The Persistence of Type
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Publication date:
2015

Document Version
Early version, also known as pre-print

Link to publication in Heriot-Watt University Research Portal

Citation for published version (APA):

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Caledonian Girls: A Pictur...
About
The Allure of Africa

Anna McLauchlan

In 1995 Lynx released a new range of masculine body sprays. Rather than describing a fragrance such as ‘Spice’ or the problematic ‘Oriental’, the names of geographical areas were used. Africa, Alaska, Inca, Java, Nevada, these places all evoked specific areas were used: Africa, Alaska, Inca, Java and Nevada. These places all evoke specific areas.

Elida was created in the 1970s for women with the world before them. The can’s graphics continue to underpin the relationship between product and place.

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3. In 2013 there was a celebratory project for 18 Years of Lynx Africa [Interview with Nicolas Kayser-Bril, Nicolas (2014).]
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6. The controversial ‘Lynx effect’, so pervasive as to be mundane. UK supply structures bolster its persistence: Just as another space exploration, and some that are unclear:

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