

Fashion Branding Unraveled Kaled Hameide

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fashion branding unraveled introduces and explains the concept of brand and the process of brand development the book clarifies misconceptions introduces new concepts and proposes a step by step roadmap for developing an effective brand all within the context of the fashion industry using an easy to understand approach relevant examples and case studies it applies the theories and concepts covered such as mass customization and m branding to a variety of industry segments from luxury brands to private labels the book includes an examination of the latest technologies their applications and most important their effects on the future of branding

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