

Journal Of Fashion Marketing Management

Michael R. Solomon, Mona Mrad

Fashion Marketing Tony Hines, Margaret Bruce, 2007-02-07 A collection of international contributions from renowned academics and practitioners from the US, UK, China, the 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 and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy.

Fashion Marketing: Contemporary Issues Tony Hines, Margaret Bruce, 2012-10-12 'Fashion Marketing' is a book of key chapter contributions from renowned academics and practitioners that addresses many of the contemporary issues facing one of the world's largest and most global of industries. With international contributions from the UK, USA and China, 'Fashion Marketing' covers all of the key themes and issues of this area, including: * forecasting * sourcing * supply chain management (demand management) * new product development * design management * logistics * range planning * colour prediction * market testing * e-commerce * strategy Ideal for use on any undergraduate or postgraduate courses in Fashion, Textiles, Apparel and Retailing Management where there is a need to address the topic of fashion marketing, this book will also serve as a useful, informative and authoritative text for senior managers in the fashion marketing industries wanting to gain further understanding of current and future developments within the industry.

Fashion Marketing Caroline Le Bon, 2014-10-10 Fashion is everywhere! It transcends domains and applies to almost any kind of product (e.g., apparel, cars, digital devices, food, literature, travel, music, house decoration and personal wellness). Fashion greatly influences public interest, media coverage, and product success. The global fashion industry is among the most important in terms of investments, trade, and employment, despite its dependence on unpredictable demand. This book focuses on the fashion apparel and accessories industry in an attempt to help managers answer the following questions: Why and how do fashion products appeal to consumers, despite their constantly varying attributes? What specific elements and benefits of fashion influence consumers, and how can companies exploit them and gain from these? Which marketing strategies and tactics should companies use to increase fashion products' success while communicating and managing customers' image? How can companies maintain customer loyalty and generate higher profits

with fashion products? By undertaking deep analyses of manufacturers and retailers' best practices, interviewing customers and companies, and reviewing recent academic research on fashion marketing, this book answers such questions and thus helps managers leverage the value that fashion adds to products while creating loyal customers in truly competitive fashion markets.

Fast Fashion Liz Barnes, Gaynor Lea-Greenwood, 2006

Marketing Fashion Karin M. Ekström, 2023-06-16 Fashion as a societal phenomenon has fascinated scholars in different disciplines such as history, sociology, anthropology, psychology, and marketing often from an interdisciplinary perspective. Fashion mirrors societal changes, cultural norms, and values over time. It can be interpreted as mundane everyday practices, constructions of identity and status as well as being associated with the art world. In this book, the focus lies on marketing and the role of marketers when fashion permeates society in deliberate and subtle ways. This edited collection critically reflects upon the power of fashion in contemporary society and the role marketing and marketers play in the process of defining, creating, and preserving fashion, but also in divesting fashion that is no longer up to date. It expands on existing knowledge to better understand the role marketers play as cultural agents in determining fashion and its markets. Contributors to the book are international, advanced scholars from a variety of disciplines such as anthropology, marketing, psychology and sociology, who challenge traditional ways of thinking about marketing. In a society where problems with overproduction and excessive consumption represent major challenges, the critical perspective of the role fashion plays in contemporary society and what influence marketing has for shaping fashion are not merely relevant, but necessary. This cutting-edge, interdisciplinary book will appeal to scholars across a broad range of fields including fashion marketing, fashion studies, and consumer culture research. It will also be valuable for students in advanced courses of study in a variety of disciplines besides marketing.

Fashion & Luxury Marketing Michael R. Solomon, Mona Mrad, 2022-04-14 Written by marketing experts, this authoritative and comprehensive full-colour textbook made up of both accessible research and theory, real-world examples and case studies including Prada, Gucci and Burberry, provides students with an overview of the global fashion industry and fashion marketing, strategy, branding, communications, retailing and distribution, as well as the psychological factors involved in consuming fashion and luxury. The role of social media, celebrities and influencers such as Kim Kardashian and Lil Miquela are discussed, as is the ever-increasing role of ethical fashion and sustainability. The authors also offer an expanded view of fashion and luxury by moving beyond just clothing and apparel to include other fashionable and luxurious products and services, including technology. Packed with attractive visuals from fashion and culture, and accompanied by chapter summaries, questions and exercises, this textbook is essential reading for students studying fashion, luxury, marketing, management, retailing, branding and communications. Also provided for educators are supporting PowerPoint

slides and an instructor's manual to support use of the textbook with students. Suitable for Fashion Marketing/Fashion Consumer Behaviour modules as well as a general text for Fashion Marketing programmes. The text will also appeal to Luxury programmes (MBA etc) and Retail Marketing modules (UG).

Cross-Cultural Fashion Marketing Satyendra Singh, 2025-09-04 Often neglected by fashion academics, culture underpins diversity and inclusivity of fashion, and more socially aware consumers exhibit ways in which fashion can be displayed within culturally diverse contexts. This book develops an understanding of the role culture plays in fashion and how the fashion industry can embrace diversity and inclusivity in their marketing strategy. The book aims to combine the concept of consumer culture and society with the intricacies of fashion in the context of international marketing, messaging, and communications. With a particular emphasis on ethnic fashion design and distinct features across cultures, it explores theories and concepts relating to modest fashion, beach fashion, headgear fashion, and plus-size fashion among others. Each chapter provides fashion-related stimulating activities for experiential learning. Underpinned by theory and supported by practical examples, the book offers an engaging and innovative study of ethnic fashion from cultural perspectives to demonstrate the importance of developing a truly global brand. Cross-Cultural Fashion Marketing is essential reading for scholars and postgraduate students interested in fashion marketing and management, cross cultural management, and consumer culture.

Fashion Supply Chain Management Using Radio Frequency Identification (RFID) Technologies Calvin Wong, Z. X. Guo, 2014-02-16 Fashion Supply Chain Management Using Radio Frequency Identification (RFID) Technologies looks at the application of RFID technologies in such areas as order allocation, garment manufacturing, product tracking, distribution and retail. As supply chains in the textiles and fashion industry become ever more complex and global, and as the shift to mass customization puts more pressure on a rapid and flexible response to customer needs, monitoring and improving supply chain efficiency in the industry becomes crucial. Radio frequency identification (RFID) technologies offer a unique opportunity to achieve these goals. This book reviews the role of RFID technologies in the textiles and fashion supply chain to improve distribution, process management and product tracking, garment manufacturing, and assembly line operations. It also explores how RFID technologies can improve order allocation in the supply chain, and how these technologies can also be used for intelligent apparel product cross-selling. Its chapters also discuss measuring the impact of RFID technologies in improving the efficiency of the textile supply chain, and modeling the effectiveness of RFID technologies in improving sales performance in fashion retail outlets. Fashion Supply Chain Management Using Radio Frequency Identification (RFID) Technologies is a comprehensive resource for academic researchers, industry managers, and professionals within the fashion industry. - Looks at the application of RFID technologies in order allocation, garment manufacturing, product tracking, distribution, and retail - Reviews RFID technologies in the textiles and fashion supply chain for improving distribution,

process management and product tracking, garment manufacturing, and assembly line operations - Focuses on measuring the impact of RFID technologies on efficiency, and modeling the effectiveness of RFID technologies in improving retail outlet sales

Handbook of Research on Global Fashion Management and Merchandising Vecchi, Alessandra, 2016-05-03
Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

Pioneering New Perspectives in the Fashion Industry Elaine L Ritch, Catherine Canning, Julie McColl, 2023-05-18
Tailored for fashion students and equally relevant for fashion professionals, *Pioneering New Perspectives in the Fashion Industry: Disruption, Diversity and Sustainable Innovation* presents a ground-breaking, comprehensive and cutting-edge analysis of the challenges and opportunities reshaping the global fashion industry.

Fashion Communication Teresa Sádaba, Nadzeya Kalbaska, Francesca Cominelli, Lorenzo Cantoni, Marta Torregrosa Puig, 2021-09-20
These conference proceedings are the output of one of the first academic events of its nature happening globally, targeting fashion from a communication sciences perspective, including, in a broad sense, cultural heritage studies and marketing. The chapters present theoretical and empirical interdisciplinary work on how various communication practices impact the fashion industry and on societal fashion-related practices and values. The special focus of this volume is how digital transformation is changing the field and its utility to practitioners. Using these academic insights, practitioners can understand the core causes and reasons for trends and developments in the field of fashion communication and marketing.

Fashion Management Rosemary Varley, Ana Roncha, Natascha Radclyffe-Thomas, Liz Gee, 2018-10-30
This new textbook, authored by a team of expert researchers and lecturers based at 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 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 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 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. 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.

Fashion Supply Chain Management Virginia Grose, Nicola Mansfield, 2023-06-20 Fashion Supply Chain Management: Integrating Sustainability through the Fashion Supply Chain provides a comprehensive guide to the entire supply chain management process as it relates to the fashion industry; how fashion supply chains work from raw material to finished product, and how generic supply chain concepts are applied in the fashion context. It focuses on contemporary strategic issues with which the sector is currently confronted, some of its current challenges and the innovative ways the sector has developed to respond to these challenges. Concepts such as sustainability, fast fashion, raw materials, logistics and reverse logistics, costing, lean and agile manufacturing and other supply chain strategies are expertly covered in this work, with each area underpinned by the new technologies required to support supply chains in the fashion industry. Each chapter is complemented by an in-depth case study from a relevant global organization so that readers can gain real-world insight, alongside pedagogy to aid student comprehension, including quizzes, end-of-chapter activities, and role play scenarios. This key work is an essential textbook for students studying fashion supply chain, operations, and logistics as part of fashion management undergraduate and postgraduate degrees. Fully comprehensive on theory yet applied to practice, it will equip students with the tools and understanding for a future career in the fashion industry.

Sustainability in Art, Fashion and Wine Annamma Joy, 2024-03-18 The art, fashion and wine industries are currently at various stages in their efforts to embrace and transition towards sustainability. While sustainability commitments are a necessary condition for progress, they are not sufficient. Instead, there is a need for sweeping transformative change that includes giving serious consideration to indigenous worldviews without recolonizing them. Sustainability in Art, Fashion and Wine includes findings from recent research and contributes to a new understanding of familiar concepts such as sustainability, (de)colonization and corporate responsibility in the art, fashion and wine industries by adopting critical lenses and incorporating them with innovative perspectives on circular business models and digitalization. It endeavors to present remedies for effectively combating climate change and promoting social good. While discussing specific issues such as sub-contracted labor, safe working conditions, living wages, environmental degradation, mismanaged waste, and more, the book argues that recognizing the significant role western colonization has played – and continues to play – in the developing world in our current conception of capitalism is itself unsustainable. To understand the true meaning of sustainability – to fully

recognize the looming deadlines we face in combating the climate crisis and instituting sustainability as a new normal – the acceptance of a new conception of capitalism, one antithetical to colonization and exploitation, is required. Contributors to this book address these issues by applying a critical studies approach to their respective chapters, allowing the book to set out what real sustainability could and should look like in the art, fashion and wine industries.

Marketing Management in Turkey Selcen Ozturkcan, Elif Yolbulan Okan, 2018-07-30 Elif Yolbulan Okan and Selcen Ozturkcan examine marketing opportunities, market potential, and standardization and customization opportunities available within one of the fastest growing of the world's emerging economies—namely, the Turkish economy, which according to a recent PWC report could outstrip the Italian economy by 2030 in many areas.

Fashion Branding and Consumer Behaviors Tsan-Ming Choi, 2014-01-30 Fashion Branding and Consumer Behaviors presents eye-opening theory, literature review and original research on the mutual influence of branding strategies and consumer response. Contributors use multiple methods to analyze consumers' psychosocial needs and the extent that their fulfillment goes beyond the usefulness or value of the items they purchase as well as the fashion industry's means of communicating brand identity and enhancing brand loyalty. Along the way, these studies raise important questions about consumer behaviors, consumer welfare, environmental ethics and the future of consumer research. Included in the coverage: A symbolic interactionist perspective on fashion brand personality and advertisement response. Optimizing fashion branding strategies in a fluctuating market. An analysis of fashion brand extensions by artificial neural networks. Domestic or foreign luxury brands? A comparison of status- and non-status- seeking teenagers. The impact of consumers' need for uniqueness on purchase perception. How brand awareness relates to market outcome, brand equity and the marketing mix. A breakthrough volume on the complexities of how and why we buy, Fashion Branding and Consumer Behaviors will captivate researchers and practitioners in the fields of consumer psychology, marketing and economics.

Fashion and Environmental Sustainability Léo-Paul Dana, Rosy Boardman, Aidin Salamzadeh, Vijay Pereira, Michelle Brandstrup, 2023-11-06 The wide range of topics that the book covers are organised into sections reflecting a cradle to grave view of how entrepreneurial, innovative, and tech-savvy approaches can advance environmental sustainability in the fashion sector. These sections include: sustainable materials; innovation in design, range planning and product development; sustainable innovations in fashion supply chains; sustainable innovations in fashion retail and marketing; sustainable alternatives for end-of-life and circular economy initiatives; and more sustainable alternative fashion business models.

Illustrating Digital Innovations Towards Intelligent Fashion Pethuru Raj, Alvaro Rocha, Pushan Kumar Dutta, Michele Fiorini, C. Prakash, 2024-11-15 This book presents the mass manufacturing and manifestation of smart clothes that have decisively kick-started the fashion industry With the flourishing of edge and digitization technologies, every tangible thing in and around us is all set to become digitized. The arrival of advanced communication and digitalization

technologies has made any digitized entity to be connected and cognitive. With this transition, the textile industry is strategizing to leverage the improvisations being accomplished in the digital era to design, develop, and deliver digitally enabled dresses and clothes. Smart attires are fabrics bedded with ultrathin, flexible and transparent detectors, selectors, electronics, and connectivity, and there are nano-creators to power smart dresses. The mass manufacturing and manifestation of smart clothes have decisively kick-started the fashion industry. The readers will come across the implementation technologies and the research results of virtual try-on, body size and pose estimation, diffusion-based fashion synthesis, etc.

Marketing Performativity Katy Mason,Hans Kjellberg,Johan Hagberg,2018-10-11 Marketing Performativity: Theories, practices and devices addresses concerns about the theory-practice gap so often discussed by marketing scholars, and indeed reframes this 'gap' by asking 'how is marketing theory performative?' How does marketing theory shape action? Who uses it in practice and to what effects? The individual contributions in this book look at how marketing theories are used in practice and what this means for our understanding of the practicing-theorising landscape of marketing. The book begins by considering what performativity is and how this concept is used in the marketing literature. It then considers three themes concerning the performativity of marketing that emerge from the contributions, before presenting ten empirical studies that ask how, why, and to what effect marketing theories are used and 'performed' in marketing practice. The book also summarises the implications of three themes and sketches research areas for further developing our understanding of the performativity of marketing. This book was originally published as a special issue of the Journal of Marketing Management.

Luxury and Fashion Marketing Satyendra Singh,2020-12-06 The globalization of the world's markets has forced luxury brands to, in turn, become global and accessible in many developing countries and emerging markets. As a result, the demand for these luxury products has increased globally, creating a need for an education in luxury that acknowledges the global perspective yet, at the same time, incorporates subtle regional nuances into luxury and fashion marketing. Keeping this global and regional perspective, *Luxury and Fashion Marketing: The Global Perspective* examines the elements of luxury marketing that contribute to superior luxury brand performance. Specifically, this volume focuses on mission statements, logos, airport retailing, franchising, challenges in luxury marketing, fashion relating to politics, environment, and beachwear, and case studies on luxury brands and emerging markets. *Luxury and Fashion Marketing: The Global Perspective* is unique in that it is written in a simple and engaging style to explain the theories and concepts of luxury in relation to the ordinary in the global context. Each chapter has to-do activities, making the book essential reading for students, trainers, and practitioners interested in luxury and fashion marketing and management.

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