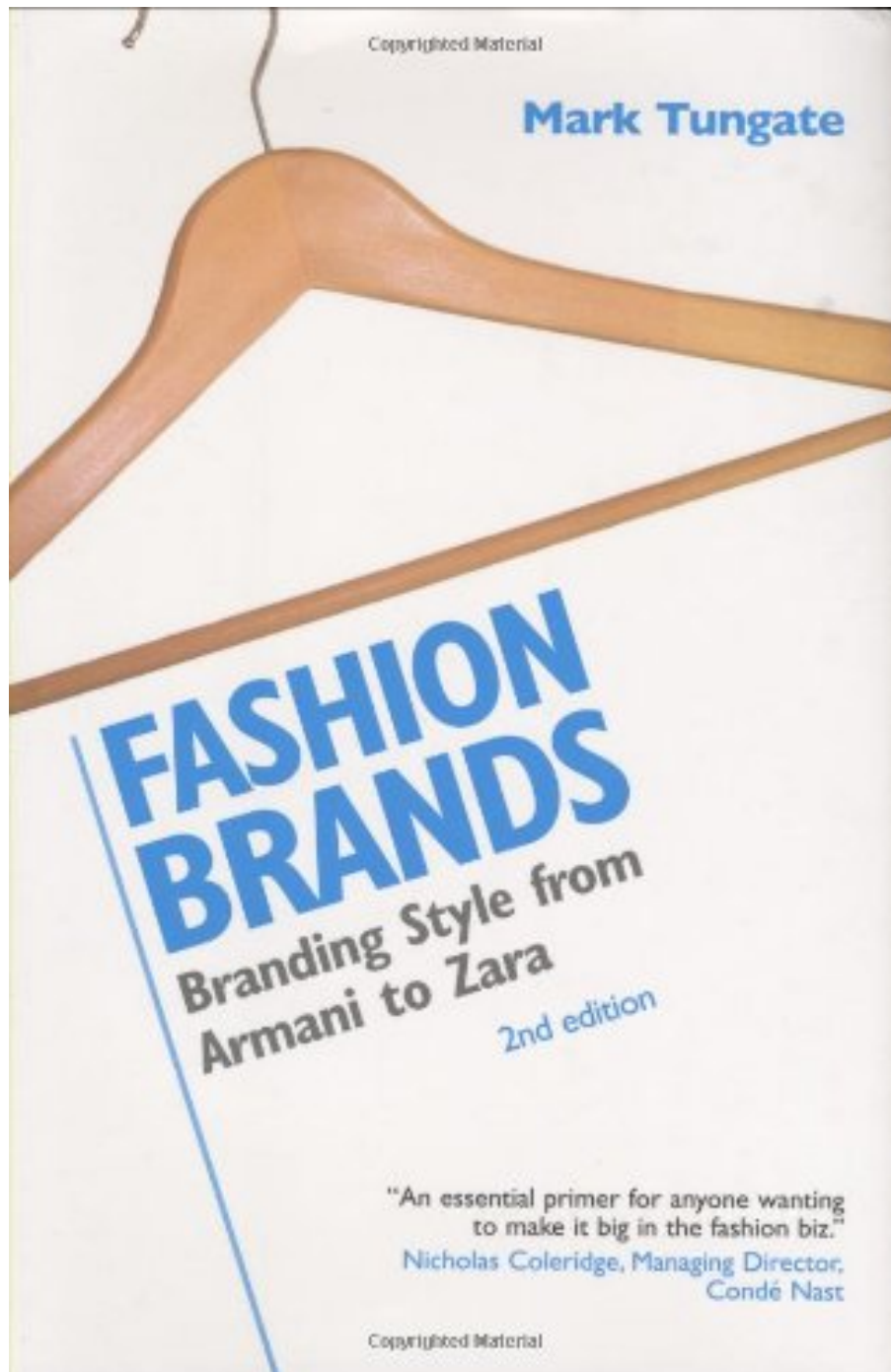


FASHION BRANDS: BRANDING STYLE FROM ARMANI TO ZARA BY MARK TUNGATE



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"Essential for anyone wanting to make it big in the fashion biz." -- Nicholas Coleridge, MD, Condé Nast

"Journalist Mark Tungate presents a terrific overview of many key aspects of this gritty yet ephemeral business. This is a serious book... Tungate goes inside fashion firms that know how to sell dreams and illusions made of Italian fabrics and fine leather. We recommend this book to marketers - even those who are not fashion minded - who want to rejuvenate their creativity and pick up some new sources of inspiration and style." -- getAbstract.com

About the Author

Mark Tungate is a journalist specializing in media, marketing, and communication. Based in Paris, he is the author of *Adland*, *Branded Male*, and *Media Monoliths* (Kogan Page), and co-author of *The Epica Book*, an annual review of the best European advertising.

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Once a luxury that only the elite could afford, fashion is now widely accessible. While brands such as Zara and H&M have made fashion an affordable choice for the mass market, sports brands such as Nike and Adidas have transformed the image of their products from merely practical to fashionable. How has this transformation occurred? 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, the book analyzes every aspect of fashion from a marketing perspective. It examines how advertising, store design and the media have altered our fashion sense. The new edition includes chapters on fashion bloggers and the rise of celebrity-endorsed products.

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