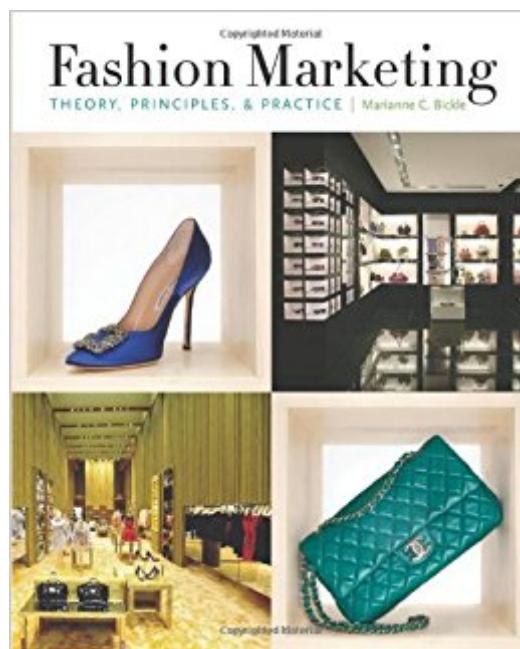


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# Fashion Marketing: Theory, Principles & Practice



## Synopsis

Prior to the 1970s and 1980s, fashion marketing focused heavily (and perhaps solely) on women's fashions. Today, fashion marketing influences all products and how consumers use these products. How products are marketed, when products are marketed, the evolution of products into different sizes, shapes, colors, 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), a line of products (e.g., Lexus luxury cars), or a single product (e.g., Coach handbag). This much-needed text introduces new methods and technologies to apply today's principles to future practices of fashion marketing.

## Book Information

Paperback: 352 pages

Publisher: Fairchild Books (June 21, 2010)

Language: English

ISBN-10: 1563677385

ISBN-13: 978-1563677380

Product Dimensions: 7.3 x 1 x 9.2 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 starsÂ  See all reviewsÂ  (2 customer reviews)

Best Sellers Rank: #759,104 in Books (See Top 100 in Books) #250 inÂ  Books > Business & Money > Industries > Fashion & Textile #624 inÂ  Books > Business & Money > Marketing & Sales > Marketing > Research #822 inÂ  Books > Textbooks > Business & Finance > Marketing

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