

Fashion Marketing Theory Principles Practice

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Examining the last 100 years of marketing and communications, current theory and practice, as well as questions on the ethics of the fashion industry, this broad-ranging and critical text is perfect for undergraduate and postgraduate students of fashion marketing, branding and communication"--

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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).

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