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Fashion Marketing: Theory, Principles and Practice (Paperback)

By Marianne Bickle

Bloomsbury Publishing PLC, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book. Prior to the 1970s-1980s, fashion marketing focused heavily (and perhaps solely) on women s fashions. Today, fashion marketing influences all products and the manner of style consumers use products. How products are marketed, when products are marketed, the evolution of products into different sizes, shapes, color, and uses are all influenced by fashion marketers. Fashion marketing is taken to different levels from branding a person (e.g., Ralph Lauren, the person), line of products (e.g., Lexus luxury cars) to a single product (e.g., Coach handbag). This much needed text will provide information regarding the introduction, making and machine the industry calls Fashion Marketing. Features: -- Addresses how branding and imaging of fashion, once used for a product or product line, is now used for the company spokesperson, owner, or representative -- Looks at the industry through a global perspective -- Case Studies including company logo and discussion of the company s impact on fashion marketing -- Online links throughout the chapter for students and instructors to investigate fashion marketing around the U.S. and world -- End of chapter elements include: summary, list of key terms, 3-4...



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