



Fashion Brands: Branding Style from Armani to Zara (3rd Revised edition)

By Mark Tungate

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Fashion Brands: Branding Style from Armani to Zara (3rd Revised edition), Mark Tungate, Once a luxury that only the elite could afford, fashion is now accessible to all. High street brands such as Zara, Topshop and H&M have put fashion within the reach of anyone, whilst massive media attention has turned designers such as Tom Ford, Alexander McQueen and Stella McCartney into brands in their own right. This updated new edition of the international best-seller "Fashion Brands" explores the popularization of fashion and explains how marketers and branding experts have turned clothes and accessories into objects of desire. Full of first hand interviews with key players, it analyses every aspect of fashion from a marketing perspective. With its finger firmly on the fashion pulse, it also looks at the impact of blogging and the rise of celebrity-endorsed products and fashion ranges.



READ ONLINE
[1.98 MB]

Reviews

An exceptional pdf and the typeface utilized was fascinating to read through. It can be written in straightforward words and phrases instead of confusing. I am just quickly could possibly get a delight of looking at a written ebook.

-- Prof. Arlie Bogan

It is a single of the best book. This is for those who state there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Barney Robel Jr.

See Also



[Growing Up: From Baby to Adult High Beginning Book with Online Access](#)

Cambridge University Press, 2014. UNK. Book Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.



[Goodnight. Winnie \(New York Times Best Books German Youth Literature Prize Choice Award most\(Chinese Edition\)](#)

Hardcover. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.HardCover. Pub Date: Unknown Pages: 40 Publisher: the Star Press Information Original Price: 32.80 yuan: Germany) of Quinter Bu Huoci forward....



[Good Nights Now: A Parent s Guide to Helping Children Sleep in Their Own Beds Without a Fuss! \(Goodparentgoodchild\)](#)

Good Parent Good Child, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.GoodParentGoodChild books, give parents successful techniques to solve specific parenting challenges. They are written from the perspectives...



[Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade](#)

Book Condition: Brand New. Book Condition: Brand New.



[Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade](#)

Book Condition: Brand New. Book Condition: Brand New.



[Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School](#)

Book Condition: Brand New. Book Condition: Brand New.