

institut FRANÇAIS de la MODE

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Soft Power

October 19th, 2026

Session 5 – Soft Power and its role in today's fashion and luxury industries

Soft Power (Joseph Nye)

In *Soft Power. Means To Success In World Politics* (2009)

Page 8

	Hard		Soft	
Spectrum of Behaviors	<u>Command</u>		<u>Co-opt</u>	
	Coercion	Inducement	Agenda setting	Attraction
Most Likely Resources	Force Sanctions	Payments Bribes	Institutions	Values Culture Policies

Power

Soft Power (Joseph Nye)

In *Soft Power. Means To Success In World Politics* (2009), page 31:

	Behaviors	Primary Currencies	Government Policies
Military Power	Coercion Deterrence Protection	Threats Force	Coercive diplomacy War Alliance
Economic Power	Inducement Coercion	Payments sanctions	Aid Bribes Sanctions
Soft Power	Attraction Agenda setting	Values Culture Policies institutions	Public diplomacy Bilateral and multilateral Diplomacy

Three Types of Power

Soft Power (Joseph Nye)

In *Soft Power. Means To Success In World Politics* (2009)

Page 16 'Culture as a source of soft power'

As we know, cultural critics often distinguish between high culture and popular culture.

Many observers would agree that American high culture produces significant soft power for the United States. (...)

International students return home with a greater appreciation of American values and institutions and, as expressed in a report by an international education group,

The millions of people who have studied in the United States over the years constitute a remarkable reservoir of goodwill for our country (...)'

Soft Power (J. Nye)

Page 16 'Culture as a source of soft power'

'Alexis de Tocqueville pointed out in the nineteenth century that in a democracy there are no restrictions of class or guild on artisans and their products. Popular taste prevail. (...)'

Soft Power (J. Nye)

Page 16 ¦Culture as a source of soft power ¦

¦The line between information and entertainment has never been as sharp as some intellectuals imagine¡ and it is becoming increasingly blurred in a world of mass media. Some lyrics of popular music can have political effects. (...)

The popular cultural resources that can produce American soft power are important¡ but they are far from static.¦

Page 4 :

Europe

Currently, the closest competitor to the United States in soft power resources is Europe.

European art, literature, music, design, fashion and food have long served as global cultural magnets.

Soft Power

France in the 1980s

https://www.elysee.fr/francois-mitterrand/1984/10/17/declaration-de-m-francois-mitterrand-president-de-la-republique-a-loccasion-de-la-reception-offerte-en-lhonneur-des-createurs-de-mode-paris-palais-de-lelysee-mercredi-17-octobre-1984

Thank you for your attention!

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