



Fashion Brands: Branding Style from Armani to Zara

By Mark Tungate

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Once a luxury that only the elite could afford, fashion is now accessible to all. Brands such as Zara and H&M have put fashion within the reach of anyone, while massive media attention has turned designers such as Tom Ford and Stella McCartney into brands in their own right.

This third 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 analyzes 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.

Snappy and journalistic, *Fashion Brands* exposes how the use of advertising, store design and the media has altered our fashion "sense" and reveals how a mere piece of clothing can be transformed into something with mystical allure.

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Editorial Review

Review

"[A] key acquisition for business and arts collections alike, and provides a history of fashion brands and the evolution of the fashion industry. ...A 'must' for for any collection strong in fashion and business." --**The Bookwatch**

"Tungate does a fine job explaining how brand marketers turn clothes and accessories into best sellers...For readers new to the subject of fashion or those interested in new trends, this short, snappy work is the place to begin. **Summing Up:** Highly recommended. All fashion collections."--**CHOICE**

Praise for the previous edition:

"General readers will enjoy this behind the scenes look into the fashion industry, and marketing and fashion merchandising students and practitioners will benefit from Tungate's many insights. **Summing Up:** Recommended. Upper-division undergraduate and graduate students; faculty; practitioners; and general audiences." --**CHOICE**

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

"Cohesive and light-hearted...I have since told my entire studio to pick it up and will be gladly recommending it to all the students that intern with us as a vital resource." --**Anthony Keegan**, Mens Design Director, Reaction & Unlisted, Kenneth Cole Productions

"Journalist Mark Tungate presents a terrific overview of many key aspects of this gritty yet ephemeral business. [He] covers everything from fashion photography to haute couture, modeling agencies, accessories, second hand clothes and even the history of department stores...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**

Branding and marketing professionals; all those in the fashion industry; students of marketing and fashion

About the Author

Mark Tungate is the author of the books *Adland*, *Branded Beauty* and *Branded Male*. He writes a weekly column for the French media magazine *Strategies*, and he is co-author of *The Epica Book*, an annual review of the best European advertising. Alongside his writing, he teaches at Parsons School of Art and Design in Paris, France.

Users Review

From reader reviews:

Steven Holt:

This book untitled Fashion Brands: Branding Style from Armani to Zara to be one of several books in which best seller in this year, that is because when you read this e-book you can get a lot of benefit into it. You will easily to buy this book in the book retail outlet or you can order it by using online. The publisher on this book sells the e-book too. It makes you more easily to read this book, since you can read this book in your Smart phone. So there is no reason for your requirements to past this e-book from your list.

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Matthew Russell:

In this period of time globalization it is important to someone to get information. The information will make someone to understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of references to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher that print many kinds of book. The book that recommended for you is Fashion Brands: Branding Style from Armani to Zara this e-book consist a lot of the information on the condition of this world now. That book was represented just how can the world has grown up. The dialect styles that writer make usage of to explain it is easy to understand. Often the writer made some exploration when he makes this book. Honestly, that is why this book suited all of you.

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