

1. Record Nr.	UNINA9910407709803321
Titolo	The Artification of Luxury Fashion Brands : Synergies, Contaminations, and Hybridizations / / edited by Marta Massi, Alex Turrini
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2020
ISBN	9783030261214 3030261212
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (181 pages)
Collana	Palgrave Studies in Practice: Global Fashion Brand Management, , 2523-3513
Disciplina	746.920688
Soggetti	Marketing Industries Arts Fine Art
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. When Fashion Met Arts: The Artification of Fashion Brands -- 2. Brunello Cucinelli, a humanistic approach to fashion -- 3. Trussardi and the art of promoting art -- 4. Gucci: Branding art or art branding? -- 5. Christian Dior: The Art of Haute Couture -- 6. Balenciaga, the Master of Haute Couture -- 7. Conclusion.
Sommario/riassunto	Despite being vastly different both socially and economically, art and fashion are increasingly converging to collaborate in mutually advantageous ways. This book discusses the mutual benefits of collaboration through analysis of successful case studies, including corporate art collections and museums, patronage and sponsorship initiatives, and art-based brand management in the fashion sector. It provides a categorization of the strategies that fashion firms employ when they join the art world and illustrates how art and fashion brands can interact strategically at different levels. This book will be a valuable resource to researchers, providing an enhanced understanding of the potential of artification for managing brands and products.