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***Mastering Fashion
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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

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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

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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

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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

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distribution.

‘ Clothing that is not purchased or worn is not fashion ’ (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in

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business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?; How should we set our prices?; What is the most effective way

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to get our message across about the new product range?; Which colour-wash will be the most popular with buyers? Marketing is now a firmly established element of most fashion and clothing courses. Fashion Marketing is written to meet

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students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business:

- deals with contemporary issues in fashion marketing
- up-to-date examples of global good practice
-

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exclusively about fashion marketing

- a unique contribution on range planning with a practical blend of sound design sense and commercial realism
- a balance of theory and practice, with examples to illustrate key concepts
- clear worked

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numerical examples to ensure that the ideas are easily understood and retained · over 50 diagrams · a glossary of the main fashion marketing terms and a guide to further reading · a systematic approach to fashion marketing, not

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hyperbole or speculation. The new edition has been updated throughout with new material on different promotional media, visual marketing and international marketing research; and new coverage of internal marketing, supply chain management,

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international marketing
communications as well as the role of
the internet. See
www.blackwellpublishing.com/easey
for supporting pack for tutors,
including PowerPoint slides for each
chapter plus ideas and exercises for

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seminars.

Fashion generates over a trillion dollars in sales annually and has the priceless ability to beguile its customers around the world. Fashion Entrepreneurship: The Creation of the Global Fashion Business provides

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the first authoritative history of the global fashion industry, from its emergence to the present day, with a focus on the entrepreneurs at the nucleus of many of the world ' s influential brands. It shows how successive generations of

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entrepreneurs built and developed their brands, democratizing access to fashion brands throughout the world. This book analyzes the careers of the greatest fashion entrepreneurs from the nineteenth century onward, including such legendary names as

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Charles Worth, Coco Chanel,
Christian Dior, Yves Saint Laurent,
and Giorgio Armani. It shows how
this distinct form of entrepreneurship
has arisen and what lessons new
entrepreneurs can learn from the past
to create thriving fashion businesses in

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today ' s rapidly changing modern world. Filled with fascinating stories from the world of fashion, as well as detailed business analysis and practical advice for people looking to create successful brands, Fashion Entrepreneurship is an essential read

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for students of fashion and entrepreneurship, and anyone looking to understand, and succeed in, this most glamorous of industries. This text gives students a step-by-step approach to understanding the mechanics of a six-month

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merchandising plan. Upon completion of the plan students will have gained insight into how the plan is forecast into the future as well as how it is implemented at the actual purchasing level.

Myfashionkit -- Access Card -- for

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Fundamentals of Merchandising
Math and Retail Buying
Mastering Communication
... from Fibre to Fashion
Analysis and Forecasting
From Basics to Fashion
A Management Perspective

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We take you on a journey from concept to runway to rack. We pull back the veil and reveal the complexities and demands of a fashion organization from the view of a buyer or merchandiser. This includes exploration of a buyer's challenging role and the rich, analytical

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role of a merchandiser.

This is the first book on the subject that combines contemporary marketing theory with analysis of operational marketing practice within the fashion industry. It contains the views of key practitioners and much original case

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study material from leading fashion organizations to provide unique insights into the reality of fashion marketing.

"Previously published as The World of Fashion Merchandising by Mary G. Wolfe."

The Fundamentals of Fashion

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Management provides a guide to how the fashion industry works, examining the processes, roles and objectives that make up this multifaceted industry.

*From Managing to Merchandising
Gower Handbook of Supply Chain
Management*

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A Buyer's Life

The Cry of the Hornbill

Fashion Entrepreneurship

Fashion Marketing & Merchandising

What do our clothes say about us?

How do the clothes we wear affect

our moods and emotions? How

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**does the fashion industry
encourage us to aspire to look in a
certain way? The Psychology of
Fashion offers an insightful
introduction to the exciting and
dynamic world of fashion in
relation to human behaviour,**

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**from how clothing can affect our
cognitive processes to the way
retail environments manipulate
consumer behaviour. The book
explores how fashion design can
impact healthy body image, how
psychology can inform a more**

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**sustainable perspective on the
production and disposal of
clothing, and why we develop
certain shopping behaviours. With
fashion imagery ever present in
the streets, press and media, The
Psychology of Fashion shows how**

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**fashion and psychology can make
a positive difference to our lives.**

**In a fast-moving global industry,
how can anyone know what the
next trend will be? Fashion
Trends: Analysis and Forecasting
offers a clear pathway into the**

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**theory and practice of forecasting
fashion, using professional case
studies to demonstrate each
technique and concept. This
revised edition includes an
updated model of the fashion
trend analysis and forecasting**

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**process and expanded coverage of
social media, digital influencers,
sustainability and social
responsibility. There are also first-
hand visual materials relating to
forecasts from leading firms. With
the rise of individualism and**

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**concern for the sustainable world,
the authors also walk you through
the 'end of fashion' and what
comes next, including: recycled
and upcycled fashion, garment
rental, subscription services, the
circular economy, transparency**

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and traceability, and the role of forecasting in encouraging sustainable lifestyles. Key topics – The characteristics of an innovation – The influence of consumer groups – Long- and short-term fashion forecasting –

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**Sociocultural factors and their
influence on trends – Fashion
professionals' roles in creating
and supporting trends –
Consumer and industry trends
accelerating product innovation
and diffusion – Changing trend**

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**forecasting formats – The
influence of trend forecasting on
business decisions**

**The first academic textbook
covering European retail fashion
buying and merchandising. It
provides a unique insight into best**

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practice across the fashion
industry.**

**Fashion buying and
merchandising has changed
dramatically over the last 20
years. Aspects such as the advent
of new technologies and the**

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**changing nature of the industry
into one that is faster paced than
ever before, as well as the shift
towards more ethical and
sustainable practices have
resulted in a dramatic change of
the roles. As a result,**

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**contemporary fast fashion
retailers do not follow the
traditional buying cycle processes
step by step, critical paths are
wildly different, and there has
been a huge increase in 'in-season
buying' as a response to**

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heightened consumer demand.

**This textbook is a comprehensive
guide to 21st-century fashion
buying and merchandising,
considering fast fashion,
sustainability, ethical issues,
omnichannel retailing, and**

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**computer-aided design. It presents
an up-to-date buying cycle that
reflects key aspects of fashion
buying and merchandising, as well
as in-depth explanations of
fashion product development,
trend translation, and sourcing. It**

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**applies theoretical and strategic
business models to buying and
merchandising that have
traditionally been used in
marketing and management. This
book is ideal for all fashion buying
and merchandising students,**

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specifically second- and final-year
undergraduate as well as MA/MSc
fashion students. It will also be
useful to academics and
practitioners who wish to gain a
greater understanding of the
industry today.**

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**Fashion Buying and
Merchandising**

Fashion Management

**From Trend Forecasting to Shop
Floor**

**Theory and Practice Across the
Fashion Industry**

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**International Retail Marketing
Mastering Fashion Buying and
Merchandising Management**

A collection of international
contributions from renowned
academics and practitioners
from the US, UK, China, the

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second edition of Fashion
Marketing has been
completely updated, revised
and expanded to reflect the
major changes in the fashion
industry since 2001 and
covers all of the key themes

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and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain

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management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy. Covers topics that are

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important to aspiring retail buyers and store management personnel with responsibilities for managing retail sales and inventories. The fashion industry has a dynamic, ever-changing

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landscape. The last decade has seen a shift in consumer expectations and a heightened dependence on efficient and effective supply chain management. These shifts in the consumer

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mentality have already forced apparel retailers to adapt, making changes throughout their organisations to maintain consumer loyalty. This new text provides an overview of

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the latest trends and
advances in fashion supply
chain management and
logistics, including: The
fundamentals of fashion
supply chain management
Strategic management of the

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fashion supply chain,
including the planning aspect
of management Technology
in fashion supply chain
management Radio-
frequency identification
(RFID) and interoperability

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Drawing on the expertise of academics, researchers and industry experts, including a wealth of real-life international cases, this book is ideal for advanced undergraduate and

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postgraduate students and academics of fashion management, logistics and supply chain management, as well as practising professionals.

This book will help students

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improve their speaking, listening, reading and writing skills. It will give an understanding of the importance of good communication skills for their personal development

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and career. It is relevant to a variety of courses: HE, FE, Professional, Open University, A-level and International Baccalaureate. A guide to designing in complex systems

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Clothing Technology
Fashion Promotion
Marketing Fashion Footwear
A Concise Guide to Retail
Planning and Forecasting
An Introduction to Fashion
Retailing

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The ability to build and also maintain a world class logistics and distribution network is an essential ingredient in the success of the world's leading businesses, but keeping pace with changes in your sector and in others is hard to do. With the Gower Handbook of Supply Chain Management you will need to look no

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further. Written by a team of leading consultants with contributions from leading academic experts, this book will help you to keep pace with the latest global developments in supply chain management and logistics, and plan for the future. This book has over thirty chapters with detailed accounts of key

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topics and the latest developments, from e-collaboration and CRM integration, to reverse logistics and strategic sourcing, and includes case studies from Asia, Europe and North America. It looks at all aspects of operational excellence in logistics and supply chain management. The Gower Handbook of Supply Chain

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Management will help managers to benchmark their operations against the best-of-breed supply chains across the world. It provides a unique single source of expert opinion and experience. This is the first book that combines contemporary marketing theory with analysis of operational marketing

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practice within the fashion industry. It contains the views of key practitioners and much original case study material from leading fashion organisations, providing unique insights into the reality of fashion marketing. Appropriate for undergraduate and postgraduate fashion, retailing and business degrees, it is also a

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*valuable read for practitioners seeking
knowledge and understanding of fashion
marketing.*

*Mastering Fashion Buying and
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Publishing*

*Containing fully updated and beautifully
illustrated need-to-know info, this revised*

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second edition of the bestselling textbook on fashion buying contains everything today's fashion management student needs to give them a clear head-start in this lucrative but highly competitive industry. Fashion Buying uniquely looks at what fashion buying entails in terms of the activities, processes and people

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*involved - from the perspective of the
fashion buyer. The book breaks down the
five key areas of buying activity for those
wishing to pursue a career in the
industry, crucially exploring the role of
the fashion buyer, sources of buying
inspiration, sourcing and
communication, merchandise planning*

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and trends in fashion buying. Featuring completely revised content on retail typology (including need-to-know info on demographics, price points and markets), and selecting and buying garments (line sheets, purchase orders and lookbooks), Fashion Buying now includes valuable new sections on customer profiling,

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merchandise pricing (mark-ups, markdowns and how pricing is calculated for profit), and trends. Also included in this practical handbook are insightful interviews with both established and emergent fashion creatives. Business case studies put the contents of each chapter into professional context and

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provide insider perspective; while industry-focused exercises and activities enable readers to practise applying their new skills and so gain a competitive advantage in both their studies and buying careers. Written by industry experts, Fashion Buying is an invaluable go-to resource and leading textbook for

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*fashion design, marketing, buying and
merchandising students.*

The Fashion Handbook

Fashion Trends

Design for a Better Future

The Fundamentals of Fashion

Management

How Profits Are Really Made

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Management (Palgrave Master
Principles and Practice

The fashion industry is a multibillion-dollar global industry with a variety of organizational structures and a multitude of challenges. Such scope triggered the recent rise in management programs in the U.S. and Europe aiming to produce and train

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young managers to meet such global and diverse challenges. Managing Fashion covers the fashion business with a twist – a management twist. Its goal is to tackle the topics from a fashion manager perspective referencing relevant management concepts and theories, thus offering a

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deeper and more practical dimension to the issues addressed. It offers a balanced mix of fashion and management, theory and application, as well as creating an opportunity for analysis and critical thinking.

Discussions throughout the book are supported by specially developed case

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studies and relevant examples taken from the fashion industry. It is an opportunity to expose the fashion student or reader, as well as aspiring fashion managers, to a more practical approach to fashion theories and issues. Managing Fashion will serve as a core text for Fashion Studies,

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Fashion Entrepreneurship, and Fashion Merchandising majors as well as for special business degrees and management certificates targeting the fashion industry.

Richard McLean, a young diplomat, is unexpectedly diverted to Sarawak, a weird remnant of the old British Empire

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on the island of Borneo. His mission is to find a 14-year-old schoolboy, Jim Parsons, whose parents have been captured by Islamic fanatics rebelling against the fabulously wealthy Sultan of Brunei. The boy has run away from Australia to try and rescue his parents. In three weeks in Borneo, Dick

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McLean knows fear, love and self-knowledge and his life is irrevocably changed.

Now in its second edition, this critically-acclaimed core textbook provides a detailed overview of the role of the fashion merchandiser, its place within a fashion retail organisation by

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outlining their activities and responsibilities as part of the fashion value chain. This overview is situated within the broader context of the fashion industry, highlighting the relevance of the merchandiser role and comparing it to the role of the fashion buyer. The textbook features a

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multi-chapter case study that provides an example process of the planning and creation of a balanced product range from the perspective of the merchandiser. It does so using a combination of text and numerical explanation. The second edition has been reworked with new contributions

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by academics and industry practitioners that examine topics such as sustainability, supply chain management e-Commerce and the international perspectives of the merchandiser role. Offering crucial insight into the merchandiser role and emphasising how it can add value to a

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fashion business, this is an ideal textbook for aspiring merchandisers. It is suitable for students studying at undergraduate and postgraduate level and practitioners seeking to progress their careers in this exciting and multi-faceted industry. New to this Edition: - New focus point materials - New

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*chapter on Sustainability, co-authored
with Hannah Middleton - New activities
and suggested reading lists*

*Accompanying online resources for
this title can be found at bloomsburyonlineresources.com/fashion-merchandising. These resources are
designed to support teaching and*

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*learning when using this textbook and
are available at no extra cost.*

*Fashion buying, a key component in
fashion retailing, is second only to
design as a career option for fashion
graduates. The buyer has a central
role in influencing what consumers
choose to wear and in determining*

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whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourcing and budgeting. This comprehensive textbook describes the buying cycle, buying for stores and mail order and how to start a career in

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fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, give a clear insight into this exciting and challenging role. The new edition has been revised throughout, includes more emphasis on buying for the internet, and all the

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*interviews have been updated or
replaced.*

The Business of Shoes

Mastering the Grain Markets

Marketing Fashion

Retail Buying

Merchandise Buying and Management

Advanced Fashion Technology and

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Operations Management

Some of the usual obstacles to modern teachings of marketing are ethnocentricity, the limitation of creative thought by conformity to existing theories, lack of

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***questioning of ethics, and a
disconnection from historic
events or sociological
discourse. This book, in
contrast, draws together
interdisciplinary approaches
from marketing, branding,***

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***promotion and critical media
studies as tools for
understanding the way in
which fashion works today,
and re-evaluates what makes
certain fashion marketing
tactics fashionable. Offering a***

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***combination of theory and
practice, Fashion Marketing
and Communication is full of
international case studies,
practice-based examples and
interviews with scholars and
practitioners in the fashion***

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***and communications industry.
Covering subjects including
the history of consumerism,
fashion marketing, the creative
direction of the fashion brand
and the use of bloggers and
celebrities as marketing tools,***

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this book delineates the opportunities and challenges facing the future of fashion media in the twenty-first century. Examining the last 100 years of marketing and communications, current

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***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***

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and communication.

***Marketing and fashion
branding inform many of the
strategic and creative
decisions involved in fashion
design and product
development. Marketing is a***

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***vital component of the
industry supply chain and an
understanding of its
importance and role is
essential for those planning a
career in fashion. Marketing
Fashion is a practical guide to***

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***the fundamental principles of
marketing and branding, from
catwalk to price calculation,
developing brand identity to
creating a customer profile.
The book explains key
theoretical concepts, and***

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***illustrates how they are
applied within the global
fashion and retail industry,
from the heights of haute
couture to the multiples of the
mass market. Using examples
and case studies drawn from a***

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***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***

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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. An introductory text that

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***balances retail theory,
application and math concepts
within the context of buying.
New companion website
includes basic math tutorials
and more assignments using
computerized spreadsheets.***

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The Fashion Handbook is the indispensable guide to the fashion industry. It explores the varied and diverse aspects of the business, bringing together critical concepts with practical information about the

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industry's structure and core skills, as well as offering advice on real working practices and providing information about careers and training. Tracing the development of the fashion

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***industry, this book looks at
how fashion can be
understood from both social
and cultural perspectives.
Each chapter contributes to
the knowledge of a particular
academic or vocational area***

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***either through building on
existing research or through
the dissemination of new
research undertaken into
specialist vocational
disciplines. The Fashion
Handbook uses case studies,***

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***interviews and profiles and
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***from recognised experts in
both academia and the fashion
industry expert advice on
careers in fashion retailing. A
must for all students of the
fashion world.***

Mastering Fashion Marketing

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***The Fashion Buyer in a Digital
Society***

***The Creation of the Global
Fashion Business***

Fashion Buying

Buying and Merchandising

A Strategic Approach

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If you're taking your first steps into the fast-paced world of retail, then merchandiser, store designer, retailer and educator Dimitri Koumbis is the ideal guide. In *An Introduction to Fashion Retailing*, he'll walk you through everything from the history of retail design, to the intricacies of consumer

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behavior, fast fashion and corporate social responsibility. You'll also learn professional techniques through detailed case studies of international retailers, including LVMH, Estée Lauder and ASOS. This revised edition includes expanded coverage of omnichannel retail approaches, retail KPIs as well as an

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outline of future retail trends in brick and mortar, e-commerce and technology.

There's also a whole new chapter introducing visual merchandising, expanding on the importance of the store's overall design and visual representation of products.

This text represents a specialist text

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resource for students of retail management or marketing courses and modules, providing the reader with the opportunity to acquire a deeper knowledge of a key area of retailing management.

Fashion has been steadily moving from the brick and mortar to the digital market. As such, it is increasingly vital to research

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new methods that will help businesses to grow and succeed in this new sphere.

Advanced Fashion Technology and Operations Management is a pivotal reference source for the latest development management strategies, fashion marketing, international business, and fashion entrepreneurship. Featuring extensive

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coverage across a range of relevant perspectives and topics, such as online shopping behavior, digital fashion, and e-commerce, this book is ideally designed for professionals, entrepreneurs, students, and researchers.

This new textbook, authored by a team of expert researchers and lecturers based at

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the London College of Fashion, is one of the first in the field to examine strategic management in the context of the fashion industry, catering specifically for students hoping to work in the sector. International in approach, the text covers all aspects of strategic management, from growth strategy and financial management to

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brand and supply chain management. Fashion Management's engaging style, page design and pedagogical framework makes it accessible to students at all levels, while the authors' extensive expertise ensures that the content is always underpinned by rigorous academic research. Established key topics and

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significant contemporary issues – such as sustainability, the digital, and corporate social responsibility – are considered from both a theoretical and practical perspective, with real-world examples drawn from high-profile, global fashion organisations. This is an ideal core textbook for those studying on

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undergraduate and postgraduate degree courses in fashion management and fashion marketing. The book will also be an important supplementary resource for courses in marketing, retailing and business studies, with the fashion industry providing an effective context for students to engage with the application of theory.

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Accompanying online resources for this title can be found at bloomsburyonlineresources.com/fashion-management. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

The Psychology of Fashion
Fashion Merchandising

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Retail Product Management
Fashion Marketing and Communication
From Mass-Market to Luxury Retail
Building a Brand Through Marketing and
Communication

***Despite being excited by
and interested in the***

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***grain markets, many
participants crave a
better understanding of
them. Now there is a
book to deliver that
understanding in ways
that could help you make***

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money trading grain.

Elaine Kub uses her

talents for rigorous

analysis and clear,

approachable

communication to offer

this 360-degree look at

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***all aspects of grain
trading. From the
seasonal patterns of
modern grain production,
to grain futures' utility as
an investment asset, to
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***practices of the grain
industry's most
successful companies,
Mastering The Grain
Markets unveils
something for everyone.
The key to profitable***

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***grain trading, Kub
argues, is building
knowledge about the
fundamental practices of
the industry. To
demonstrate the
paramount importance of***

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***such intelligence, she
uses anecdotes, clear
examples, and her own
experiences as a futures
broker, market analyst,
grain merchandiser, and
farmer. The result is an***

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***immensely readable book
that belongs in the hands
of every investor, grain
trader, farmer, merchant,
and consumer who is
interested in how profits
are really made.***

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The colour forecasting process is a major driving force in the fashion and textile industries but is complex, highly intuitive and little understood. This textbook for

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students of fashion and design discusses the development of the various driving forces of fashion, when colour forecasting began and how it has developed to

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its present day state.

***Colour terminology and
some of the more
subjective tools used by
colour forecasters are
explained, and their
strengths and***

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weaknesses are compared. Also, a model is given of the colour forecasting process and this is discussed in detail. Finally, readers are shown how forecasting

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***methodologies are used
to develop 'colour
stories'.***

***Fashion is all about
image. Consequently,
fashion marketing
communications -***

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***encompassing image
management and public
relations, branding,
visual merchandising,
publicity campaigns,
handling the media,
celebrity endorsement***

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***and sponsorship, crisis
management etc. - have
become increasingly
important in the fashion
business. This textbook
for students of fashion
design, fashion***

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***marketing,
communications and the
media sets out all that
they need for the
increasing number of
courses in which the
subject is a part.***

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The world we live in is increasingly complex. It throws up complex problems. This book is about tackling them. At ThinkPlace, we've pioneered the application

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***of design thinking to
complex challenges like
climate change, family
violence and global
malnutrition. We work
globally with
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***organisations and
communities using a
methodology - the Design
System™ outlined in this
book - that has been
developed over more
than a decade. We bring***

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***together different voices
and help them to create
better futures. If you're
one of those voices, or
would like to be, this
book is for you. It's part
roadmap, part instruction***

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***manual, but mostly it's a
clarion call for a new way
of doing things: tackling
the world's biggest
problems in a way that
brings people together
and produces positive,***

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lasting change.

Managing Fashion

Fashion Supply Chain and

Logistics Management

Fashion Marketing

Colour Forecasting

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***Fashion Marketing
Communications***

International Retail Marketing
combines a broad thematic overview of
the key issues concerning international
retail marketing with a series of
incisive cases and examples of industry

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practice from markedly different sectors as fashion, food and healthcare. The authors provide an accessible and wide-ranging outline of the fundamentals of the subject, such as trends in retail marketing, strategy and logistics, and buying and merchandise

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management within an international perspective. Contributions from Europe, North America and Asia show the dynamics affecting international retailing through a variety of case. Key discussion points are highlighted throughout the text, giving a hands-on

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focus.

This is a student supplement associated with: Fundamentals of Merchandising Math and Retail Buying, 1/e Angella Hoffman 0132724146

Marketing Fashion Footwear addresses the strategic issues surrounding the

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marketing and distribution of footwear,
including brand identity, consumer
behavior, production and
manufacturing, and the impact of
globalization and regional trends.
Detailed case studies explore the
evolving retail and e-tail landscape

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while industry perspective interviews focus on the issues faced by designers, brands and retailers. You'll also learn the critical success factors for brand longevity, the scope of marketing communications, and the channels used to reach key opinion leaders and

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consumers. Beautifully illustrated with examples from some of the world's most influential footwear designers and retailers, this is the ultimate guide to a multi-billion dollar industry. Featured contributors: Margaret Briffa, Briffa Marc Debieux, Cheaney & Sons Jason

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Fulton, This Memento Marc Goodman,
Giancarlo Ricci Simon Jobson, Dr.
Martens Tracey Neuls Tricia Salcido,
Soft Star Shoes John Saunders, British
Footwear Association Joanne Stoker
Mary Stuart, mo Brog