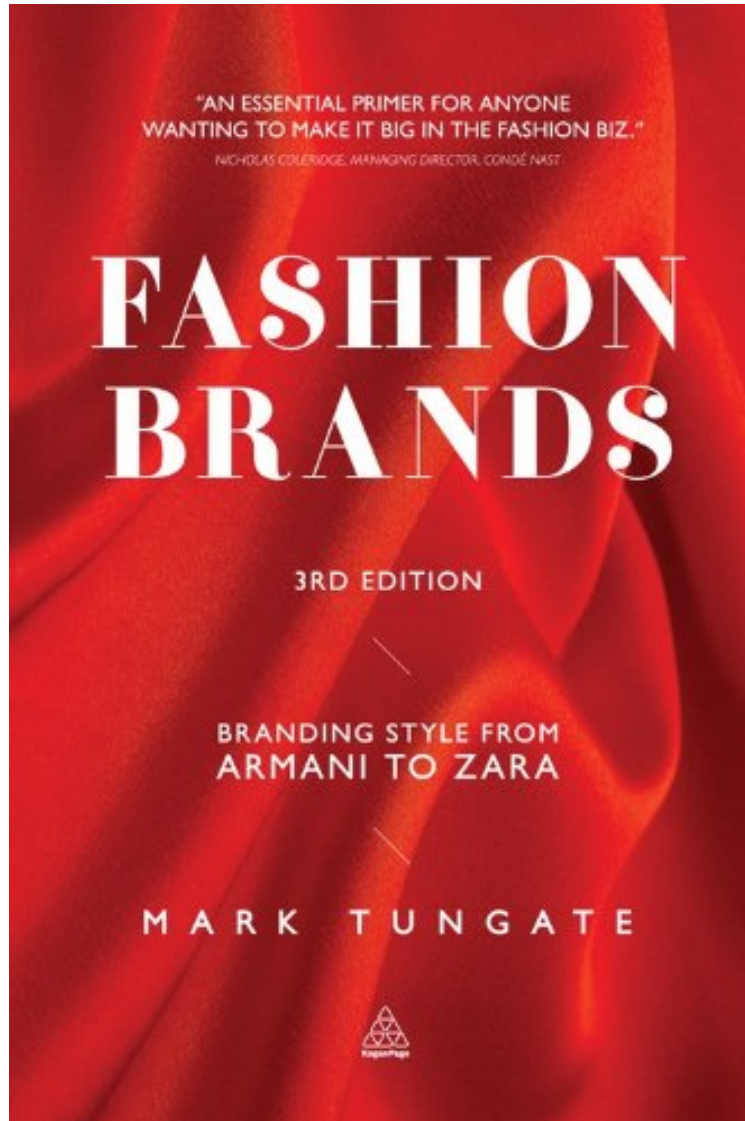


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Fashion Brands: Branding Style from Armani to Zara

Mark Tungate

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Once a luxury that only the elite could afford, fashion is now accessible to all. High street brands such as Zara, Topshop and HM have put fashion within the reach of anyone, whilst massive media attention has turned designers such as Tom Ford, Alexander McQueen and Stella McCartney into brands in their own right. Fashion Brands takes you 'behind the seams', so to speak, exposing how the use of advertising, store design and the media has altered our fashion 'sense' and how a mere piece of clothing can be transformed into something with mystical allure. Packed with first-hand interviews with fashion brand gurus and industry insiders, this fully updated 3rd edition of the international bestselling Fashion Brands has its finger on the fashion pulse more firmly than ever. It now includes more on celebrity fashion brands and the rise of the 'It' girls and their influence to further analyse every aspect of fashion from a marketing perspective.

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