

Fashion Branding Unraveled Kaled Hameide

Fashion Branding Unraveled Brand/Story Fashion Brand Stories Promoting Fashion FASHION BRANDING UNRAVELED. Kaled K. Hameide Joseph H. Hancock Joseph H. Hancock Barbara Graham KALED K. 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

brand story cases and explorations in fashion branding second edition examines how a retailer manufacturer or designer label uses storytelling to grab a consumer s interest for consumers branding tells the story and creates the identity for a product a person and a company using 10 case studies on such notable brands as levis and vivienne westwood brand story looks at what a fashion brand is about and why companies advertise the way they do it enables the reader to think critically about branding both the medium and the message and not simply take advertisements and brands at face value new to this edition features 7 new brands including lululemon warby parker mac cosmetics and topshop topman over 40 new color images including advertisements for ralph lauren vera wang and dolce gabbana updated interviews with industry professionals including nancy mair general

merchandise manager burlington stores and jill walker roberts president of walker roberts consulting new go outside exercises provide readers with scenarios in which they can apply what they learn to other brands they encounter chapter objectives and discussion questions allow the reader to fully engage with the content instructor resources instructor s guide and test bank provide suggestions for planning the course and using the text in the classroom powerpoint presentations include images from the book and provide a framework for lecture and discussion

through ten detailed case studies on groundbreaking brands like vivienne westwood vera wang levi s and the gap inc fashion brand stories shows how fashion retailers and designers use storytelling to establish and maintain relationships with their customers these entertaining case studies explore the evolution of each brand as a cultural entity with its own carefully crafted personality aided by interviews with industry professionals you ll learn how brands start out grow and encounter success or failure and how to apply those hard won lessons to your own thoughts on branding this beautifully illustrated third edition covers the changing role of social media celebrity endorsements quality over quantity and more ethical sourcing manufacturing and consumption instructor s resources to accompany this edition are available at bloomsbury pub fashion brand stories 3e

the marketing and promotion of fashion is entering a fast moving and challenging phase this book shows how to appeal to the consumer and communicate the brand message advertising campaigns both offline and online are discussed together with the existing and new methods of pr and promotion individual chapters then look at social media e commerce and online fashion retail personal selling and offline fashion retail direct marketing fashion shows and sales promotions plus costing a campaign these are supported by case studies and interviews with leading professionals

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