women leader within working women since 1996 in Switzerland (Source: OFS, 2012)

It is interesting to note about the observations that the percentage of women leaders within the population of working women has been stable and constant between 1996 and 2012. In the above data, there is missing value for 2010 due to a change in the type of questions asked by the OFS in the survey. Due to the change in 2010, values are missing for this year and got valid only from 2011 onwards.

The second data set of interest to study the evolution of power for women is the average age of women during the first wedding. For this data set, OFS again has been of great help to gather data since 1940. Figure 9 represents the evolution of women's age for the first wedding and the illustrative representation of the data in Appendix table 11.

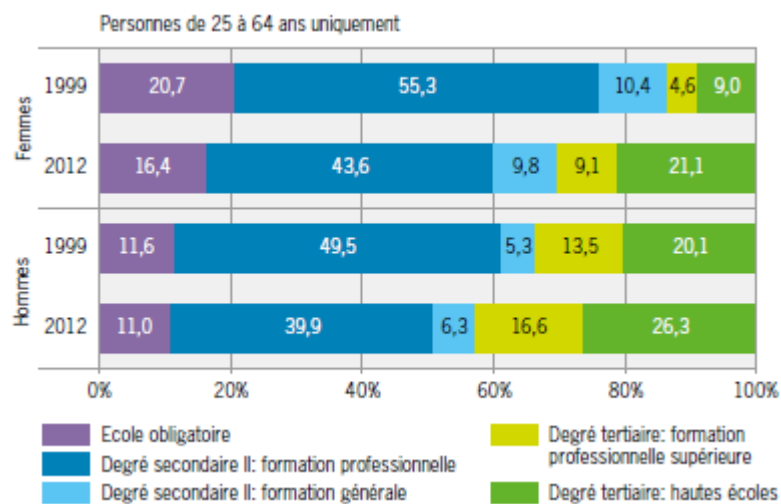




**Figure 9: Average age of the women for the first wedding since 1940 in Switzerland (Source: OFS, 2014)**

In the above representation, observations can be made on an average age of 26.5 in 1940. Following the data, a decreasing tendency happens until the year 1974, where it reaches 24.2 years old on average for the first wedding. Since 1974, the average age of women for the first wedding constantly increased to reach in 2014 the age of 29.6 years old. There is a difference of age between 1940 and 2014 of 3.1 years on average.

Finally the third demographic data set of interest for this variable is the proportion of diplomas for women and its evolution with the time. For this data set, measures were taken and made it public since 1999, for this reason the following data set is focusing on the period of 1999 until 2012. Moreover explanations are needed to first understand figure 10 but also to understand how works the scholar system in Switzerland since it is different in each country. Figure 10 below represents the measures on the proportions of diplomas per genders since between 1999 and 2012 in Switzerland.



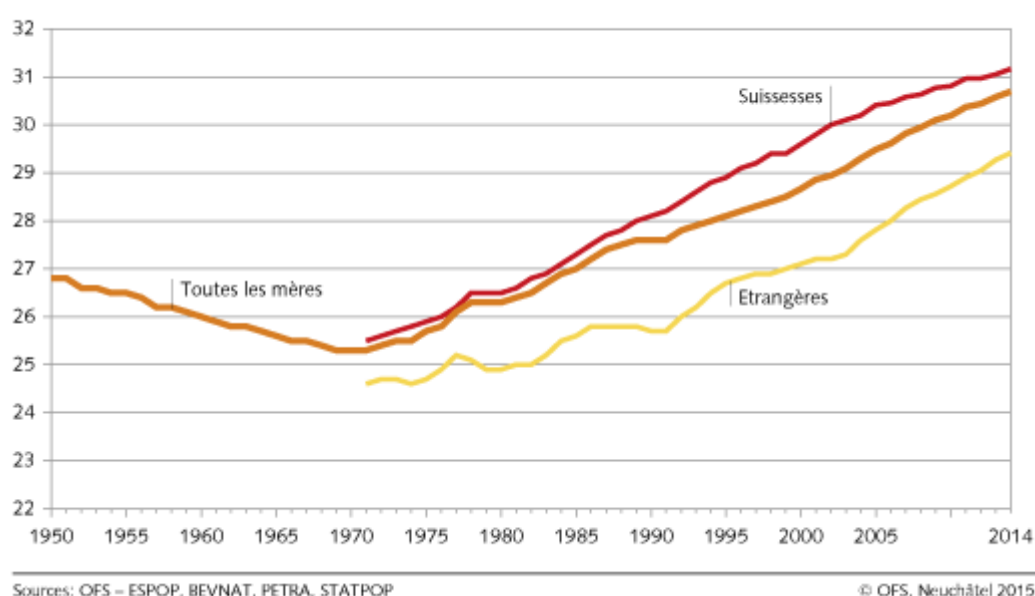
**Figure 10: Proportions of diplomas types per gender between 1999 and 2012 in Switzerland (Source: OFS, 2012)**

In the above representation, the two upper lines refer to the types of diplomas for women between 1999 and 2012. The two under lines refer to the types of diplomas for men between 1999 and 2012. It is important to note that the above representation regroups a sample of people between the age of 25 and 64 years old. The purple colour represents the proportion of people having just finished the obligatory school. In Switzerland the obligatory school regroups two types of school, the primary school and the so called “Cycle d’orientation” which is similar to an intermediary school. Obligatory school in Switzerland is until the age of 16 years old. Then the dark blue and light blue are considered as two similar types of school lasting approximately the same time period. The exception is that one is made for people that wants to focus on being active in the working environment, with combination of work in a company (3 days per week) and courses in a school (2 days per week) represented here with the dark blue colour, while the other is for people going further on with general studies and goes on with high school (represented by the light blue colour). The first educational path is called an “apprentissage” and the second type of school is called “collège”. Finally comes again two possible educational paths, the expertise in a certain working environment (represented by the yellow colour) and universities or highly specialised school (represented by the green colour). Both final educational paths depend of course of previous education. Two points are interesting to observe in the above figure. Firstly, there is the increase in proportion of universities and expert diplomas for both genders. We observe a larger increase in such diplomas for women than for men with respectively 12.1% for women and 6.2% increase for men in universities diplomas as well as 4.5% for women and 3.1% of increase for men in expert diplomas between the two time periods. The proportion of women getting a university diploma increased by two times the increase of men. Secondly, the increase in diplomas of more advanced studies also made the proportions of diplomas for lower level diminished indicating that the population is getting more and more awarded with higher degrees diplomas and so with more skills and more probabilities to have higher income.

### **5.3.The evolution of women’s status in Switzerland**

The “status” variable encounters two demographic data sets, namely, average age of women for the first child and the total number of weddings per year in Switzerland. The first demographic data set of interest in this variable is the average age of women for the first child. Figure 11 represents an illustration of the average age evolution of married women for the first child since 1950.

### Age moyen des femmes mariées à la naissance du premier enfant



**Figure 11: Average age of the married women for the first child since 1950, with a distinction since 1972 between Swiss and Foreign women living in Switzerland (Source OFS, 2015)**

As for the others demographic data set, the above illustration has been taken from OFS archives made public every end of years. In the above illustration, it is important to note that the data concerns only married women. Furthermore, three curves appears on the set, there is from 1972 on a distinction made between married Swiss women (red) and foreign women living in Switzerland (yellow). The orange curve is the average between each type of women. The study will essentially focus on the average age for all types of women since the distinction will not provide further insights in the study or research question. From the above data, we can observe a decrease from just under 27 till nearly 25 years old in the average age of married women for the first kid until the 70's. From the 70's on, the average age constantly increased until reaching 30.7 years old in 2014 (OFS, 2015). From 1950 until 2015, the average age raised by nearly 4 years over 65 years.

The second data set of interest is the total number of weddings per year since 1940 in Switzerland. Figure 12 illustrates the evolution of total number of weddings since 1940 and Appendix table 12 is the full data table for the data set.

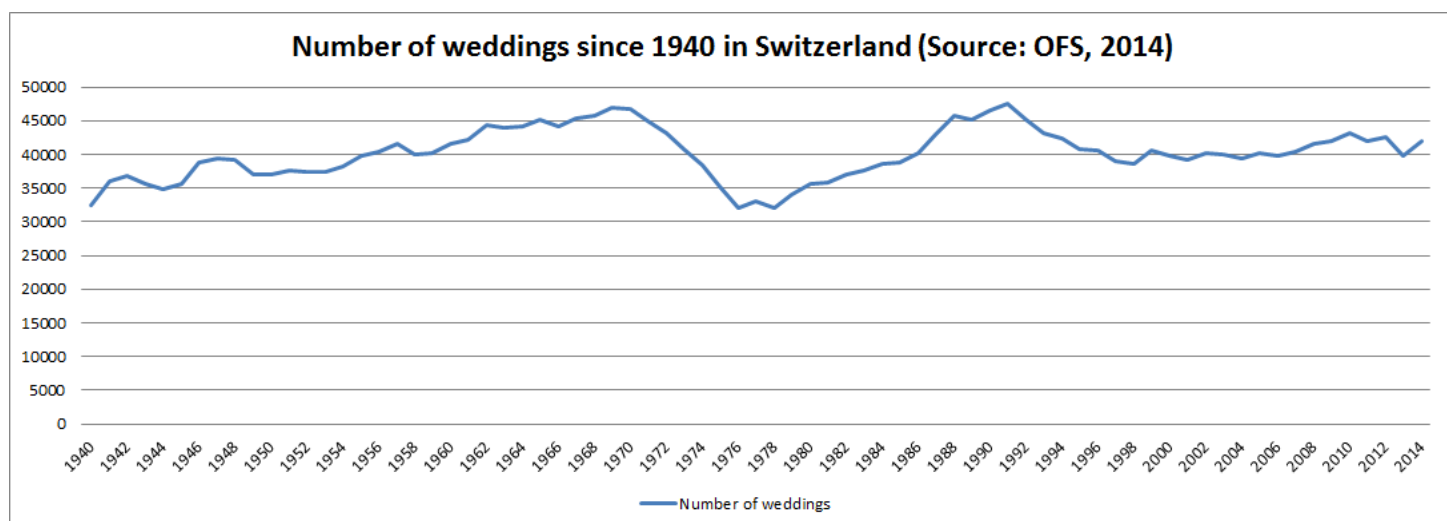


Figure 12: Total number of weddings per year in Switzerland since 1940 (Source: OFS, 2014)

In the above illustration, a constant increase took place from 1940 until 1969, before noting a steep decrease for 6 years and a second peak in 1991. Finally another slighter drop took place from 1991 until 1998 before the level stagnating between 40'000 and 45'000 weddings per year until 2014. The level rose from 32'472 weddings per year in 1940 to 46'886 weddings per year in 1969. It represents an increase of 44.38% in 29 years. Following 1969, the level dropped to 32'058 weddings per year. The second peak is at 47'567 weddings in 1991. On an overall observation, the level increased from 32'472 in 1940 to 41'891 in 2014, representing an increase of 29% over 74 years.

Until now, the research essentially focused on data collection about demographic data evolution in Switzerland and the three variables of Weber. Following the part on demographic data, the research will report the results of the advertisements analysis and the answer of the interviewees. This topic will be developed in the following section.

## 5.4. The overall evolution of woman's position in Switzerland since 1950

Taking all evolution of demographic data, the study will make a distinction between three time periods for the results of advertisement analysis. The first one goes from 1950 till 1980 representing the traditional view of the family and society. The second time period covers 1980 until 2000, representing the emancipation period of women. The last time period goes from 2000 until 2015 (end time of the study), named the egalitarianism period. The three time periods, traditionalism, emancipation and egalitarianism have been chosen on the base of the work of Riley (2003), Hall (1996) and Agnihotri & Rule (2001) but also on the findings of the advertisement analysis and demographic data which follows a particular pattern. The four previous authors extensively studied the evolution of feminism and the position of women within the society and her role in a family. Furthermore, the findings on demographic data sets that has an evolution, shows somehow all that between the 50's and late 70's, the level of women's status, power and class is at a low point. Then the

demographic data sets tend to increase, showing a change in the society between the 80's and the late 90's. Finally, demographic variables show a state of stagnating in the last time period of interest in this study. Based on this, the study, with the help of supervisors, found interesting to make a distinction between the three time periods: traditional view, emancipation view and egalitarianism view. What is interesting with this split is that previous research found the same type of periods according to their findings on the evolution of women position within the society of Western Europe countries (Riley, 2003; Hall, 1996; Agnihotri & Rule, 2001).

Regarding the analysis of results, it is essential to have a proper overview of the evolution of the variables mentioned in the previous chapter. As Weber, translated by Ritzi-Messner et al. (2010), mentioned, the position of an individual in the society is based on three factors: power, status and class. The higher the three factors are ranked the higher in the society hierarchy an individual will be. Based on this, the study focused on demographic data set on Switzerland, sustaining the three variables of Weber. In order to have a proper overview of the women position evolution in the society, it seems relevant to have a summary table of the evolution of demographic data mentioned earlier.

Summary table of demographic data evolution					
Class		Power		Status	
<b>nominal salary of women</b>	Sensible increase to more than 2500 of the indicator in 2012 with base 100 in 1939, compared to 2000 for men	<b>Proportion of women leaders in enterprises</b>	The level remained stable around 30% since 1996	<b>Age of women for the first child</b>	Increased by more than 4 years in since 1950
<b>women's total assets (derived from evolution of household wealth)</b>	Since household wealth increased, we can assume women wealth also increased	<b>Age of women at the first wedding</b>	Increased by 3.1 years since 1940, from 26.5 to 29.6 years old	<b>Number of weddings per year</b>	Increased by 29% since 1940
<b>Number of divorces per year</b>	In 2014, the number of divorce is 5.4 times higher than in 1939.	<b>Proportion and types of diplomas for women</b>	Bigger increase with Universities and Expertise school diplomas		

**Table 4: Summary table of the demographic data evolution for the three variables of Weber**

The summary table above indicates many aspects of evolution of the women position within the society. Concerning the “class” variable, the research can note that based on the three demographic data sets, two are positive and one is negative. Such evolution with the time might surely indicate that the class variable for women has moderately increased. The results also indicate that the class variable of women is still not equal to men. The only moderate increase is strongly due to the fact that the number of divorces has increased and according to Frässdorf (2011), the female gender is the one most affected in terms of wealth in a divorce procedure. Even if the increase is moderate in terms of overall evolution of wealth, the study also notifies the improvements in terms of equality and rights to be paid

equally than men for the same task, nevertheless differences still occur (Vielle, 1995; CFQF, 2015). Regarding the power variable, on the three demographic data sets, we observe two increases and one stable evolution. We can assume that the power situation of women has positively evolved through time in Switzerland. As the “power” variable also encounter the capabilities to convince others, we notify the change in the nowadays society. Back in the 50’s, women opinions were unfortunately not of importance for the patriarchal society but with the time the society changed and actually the “power” of women are, if it is still not, nearly equal to the power of men (CFQF, 2009a; CFQF, 2009b). In the three demographic data sets, one variable is of interest since it was regulated by the Minder law in Switzerland in 2014; it concerns the 30% threshold of women leader proportion in large enterprises and in management council quoted at the stock exchange. Unfortunately, the data of this research cannot indicate a change after 2012, but we can expect an even higher increase in the proportion as many companies had to adapt to the new law. Finally, regarding the last variable “status”, the study observed an increase in all data set (Switzerland, Département Fédéral de l'intérieur, Office fédéral de la Statistique, 2013). As status refers to prestige; we can assume that the prestige of women in the society increased over time. The above assumptions for power and status can be easily witness in the nowadays society where both variables have increased to a point where it is nearly equal to men (CFQF, 2009a; CFQF, 2009b). The reader has to keep in mind that the study focuses only on Switzerland, country of Western Europe, so we can assume the different aspects of the society. It is important to note that if study would have taken place in any other parts of the world like in India or South America, the results might surely be different and not represent the same situation on evolution of women position.

To put in concordance with the evolution of demographic data and the stratification of the society, it is necessary to also make a summary of the advertisement analyses results. Regarding the summary of analysis results, the study will follow the same time periods structure. In order to quickly summarise the answers of the sample, the research will summarise key answers for each time periods of interest under the form of tables in the three following under sections.

## **5.5.The evolution of jewellery companies advertisement since the 50’s**

In this chapter, the research will report the results of the interviews with the panel of 10 persons in the analysis of the advertisements found under Appendix figure 14 to figure 18. The following section will provide insights on the answers of the interviews to the analysis of the advertisements campaigns selected. The section will summarise the answers for each studied period and will finalise with the overall point of view of interviewee on the overall evolution of advertisements between 1950 and 2015. In order to remain coherent, the following under-sections will copy the split of time periods found with the evolution of demographic data in order to find similarities and check the concordance of the evolution in marketing advertisement over the studied time period.

### 5.5.1.Traditionalism (1950-1980)

1950	1970
Feminine feelings	Feminine feelings
Focus more on feelings than product.	Focus on feelings.
Target women desire but buying process for men.	Mainly target women desire for then men to buy. However, appearance of exclusive advertisements for women to offer themselves a jewellery piece (i.e. a diamond is for now by De Beers).
Focus on wedding proposal. Link between eternal diamonds and eternal love.	Jewellery as gift for a special occasion or to show eternal love.
	Jewellery as trend for new generation.

**Table 5: Summary table of analysis 1950-1980**

Table 5 regroups and summarize the answers of jewellery advertisement analysis between the 1950 and 1980. These two time periods studied have been grouped under the traditionalist view of the family as the analysis showed similarities with the research on society made by well-known researchers on feminism like Hall (1996) or Riley (2003) and the overall evolution of demographic data. The first period of analysis was the year 1950's since, as mentioned earlier, it is at this time that the true marketing in jewellery industry started and it is also from 1949 that the most famous advertisement campaign was launched by De Beers. In 1950, the study focused on four ads, one from Cartier, two from De Beers and one from Tiffany & Co. The study used advertisements of the 50's as a starting point to witness a possible evolution on ads style. The first advertisement of interest is the one from Cartier which is a simple black and white ad with different types of rings on it. With this advertisement, interviewees all agreed that there is a strong allusion to wedding. The ad targets the two genders, women with the text on the ad mentioning the feelings of love and weddings and men which predominantly are the one supposed to buy the ring for wedding proposal. The ad from Cartier strongly put its product in evidence. Some interviewees also had the feeling with this advertisement that it was mainly designated for the wealthy elite in the society due to the size of the diamonds used on the rings. The second advertisements of interest were a compilation of two advertisement made by De Beers in their campaign of "A diamond is forever". On these two advertisements, bright colours are used and there is a focus on wedding and love. About these advertisements, interviewees all mentioned the focus on feeling rather than product. They mentioned the pastel colours used to mainly target women. Interviewees also mentioned the central position of the women in each ad. Even if the techniques used are principally made to catch attention of women, interviewees also mentioned that men are also present in the advertisement as somehow a supervisor of the woman as stated by some interviewees. Furthermore, all interviewees mentioned the link made in the advertisement between hypothetical eternal love and the slogan a diamond is forever. Finally, the last advertisement of interest in the 50's is one made by Tiffany & Co. to promote its diamonds rings. For this ad,

interviewees mentioned that the ad was predominantly made for women with the slogan on it but that it was hidden under the fact that women should request as gift for a wedding proposal ring, a piece from Tiffany & Co. Some interviewees said that it was slightly a mix between the two previous ads, with a focus on the product and slogan focusing more on feelings.

Following the 50's, the study moved to the 70's since during the 60's no major changes took place in the style of advertisement analysed. In the 70's, three campaigns issued from two companies were analysed by interviewees, namely De Beers and Monet. Concerning the two advertisements of De Beers, all interviewees noted the contradiction between the two advertisements. In the first one, interviewees noted a male hand holding jewellery in the form of flower bouquet. For this advertisement, all answers or remarks went in the direction that the company keeps the track of targeting men to offer gift to their wife or girlfriend. Moreover, the slogan of the advertisement makes the men guilty of not offering enough gifts to their beloved ones. Some interviewees also noted that this advertisement was still in the style of a diamond is forever campaign. On the other hand, interviewees connoted the contradictory message in the other advertisement which represents female legs lying on the top of an office. The second advertisement has been made for women in order for this latter to offer themselves gifts. A few of the interviewees speaking English, noted the difference in the campaign since as for the previous one, the campaign was a diamond is forever, in this campaign the company De Beers moved to a diamond is for now. Interviewees noted the contradiction between the two advertisements with one mainly targeting male and their feeling on not offering enough gifts and the other which rather focuses on female and the increase of power of women in terms of work or the possibility to offer themselves jewellery. Finally, the last advertisement of interest is the one from Monet. In this advertisement, a young woman is represented with a bracelet and charms hooked on it. All interviewees agreed on the fact that this advertisement is mainly made for women and they noted a change on the research of the ad aims. From their point of view, the advertisement works on feelings and there is a mix between attracting customers in terms of product interest but also in terms of sensitive attraction. Four interviewees also noted something that might influence the way at looking on the advertisement. These four remarks were on the fact that this ad seems to target also a younger market. They believe that the slogan which concerns generation definitely confirms the fact that the brand tried to attract younger women, while previous advertisements were more towards mature women.



### 5.5.2. Women emancipation (1980-2000)

1980	1990
Masculine feelings	Feminine feelings
Focus on product and design of the product rather than feelings.	Mix between feelings and product design put in evidence.
Targeting both genders with mixed advertisement serving as creating desire and dreams but also as buying process activator for women.	Targeting emancipated women, taking slogans of advertisement for themselves
Three way of selling. Eternal diamonds = eternal love, gift for special occasion and jewellery as a fashion product.	Focus on feelings and product sales
Jewellery as a distinctive fashion piece in the society.	

**Table 6: Summary table of analysis 1980-2000**

Then, the study moved to the year 80's. For this time period, the study focused on three advertisements from respectively De Beers, Cartier and Tiffany & Co. The first advertisement represents a woman crying and a man solacing her with the slogan "Could this be the girl who told me she didn't care about diamonds?". For this advertisement, there was a general agreement within answers that the company strongly used feelings. All interviewees noted that the advertisement is mainly designed around the fact that even if women might say that they don't care about diamonds when they really receive them as gift, the situation changes completely and women are really happy to get them to the point to cry. Interviewees also noted the protective position of men and the sensible aspect of women. Most of interviewees mentioned the fact that the brand fall in the stereotypes of the society and that the advertisement might surely not reflect the proper message. Regarding the second advertisement of interest, Cartier used black and white advertisement which predominantly put in evidence its product. The first point noted by the interviewees was the fact that the price of the jewellery appears on the advertisement. Two way of thinking appears in the answers, some believes that if the prices were mentioned it was to show that it was affordable while the others connoted the appearance of price with low standards products. Furthermore, interviewees noted that the brand didn't spend time on feelings but rather focused on putting in evidence the design of its products. Some interviewees also mentioned the sobriety of the advertisement which is rather simple. Finally the last advertisement of interest is the one of Tiffany & Co. which represents designed jewellery on sand with what seemed have been rejected by the sea as jewellery. For this advertisement, interviewees mainly mentioned that the brand put its product in evidence and in particular the design. The brand tried to show its communion with nature and that new design representing nature can be also used in jewellery.

The following time period of interest is the 90's. In the 90's the study focused on two advertisements of Tiffany & Co, representing on one a woman with a gift in her hands and on the other one a pile of bracelets and rings around a gift box. For the first advertisement, all interviewees found unclear the sense of the image with the slogan on it. Some interviewees interpreted it on a way that the woman is affected by the gift and say promise me so that as the diamond is forever, the love should be forever. However on the other hand, some interviewees saw in the ad a wedding proposal with the woman moved by the proposal. In all the case, interviewees mentioned that the advertisement is clearly playing on the feelings of customers and that the ad has mainly been designed for women with pastel colours. On the other advertisement, interviewees all agreed on different points. From their point of view, the advertisement is pretty heavy with large bracelets and rings, it is unclear whether the ad is made towards men or women and finally the design of the product is put in evidence. Some interviewees linked the heaviness of the jewellery and luxe with the slogan mentioning "strong design" and some allusions were made with the jewellery wore by American rap singers.

### 5.5.3.Egalitarianism (2000-2015)

2010
Auto decisive feminine feelings
Mostly product in evidence
Targeting fully emancipated women with power of decision on what to buy, mixed with desire creation into product
Focus on product sales with a bit of feelings for attachment to the brand.
In the years 2010, we denote the change with advertisement targeting directly women.

**Table 7: Summary table of analysis 2000-2015**

The third period of interest is the years 2010's. The study decided to pass over the years 2000 since after a few analyses of the existing advertisements, the differences with the years 2010 were not big enough in order to focus on this time period and the selection of advertisement of 2010's were more eloquent than in the 2000's. In the 2010's, the study focused on three advertisements of three companies, namely, Manila jewellers, Cartier and De Beers. Firstly, the ad of Manila has marked the interviewees that the study jumped over 10 years, since we can see the use of 3D technics and the message of the ad is different than over the past periods. All interviewees noted in the ad from Manila that in this situation the woman becomes owner of her rights and that she can choose for herself a piece of jewellery. In this advertisement, women have the choice while before women had to make guess their choices to their husband in order to receive it as a gift. Some interviewees saw the evolution in the sense of women emancipation and this advertisement is the confirmation of their

thoughts. Manila's ad is made for all women with the possibility to choose within many types of jewellery and surely different prices. All interviewees noted that the ad is only made for women. The second advertisement of interest is the one from Cartier which is rather simple with a black background, drawing in red, Cartier's logo and the slogan "How far would you go for love?". All interviewees noted the simplicity of the advertisement but also the unconvincing publicity for the brand. Some answers were making the allusion that Cartier is so well-known nowadays that they don't even have to show the product to know about what the ad is speaking about, but all interviewees agreed from the unclear message of the ad. Interviewees noted that, with the ad of Cartier, jewellery advertisement strategy is axed on feelings, but jewellery is also strongly connoted to money. Finally the last advertisement of interest is the one proposed by De Beers. De Beers came in the years 2010 with a new campaign "a diamond is forever" using mainly messages to provide information on their products. The campaign was big and spread out quickly through social media. In the analysis of the advertisement by the sample, the research noted a divergence in the way of analysis. As De Beers is making ad for earrings in this ad, some interviewees interpreted the message as the product speaking and saying that the women chose the earrings of De Beers rather than the ones from another brand. On the other hand, some interviewees took the first view of the advertisement and mentioned the man speaking to himself as the chosen one since he offered his beloved one some jewellery. Even if the first interpretation might be subjective, it is important to take note of both interpretations since it is true that the advertisement might have two senses and the first one is probable too.

The last data of interest was the general feeling of the sample over the overall evolution of advertisement with the time from the years 1950's until the year 2010's. From the sample, there is an evolution of the point in 1950 when women were receiving gift from men and advertisement were mainly designed to create the desire into women to ask for jewellery as gift to a point when women emancipation is present and nowadays women have the possibility to buy for themselves jewellery and make choices of their own. It seems that advertisements moved from a focus on products in the 1950's to a focus on feelings in the 80's-90's and finally to a certain mix between both product and feelings in the years 2010's.

## 6. Conclusion

### 6.1. The evolution of women's position as a evolutionary factor of jewellery companies marketing advertisement

The study aimed to make a qualitative research of two variables, namely the evolution of women position in Switzerland based on demographic data grouped under the three hierarchical variables of Weber and the evolution of jewellery advertisements since 1950. The reason for doing so was to check the possible influence of women position evolution within the society, first final customer of jewellery companies, over the evolution of jewellery advertisement. The central research question was “To what extent did the jewellery industry adjust their advertisement strategies in response to changes of customer preferences as a result of the emancipation of women over time?”. In order to provide an answer, the research observed the demographic data evolution of 8 variables in Switzerland and made an analysis of 15 jewellery advertisement since 1950 based on the answers of a 10 persons' sample. The results of the research were clear enough to provide a better understanding of the link between the two variables and observe strong similarities between the evolutions of these latter. The study noted a distinctive and proper evolutionary path in advertisements based on sample answers. From the answer and regarding the centre of interest in this research, the study showed that marketing of jewellery industries have evolved from a patriarchal vision of the society to a vision where women hold, if not, an equal image than men in the society. The advertisements evolve from the image where women receive gifts and ads axed on feelings of customers based on eternal love, exceptional gift or wedding proposal. Then, to a position where the design of the product is of importance, with the jewellery piece used as a fashion tool and the feelings put a bit aside. Finally, to an image where the women can choose her own piece of jewellery and where feelings take place but less axed on weddings or sentimental gift, but on the liberty of choice, the luxurious aspect of jewellery and the exceptionality of the product.

When linking the observations and results of both variables in terms of demographic evolution and advertisement evolution, it is interesting to note that both variables follow the same path. While demographic data indicate an evolution towards a large increase in power and status and a smaller increased in class for women compared to men (meaning gaining a higher rank in the society), advertisement of jewellery company seems to understand the changes in the economic environment and change the image of the brand spread with ads through time. The correlation between the evolution of demographic data and the evolution of advertisement is interconnected and it seems that the jewellery industry takes note of societal change to sell its products.

Regarding the evolution of women position in Switzerland, the study observed a proper improvement of women's condition in Switzerland. By applying the theory of Weber, the three variables, class, status and power, of women increased from a normal level to an exceptional level respectively for class and power or status. Some results were compared to the evolution of men's

demographic data to prove that the evolution of women's position in the society was going at a higher pace than men. Based on the demographic data evolution, the research noted that the gap between women and men position in the society is decreasing with the time. On the other hand, the study of jewellery advertisement campaigns, noted a similar evolution were the advertisements moved from a state where the ads use extensively the feminine feelings and the idea women receiving jewellery as gift, to a state of masculine feelings where the jewellery products become fashion products that can be bought either by men or women, to, finally, a state where feminine feelings are back but where women choose for themselves and mainly buy for themselves. Furthermore, the study also noted the type of tradition for jewellery to constantly link jewellery with wedding proposal. This last aspect remained a strong image of jewellery advertisements strategy through the years since 1950.

In terms of women evolution in Switzerland, the research is in line with different main authors who studied the position of women in Switzerland. Woodti (1977) concluded his research with the same findings as this research, namely that the status and power of women in Switzerland is on the point of equilibration but there is still improvement to make in terms of wealth since studies on salaries or even wealth still show a significant difference between genders (Blau & Kahn, 1992).

In terms of similar conclusion for jewellery advertisement, the literature is much smaller. Nevertheless, by targeting larger and applying the case to the whole luxury industry, some authors appeared to have studied the evolution of marketing in luxurious industry. Atwal & Williams (2009) studied the evolution of luxurious industry and found a similar pattern as in this research with the luxurious companies always in the need to adapt itself before the change of the economic environment in order to prevent the standardisation of the products and keep an exclusive clientele. Based on these findings, the study confirm that there is effectively a need for the jewellery industry to adapt itself and as demographic data evolution is part of economic environment, the study managed to find that the evolution of women's position in Switzerland is effectively a factor of influence on jewellery marketing strategies. Even if the study found the influence of one variable on the other, regarding the central research question, the study unfortunately didn't manage to evaluate in quantitative terms the influence of women position evolution on jewellery advertisement, but this is clearly the next step of further studies to find out the importance of demographic data changes within other factors of influence over the marketing strategies of jewellery companies.

Finally, the conclusion will interest itself to other industries that might also have evolved according to evolution in demographic data set. The industry of interest is closely linked to the jewellery industry and has been often mentioned in the research, it is the wedding and divorce industry. As showed earlier in the research, even if the level of weddings is stagnating for some countries or decreasing for other, a whole economy has been developed around weddings with job creation like wedding planner, accommodation rent for the event, the increase of caterer for weddings or the specialisation of flower shops or photographer into weddings (Blakely, 2007). The whole

industry evolved through the image that a wedding that was common a few decades ago is becoming now an event that should be exceptional (Cherlin, 2004). Another example of industry that should adapt to a change in demographic data is the construction industry. With the raise of divorced people, the construction industry had to adapt itself to a new environment where people live often by themselves but also require a living place with many rooms since there are often kids out of the previous wedding which are in shared custody between both parents. Schuler & Adair (2003) put in evidence in their research the need for the construction industry to adapt to the demographics evolution. The increase of divorces in a society is one of them since they often require for a divorced couple with kids to have two large flats which can normally welcome one family (Schuler & Adair, 2003). The above example put in evidence the need to properly understand the evolution of demographics in order to have in line its corporate strategy in terms of marketing, sales or supplier strategy with this latter and so put all the chances possible on its side to be successful.

## **6.2. The industry opinion and implications of the study**

As mentioned earlier in this research, the study also orally interviewed a sample of professionals in the industry in Geneva. As the data gathered might not be objective enough to use it as supportive data, the study, with the advices of the supervisors, used the answers and point of view expressed by professionals as opinion of the industry on the factors of possible changes in the advertisement and marketing of companies active in the jewellery industry. The answers to the discussions showed similarities with the findings of the study. The discussions were principally axed on the possible factors of evolution and if evolution took place who was the initiator, the industry to answer a new market evolution, the customer requesting new products or the industry pushing new products in the market.

First of all, all interviewees agreed that changes took place in the industry. In terms of marketing strategies, not all companies were working on a marketing plan, but for the ones who do, companies agreed that evolution took place over the time. The most interesting part of the answers is regarding the believed initiator of the changes in marketing. Eighty percent of the interviewees mentioned that the industry reacted to change in the economic environment and to the customers' evolution. The study note that the conclusion is similar to the study where the advertisements of large jewellery companies have adapted their marketing campaign to a change in the economic environment. Moreover, the questionnaires focused on the factors of changes and what might have forced the industry to evolve. Again, the findings put in evidence that, as the results of the present study, power and status increase for women have been of bigger importance in the industry evolution than class or wealth increase. Finally, the last point of interest shows that the evolution of demographic data is not the only factors of evolution in marketing strategies. The companies also mentioned the state of the economy as factor, since in crisis time the reaction of jewellery industry will be different than in

inflation time, or the evolution of techniques in the industry which allow the company to propose new products with rather better quality.

In terms of practical implications for the industry, the study opens the debate on the necessity to take in consideration demographic factors as an influencer of advertisement strategy. By indicating strong similarities between the evolution of position within the society of jewellery main final customers and the evolution of large jewellery companies' advertisements, the study indicates that sociodemographic data should be taken in consideration for the development of advertisement strategies in order to have the most effective campaign possible. As the research will develop in the limitation part, the evolution of society is not the only factor to take in consideration, however the findings seems to indicate an influence of this latter over the strategy that should be adopted by companies to successfully launch an advertisement campaign.

On the other hand, the study managed to elaborate on the necessity for research over marketing in the luxury industry to take in consideration the socio-economic environmental factors. When reading and studying the research of well-known author over the topic of marketing in the luxury industry, we can promptly read the need for marketing managers in the luxury industry to break the rules (Kapferer & Bastien, 2009). However, the reasons behind breaking the rules of marketing are often not mentioned or not explicit enough to understand the way of thinking of the writer. In terms of academic implications, the research showed that even if some rules should be broken in luxury advertisements (c.f. marketing in luxury industry: break the rules), some basic rules should be conserved like understanding and studying the behaviours of customers. With the findings that sociodemographic factors might be an influencer of advertisement strategies in the luxury industry, the research proved that basic rules of marketing should also be applied in this industry, at least in the jewellery or diamond industry.

### **6.3.What about the future of the industry?**

After all these data and explanations on findings, the reader might ask himself then what is the implications of this research for the future and can we predict anything regarding the future of the industry. The answer is not really, as it is really difficult to predict what will happen first to the society and secondly to the industry. However, two recent phenomena should be taken in consideration in order to have a good idea of what will happen in the future. Firstly, the democratisation of luxury products is a hot topic in literature regarding luxury industry and will influence the future practices of the luxury industry. At the end of the 19<sup>th</sup> century, different luxury brands started to group themselves under holdings like the LVMH group, Richemont group or PPR group. The purpose of the holding is to increase profits for its shareholders, like any other large conglomerates, and they realised that by reducing the quality of its products and so the price, more products could be sold and so higher profits could be gained (Atwal & Williams, 2009; Vigneron & Johnson, 2004; Truong et al, 2009). According

to the researcher, the aim of the brands is not anymore to supply the market with exclusive products, but rather to sell as much as possible products of cheaper price and quality than normally (but still while being superior than standard products) while keeping the experience for customers to feel special in order to increase profits (Atwal & Williams, 2009; Vigneron & Johnson, 2004; Truong et al, 2009). Such way of thinking is getting popular in the luxury industry and we can observe in the industry an increase of conglomerates. The increase of this behaviour will have an influence in the future for the industry, as the aim of the holding is not to sell exclusive and rare product anymore, but to gain profits in order to please the shareholders. The above behaviour has not been seen only in holdings but in every companies which are quoted in the stock exchange, where the will or need to please the shareholders takes over the will to offer exclusive and rare products, true purpose of the luxury industry (Lipovetsky & Roux, 2015; Catry, 2007). Secondly, more linked to this study, the evolution of women position in the society will continue to evolve, as we could see differences still occur between genders. As the findings seem to indicate an influence of sociodemographic factors over the advertisement strategies, a continuous evolution would also result on an evolution of advertisements. Regarding the future evolution of women position, two way of thinking diverge, the first one state that women position would raise until reaching the position of men and a complete equality would occur between genders (Hausmann et al., 2009). On the other hand, the second point of view interprets that women being less strong than men would continue to keep the position of protégés in the family and equality between genders would never happen (Vilar, 1976). To summarize and try to give an answer to the question raised in this section, we could say that luxury brands will still need to take in consideration the evolution of socio-demographic factors and in the case that the evolution of women position reach an equal level as the one of men, the jewellery industry will need to focus more and more on women to buy its products. However, strong stereotypes will surely remain like the wedding proposal usually made by men or the gift in Valentine's day also usually made by men, where in this case the jewellery brands will have to keep in mind that the buyer is a man rather than directly the woman. Furthermore, regarding the democratisation of luxury products, the jewellery industry is somehow protected as the industry doesn't plan to increase the supply of goods on the market in order to prevent a fall in the price of diamonds or jewellery.

## **7. Limitations**

The above study has to face with limitations of different natures. Firstly, regarding the sample in terms of number of advertisement analysed or in terms of number of interviewees for the analysis of advertisements, the study focused mainly on the most remarkable advertisements in the industry of large enterprises, however the jewellery industry encounter many companies and in order to have a proper overview of the real evolution in advertisement a larger study of more advertisements is needed. Nevertheless, the author of the research decided to focus on three large companies, which not



only allow constant observations in advertisements evolution but also are for sure source of inspiration for smaller companies willing to also make advertisements for their products. Regarding the size of the sample, the study asked an analysis to only a sample of ten people in order to bring objectivity in the research, however, the size sample might be too small to have a proper objective analysis of all the advertisements proposed. Secondly, the study decided to focus only on a particular possible factor of evolution of advertisement, but as the questionnaire with professionals have highlighted, women evolution in the society is surely not the only factor taken in consideration by jewellery brands to adapt its advertisement campaigns. Other factors like economic environment evolution, for example in time of crisis or inflation, are also of importance in the decision and style of advertisement for jewellery companies. Finally, one of the central limitations is the country of interest and the evolution of women position within the country. In the study, the research essentially focused on Switzerland, a well-developed, western European country. It is essential to understand that the above findings only occur for Switzerland and a generalisation worldwide of this study would not be possible as in many countries the position of women within the society has not evolved at the same pace, like in Middle East countries or in Asian countries.

## **8. Acknowledgements**

I would like to mention my implication in the jewellery industry, which might have influenced the analysis of this study. However, the analysis have been done in an objective way and when requested the point of view of other people were used in order to bring objectivity in the analysis like in the advertisement analysis or the classification of demographic data set under the three variables of Weber.

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## 10. Appendix

**Table 8: Evolution of nominal and real salary as well as consumption prices between 1942-1975 (Source: Office fédéral de la statistique, Indice suisse des salaires, Indice des prix à la consommation)**

T 39 Evolution des salaires nominaux, des prix à la consommation et des salaires réels, 1942-1975 (1/2)

	Salaires nominaux <sup>1)</sup>						Prix à la consommation <sup>2)</sup>	Salaires réels					
Année	Indice (base 1939 = 100)			Variation par rapport à l'année précédente			Variation par rapport à l'année précédente	Indice (base 1939 = 100)			Variation par rapport à l'année précédente		
	Total	Hommes	Femmes	Total	Hommes	Femmes		Total	Hommes	Femmes	Total	Hommes	Femmes
1939	100	100	100	7.8 <sup>3)</sup>			12.8 <sup>3)</sup>	100	100	100	-4.5 <sup>3)</sup>		
1940	-	-	-					-	-	-			
1941	-	-	-					-	-	-			
1942	125	125	127					87	87	88			
1943	134	133	138	7.1	6.5	8.6	3.8	90	89	92	3.2	2.7	4.8
1944	143	140	148	6.3	5.6	7.7	1.6	94	92	98	4.6	3.9	6.0
1945	153	149	163	7.5	6.1	10.2	0.0	101	98	108	7.4	6.0	10.1
1946	169	163	182	10.4	9.7	11.6	1.5	110	106	118	8.7	8.0	9.8
1947	183	175	198	8.0	7.6	8.6	5.3	113	108	122	2.6	2.3	3.2
1948	193	185	210	5.5	5.3	5.8	0.2	119	114	129	5.3	5.1	5.6
1949	195	187	211	1.0	1.2	0.7	- 0.9	121	116	131	1.9	2.0	1.6
1950	197	189	213	1.1	1.1	0.9	- 0.5	123	118	132	1.4	1.5	1.2
1951	206	197	222	4.4	4.4	4.4	5.7	121	116	131	- 1.2	- 1.2	- 1.2
1952	212	204	229	2.9	3.1	2.8	0.7	124	119	134	2.2	2.3	2.0
1953	215	206	232	1.4	1.2	1.6	- 0.3	126	121	136	1.8	1.7	2.1
1954	218	210	235	1.6	1.9	1.1	1.1	126	122	136	0.4	0.7	- 0.2
1955	224	216	240	2.8	3.1	2.3	0.7	129	125	139	2.3	2.6	1.8
1956	233	225	251	4.2	4.1	4.3	1.9	132	128	142	2.3	2.2	2.5
1957	244	235	262	4.4	4.3	4.5	2.2	135	130	145	2.2	2.1	2.3
1958	252	245	269	3.6	4.1	2.8	1.3	138	134	147	2.3	2.8	1.5
1959	260	251	277	2.8	2.8	2.9	- 0.8	143	139	153	3.6	3.6	3.7
1960	272	264	291	4.9	4.9	4.9	1.9	147	143	157	2.9	2.9	2.9
1961	289	280	308	6.2	6.2	6.1	1.9	153	149	164	4.2	4.2	4.1
1962	310	301	328	7.2	7.6	6.5	4.1	158	154	167	3.0	3.4	2.3
1963	332	324	352	7.5	7.5	7.3	3.8	164	159	173	3.6	3.6	3.4
1964	358	349	378	7.6	7.8	7.4	2.8	171	167	181	4.7	4.8	4.5
1965	384	374	406	7.2	7.1	7.3	4.0	176	172	186	3.1	3.0	3.2
1966	412	401	438	7.3	7.2	7.9	4.0	182	177	193	3.2	3.0	3.8
1967	439	426	467	6.4	6.4	6.6	4.0	186	181	198	2.3	2.3	2.5
1968	460	447	490	4.9	4.8	5.1	2.2	191	186	204	2.6	2.5	2.8
1969	488	467	522	6.1	4.6	6.4	2.3	198	190	212	3.7	2.2	4.0

1970	534	510	576	9.5	9.2	10.4	4.9	207	198	223	4.4	4.2	5.2
1971	601	574	648	12.4	12.4	12.6	6.6	218	209	236	5.4	5.5	5.7
1972	667	637	719	11.0	11.1	11.0	7.3	226	216	244	3.4	3.5	3.4
1973	747	713	808	12.0	11.9	12.4	9.5	231	221	250	2.3	2.2	2.7
1974	838	800	908	12.2	12.1	12.4	9.8	236	225	256	2.2	2.2	2.4
1975	901	859	976	7.4	7.4	7.5	4.8	242	231	262	2.5	2.4	2.5

1) Jusqu'en 1993: à partir des résultats de l'enquête d'octobre sur les salaires et traitements. Dès 1994: à partir des données fournies par le Service de centralisation des statistiques de l'assurance-accidents (SSAA).

2) Jusqu'en 1993: indice des prix à la consommation au mois d'octobre. Dès 1994: variation annuelle moyenne en %

3) 1939-1942: variation annuelle moyenne en %

**Table 9: Evolution of nominal, consumption prices and real salary between 1976-2014**  
**(Source: Office fédéral de la statistique, Indice suisse des salaires, Indice des prix à la consommation)**

T39 Evolution des salaires nominaux, des prix à la consommation et des salaires réels, 1976-2014 (2/2)

Année	Salaires nominaux <sup>1)</sup>						Prix à la consommation <sup>2)</sup>	Salaires réels					
	Indice (base 1939 = 100)			Variation par rapport à l'année précédente			Variation par rapport à l'année précédente	Indice (base 1939 = 100)			Variation par rapport à l'année précédente		
	Total	Hommes	Femmes	Total	Hommes	Femmes		Total	Hommes	Femmes	Total	Hommes	Femmes
1976	920	875	1 005	2.2	1.9	2.9	1.0	245	233	267	1.2	0.8	1.9
1977	942	897	1 025	2.4	2.6	2.0	1.6	247	235	269	0.8	1.0	0.5
1978	972	924	1 064	3.1	3.0	3.8	0.4	254	241	277	2.7	2.5	3.3
1979	1 004	955	1 101	3.4	3.3	3.5	5.0	250	237	274	- 1.5	- 1.6	- 1.4
1980	1 058	1 005	1 162	5.3	5.2	5.6	3.6	254	241	279	1.6	1.6	1.9
1981	1 124	1 067	1 239	6.3	6.2	6.6	7.3	251	238	277	- 1.0	- 1.0	- 0.7
1982	1 203	1 143	1 322	7.0	7.1	6.7	6.2	253	241	278	0.8	0.9	0.5
1983	1 248	1 186	1 371	3.8	3.8	3.8	1.4	259	246	285	2.3	2.3	2.3
1984	1 283	1 218	1 411	2.7	2.7	2.9	3.1	258	245	284	- 0.4	- 0.4	- 0.2
1985	1 323	1 256	1 459	3.1	3.1	3.4	3.0	259	246	285	0.2	0.1	0.4
1986	1 370	1 300	1 516	3.6	3.5	3.9	0.4	267	253	295	3.2	3.2	3.5
1987	1 403	1 330	1 557	2.4	2.3	2.7	2.0	268	254	298	0.4	0.3	0.7
1988	1 452	1 375	1 615	3.4	3.4	3.7	1.8	273	258	303	1.7	1.6	1.9
1989	1 507	1 427	1 680	3.8	3.8	4.0	3.6	274	259	304	0.2	0.2	0.4
1990	1 595	1 511	1 775	5.9	5.9	5.7	6.4	272	257	302	- 0.5	- 0.5	- 0.7
1991	1 706	1 619	1 887	7.0	7.2	6.3	5.1	277	262	306	1.8	1.9	1.1
1992	1 788	1 699	1 969	4.8	4.9	4.3	3.5	280	266	308	1.2	1.3	0.8
1993	1 836	1 743	2 024	2.7	2.6	2.8	3.4	278	264	306	- 0.7	- 0.7	- 0.5
1994	1 862	1 769	2 051	1.5	1.5	1.4	0.9	280	265	308	0.5	0.6	0.4
1995	1 887	1 789	2 087	1.3	1.1	1.8	1.8	279	264	307	- 0.5	- 0.6	0.0
1996	1 910	1 811	2 117	1.3	1.2	1.4	0.8	280	265	309	0.5	0.4	0.6
1997	1 919	1 818	2 130	0.5	0.4	0.6	0.5	280	265	310	0.0	- 0.1	0.1
1998	1 932	1 832	2 142	0.7	0.7	0.5	0.0	282	266	311	0.6	0.7	0.5

1999	1 938	1 835	2 156	0.3	0.1	0.7	0.8	280	265	311	- 0.5	- 0.7	- 0.1
2000	1 963	1 856	2 190	1.3	1.2	1.6	1.6	279	264	311	- 0.3	- 0.4	0.0
2001	2 011	1 902	2 245	2.5	2.5	2.5	1.0	284	268	316	1.5	1.5	1.5
2002	2 047	1 933	2 296	1.8	1.6	2.3	0.6	287	270	321	1.1	1.0	1.6
2003	2 076	1 958	2 334	1.4	1.3	1.7	0.6	289	272	324	0.8	0.7	1.0
2004	2 095	1 975	2 360	0.9	0.9	1.1	0.8	289	272	325	0.1	0.1	0.3
2005	2 115	1 992	2 386	1.0	0.9	1.1	1.2	289	271	325	- 0.2	- 0.3	- 0.1
2006	2 140	2 014	2 417	1.2	1.1	1.3	1.1	289	271	326	0.1	0.1	0.2
2007	2 175	2 047	2 454	1.6	1.6	1.5	0.7	292	274	328	0.9	0.9	0.8
2008	2 219	2 092	2 499	2.0	2.2	1.8	2.4	290	273	326	- 0.4	- 0.2	- 0.6
2009	2 266	2 136	2 552	2.1	2.1	2.1	- 0.5	298	280	335	2.6	2.6	2.6
2010	2 285	2 151	2 579	0.8	0.7	1.1	0.7	298	280	336	0.1	0.0	0.4
2011	2 306	2 171	2 604	1.0	1.0	1.0	0.2	301	282	338	0.7	0.7	0.7
2012	2 326	2 188	2 630	0.8	0.8	1.0	- 0.7	305	286	344	1.5	1.5	1.7
2013	2 343	2 204	2 648	0.7	0.8	0.7	- 0.2	308	289	347	1.0	1.0	0.9
2014	2 361	2 220	2 673	0.8	0.7	1.0	0.0	311	291	351	0.8	0.7	1.0

1) Jusqu'en 1993: à partir des résultats de l'enquête d'octobre sur les salaires et traitements. Dès 1994: à partir des données fournies par le Service de centralisation des statistiques de l'assurance-accidents (SSAA).

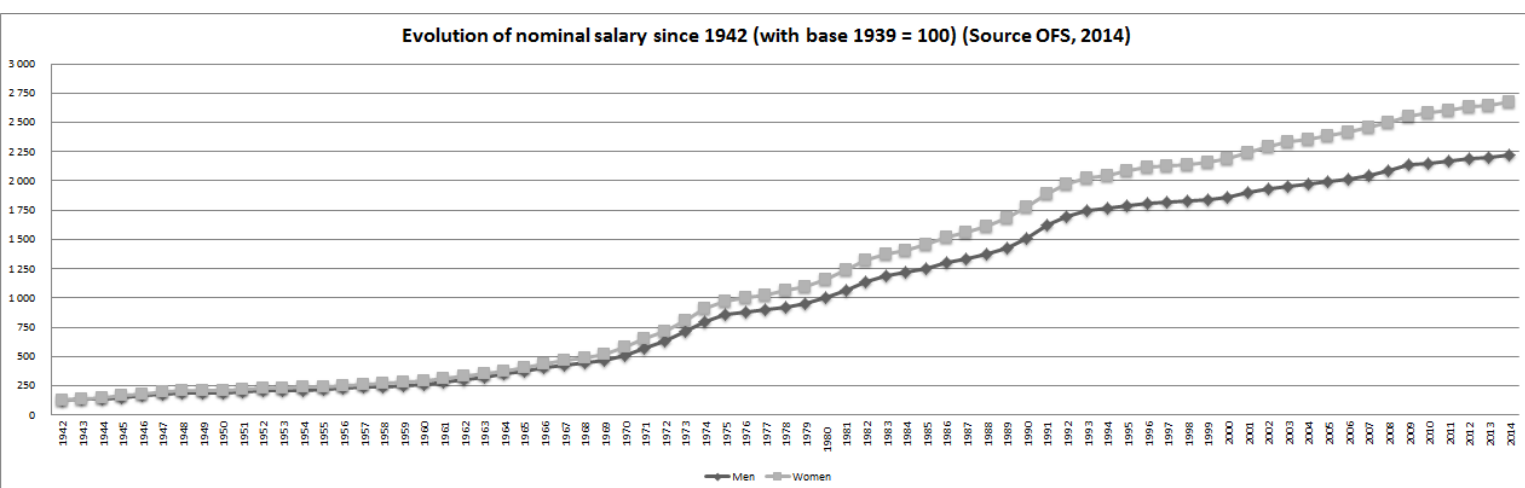
2) Jusqu'en 1993: indice des prix à la consommation au mois d'octobre. Dès 1994: variation annuelle moyenne en %

Source: Office fédéral de la statistique, Indice suisse des salaires, Indice des prix à la consommation

Renseignements: Section des salaires et des conditions de travail, 058 463 64 29, lohn@bfs.admin.ch

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**Figure 13: Evolution of nominal salary since 1942 in Switzerland (Source OFS, 2014)**





**Table 10: Data table of the divorce number evolution since 1940 in Switzerland**

<b>Year</b>	<b>Number of divorce</b>	<b>Year</b>	<b>Number of divorce</b>	<b>Year</b>	<b>Number of divorce</b>
<b>1940</b>	3093	<b>1965</b>	4977	<b>1990</b>	13184
<b>1941</b>	3066	<b>1966</b>	4944	<b>1991</b>	13628
<b>1942</b>	3190	<b>1967</b>	5198	<b>1992</b>	14530
<b>1943</b>	3211	<b>1968</b>	5599	<b>1993</b>	15054
<b>1944</b>	3138	<b>1969</b>	5982	<b>1994</b>	15634
<b>1945</b>	3726	<b>1970</b>	6406	<b>1995</b>	15703
<b>1946</b>	4298	<b>1971</b>	7036	<b>1996</b>	16172
<b>1947</b>	4280	<b>1972</b>	7651	<b>1997</b>	17073
<b>1948</b>	4292	<b>1973</b>	8030	<b>1998</b>	17868
<b>1949</b>	4111	<b>1974</b>	8188	<b>1999</b>	20809
<b>1950</b>	4241	<b>1975</b>	8917	<b>2000</b>	10511
<b>1951</b>	4295	<b>1976</b>	9583	<b>2001</b>	15778
<b>1952</b>	4188	<b>1977</b>	10474	<b>2002</b>	16363
<b>1953</b>	4406	<b>1978</b>	10497	<b>2003</b>	16799
<b>1954</b>	4437	<b>1979</b>	10394	<b>2004</b>	17949
<b>1955</b>	4416	<b>1980</b>	10910	<b>2005</b>	21332
<b>1956</b>	4293	<b>1981</b>	11131	<b>2006</b>	20981
<b>1957</b>	4545	<b>1982</b>	11589	<b>2007</b>	19882
<b>1958</b>	4400	<b>1983</b>	11710	<b>2008</b>	19613
<b>1959</b>	4683	<b>1984</b>	11219	<b>2009</b>	19321
<b>1960</b>	4656	<b>1985</b>	11416	<b>2010</b>	22081
<b>1961</b>	4737	<b>1986</b>	11395	<b>2011</b>	17566
<b>1962</b>	4724	<b>1987</b>	11553	<b>2012</b>	17550
<b>1963</b>	4711	<b>1988</b>	12731	<b>2013</b>	17119
<b>1964</b>	4865	<b>1989</b>	12721	<b>2014</b>	16737

**Table 11: average age of women for the first wedding since 1940 in Switzerland (Source: OFS, 2014)**

<b>Year</b>	<b>Average age of women at first wedding</b>	<b>Year</b>	<b>Average age of women at first wedding</b>	<b>Year</b>	<b>Average age of women at first wedding</b>
<b>1940</b>	26.5	<b>1965</b>	24.6	<b>1990</b>	26.7
<b>1941</b>	26.5	<b>1966</b>	24.5	<b>1991</b>	26.8
<b>1942</b>	26.4	<b>1967</b>	24.4	<b>1992</b>	26.8
<b>1943</b>	26.3	<b>1968</b>	24.3	<b>1993</b>	27
<b>1944</b>	26.3	<b>1969</b>	24.3	<b>1994</b>	27.2
<b>1945</b>	26.3	<b>1970</b>	24.1	<b>1995</b>	27.3
<b>1946</b>	26.2	<b>1971</b>	24.1	<b>1996</b>	27.3
<b>1947</b>	26.2	<b>1972</b>	24.1	<b>1997</b>	27.4
<b>1948</b>	26.1	<b>1973</b>	24.2	<b>1998</b>	27.6
<b>1949</b>	26	<b>1974</b>	24.2	<b>1999</b>	27.7
<b>1950</b>	25.9	<b>1975</b>	24.3	<b>2000</b>	27.9
<b>1951</b>	25.7	<b>1976</b>	24.4	<b>2001</b>	28
<b>1952</b>	25.6	<b>1977</b>	24.6	<b>2002</b>	28.1
<b>1953</b>	25.6	<b>1978</b>	24.7	<b>2003</b>	28.4
<b>1954</b>	25.5	<b>1979</b>	24.8	<b>2004</b>	28.6
<b>1955</b>	25.4	<b>1980</b>	25	<b>2005</b>	28.7
<b>1956</b>	25.3	<b>1981</b>	25.1	<b>2006</b>	28.7
<b>1957</b>	25.2	<b>1982</b>	25.3	<b>2007</b>	28.9
<b>1958</b>	25	<b>1983</b>	25.5	<b>2008</b>	29.1
<b>1959</b>	25	<b>1984</b>	25.8	<b>2009</b>	29.2
<b>1960</b>	24.9	<b>1985</b>	26	<b>2010</b>	29.4
<b>1961</b>	24.9	<b>1986</b>	26.2	<b>2011</b>	29.5
<b>1962</b>	24.8	<b>1987</b>	26.4	<b>2012</b>	29.5
<b>1963</b>	24.7	<b>1988</b>	26.6	<b>2013</b>	29.6
<b>1964</b>	24.7	<b>1989</b>	26.7	<b>2014</b>	29.6

**Table 12: Number of weddings per year since 1940 in Switzerland**

<b>Year</b>	<b>Number of weddings</b>	<b>Year</b>	<b>Number of weddings</b>	<b>Year</b>	<b>Number of weddings</b>
<b>1940</b>	32472	<b>1965</b>	45082	<b>1990</b>	46603
<b>1941</b>	36130	<b>1966</b>	44266	<b>1991</b>	47567
<b>1942</b>	36820	<b>1967</b>	45269	<b>1992</b>	45080
<b>1943</b>	35694	<b>1968</b>	45711	<b>1993</b>	43257
<b>1944</b>	34765	<b>1969</b>	46886	<b>1994</b>	42411
<b>1945</b>	35640	<b>1970</b>	46693	<b>1995</b>	40820
<b>1946</b>	38768	<b>1971</b>	44881	<b>1996</b>	40649
<b>1947</b>	39401	<b>1972</b>	43081	<b>1997</b>	39102
<b>1948</b>	39274	<b>1973</b>	40768	<b>1998</b>	38683
<b>1949</b>	36993	<b>1974</b>	38499	<b>1999</b>	40646
<b>1950</b>	37108	<b>1975</b>	35189	<b>2000</b>	39758
<b>1951</b>	37719	<b>1976</b>	32058	<b>2001</b>	39244
<b>1952</b>	37471	<b>1977</b>	33032	<b>2002</b>	40213
<b>1953</b>	37392	<b>1978</b>	32120	<b>2003</b>	40056
<b>1954</b>	38247	<b>1979</b>	33987	<b>2004</b>	39460
<b>1955</b>	39713	<b>1980</b>	35721	<b>2005</b>	40139
<b>1956</b>	40488	<b>1981</b>	35766	<b>2006</b>	39817
<b>1957</b>	41669	<b>1982</b>	37003	<b>2007</b>	40330
<b>1958</b>	39975	<b>1983</b>	37645	<b>2008</b>	41534
<b>1959</b>	40164	<b>1984</b>	38614	<b>2009</b>	41918
<b>1960</b>	41574	<b>1985</b>	38776	<b>2010</b>	43257
<b>1961</b>	42257	<b>1986</b>	40234	<b>2011</b>	42083
<b>1962</b>	44342	<b>1987</b>	43063	<b>2012</b>	42654
<b>1963</b>	43946	<b>1988</b>	45717	<b>2013</b>	39794
<b>1964</b>	44172	<b>1989</b>	45066	<b>2014</b>	41891

Figure 14: Selected jewellery advertisements from the 50's (Source: VintageadBrowser)

Cartier	De Beers	De Beers	Tiffany & Co.

Figure 15: Selected jewellery advertisements from the 70's (Source: VintageadBrowser)

De Beers	De Beers	Monet

Figure 16: Selected jewellery advertisements from the 80's (Source: VintageadBrowser)


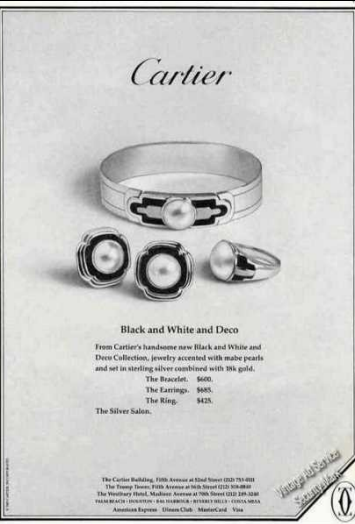

De Beers	Cartier	Tiffany & Co.
		

Figure 17: Selected jewellery advertisements from the 90's (Source: VintageadBrowser)

Tiffany & Co.	Tiffany & Co.
	

**Figure 18: Selected jewellery advertisements from the 2010's (Source: VintageadBrwoser)**

Manila jewellers	Cartier	De Beers
		