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Basics Fashion Management: Fashion Promotion 02: Fashion ...

Basics Fashion Management 02: Fashion Promotion Building a Brand Through Marketing and Communication By: Gwyneth Moore. ... Gwyneth Moore . Gwyneth Moore is a lecturer in Fashion Promotion at the University of South Wales, UK. She has worked for more than 15 years in the design, communications and media industries, managing a variety of ...

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Fashion Promotion fully examines what's required for a 21st century fashion brand to make its mark and stay visible in a shifting consumer landscape.

Fashion Promotion is an inspiring and practical guide to promoting a brand. It addresses the new ways in which brands engage with customers, through the latest digital channels as well as traditional methods. Topics covered include developing a brand from an original idea, the impact of blogging and street style sites, digital fashion, online and offline marketing techniques, creating the vision behind a brand, and public relations. From marketing, PR and collaboration to creating brand visuals, Fashion Promotion guides readers through the ways in which any brand - large or small - can embrace the opportunities brought about by developments in digital communication, in order to engage with consumers in new and exciting ways. The new edition covers the impact of mobile on fashion retail transactions and marketing, the role for virtual and augmented reality and the increasing importance of sustainable production and distribution.

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Highlighting the skills and considerations needed to manage products, Virginia Grose introduces key processes such as product development, the supply chain and branding to help you quickly get to grips with the business side of fashion. Examining traditional and newer roles within the industry, discussing the roles of buyers, retailers and merchandisers interviews and case studies give insight into the realities of this competitive industry. This second edition has all new case studies, interviews and projects as well as coverage of sustainable practice, the use of social media, the circular economy and slow fashion. There's also more on digital storytelling, online and offline retailing and elements of retail entertainment for customers plus the impact of fast fashion throughout the industry.

NEW YORK TIMES BESTSELLER • From the stars of the Netflix series Get Organized with The Home Edit (with a serious fan club that includes Reese Witherspoon, Gwyneth Paltrow, and Mindy Kaling), here is an accessible, room-by-room guide to establishing new order in your home. “ A master class on how to arrange even your most unattractive belongings—and spaces—in an aesthetically pleasing and easy-to-navigate way. ” —Glamour (10 Books to Help You Live Your Best Life) Believe this: every single space in your house has the potential to function efficiently and look great. The mishmash of summer and winter clothes in the closet? Yep. Even the dreaded junk drawer? Consider it done. And the best news: it ' s not hard to do—in fact, it ' s a lot of fun. From the home organizers who made their orderly eye candy the method that everyone swears by comes Joanna and Clea ' s signature approach to decluttering. The Home Edit walks you through paring down your belongings in every room, arranging them in a stunning and easy-to-find way (hello, labels!), and maintaining the system so you don ' t need another do-over in six months. When you ' re done, you ' ll not only know exactly where to find things, but you ' ll also love the way it looks. A masterclass and look book in one, The Home Edit is filled with bright photographs and detailed tips, from placing plastic dishware in a drawer where little hands can reach to categorizing pantry items by color (there ' s nothing like a little ROYGBIV to soothe the soul). Above all, it ' s like having your best friends at your side to help you turn the chaos into calm. Includes a link to download and print the labels from a computer (you will need 8-1/2 x 11-inch clear repositionable sticker project paper, such as Avery 4397).

Showcases glam styles for women at various life stages as drawn from the examples of forefront celebrities, sharing advice on how to identify a compatible look, build a wardrobe and save money.

Original publication and copyright date: 2010.

The Fundamentals of Digital Fashion Marketing introduces and explores contemporary digital marketing practices within the fashion industry. Clare Harris clearly explains key digital marketing strategies and examines and illustrates their role in fashion through exciting and memorable industry examples. Marketing practices covered include online marketing, social media, video, mobile technologies, in-store technologies, augmented reality and digital spaces. The text features interviews and case studies from some of fashion's biggest brands and most cutting-edge marketing companies, while also promoting active learning through engaging activities and exercises. This all combines to create a book that will inform, stimulate and inspire the next generation of creative marketers.

Marketing and branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion, Second Edition is a practical guide to the fundamental principles of marketing and branding, from creating a customer profile to developing a brand identity. The book explains key theoretical concepts and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market. All tools in the modern marketer's kit are discussed, from attending fashion fairs to viral marketing and online strategies. Using examples and case studies drawn from a broad range of fashion, textile, and retail businesses, students are led through the marketing process from initial consumer and market research to the creation of exciting marketing and branding campaigns. The book is designed to appeal to students at degree or foundation level as well as those contemplating a career within the fashion industry.

Fashion demands a steady flow of creative ideas. Research and Design for Fashion will guide you through the research techniques that could spark your next original collection. With practical advice on designing effective moodboards, recycling existing garments and getting to know your customer, this new edition will help you master the research process and apply it to your own designs. There's also a wealth of advice through interviews with exceptional designers, including Christopher Raeburn, ThreeASFOUR and Magdal é na Mikulic á kov á , as well as updated imagery of the research and design work behind both single garments and entire collections. This fourth edition also explores how cultural events, historical anniversaries and sport influences can be the starting point for a collection. There's also more on creative ways of recording your findings and designing for menswear, childrenswear and gender-neutral clothing.

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