

1. Record Nr.	UNINA9910412148703321
Autore	Cabigiosu Anna
Titolo	Digitalization in the Luxury Fashion Industry : Strategic Branding for Millennial Consumers // by Anna Cabigiosu
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	9783030488109 3030488101
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (ix, 249 pages)
Collana	Palgrave Advances in Luxury, , 2662-107X
Disciplina	687.0688 650
Soggetti	Marketing Industries Consumer behavior Business Management science Consumer Behavior Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1. Introduction -- Chapter 2. An overview of the luxury fashion industry -- Chapter 3. The new consumers of luxury -- Chapter 4. The omnichannel strategy in the fashion industry -- Chapter 5. "See now buy now" -- Chapter 6. Additive manufacturing and smart textiles -- Chapter 7. The Kering Group and the Gucci's success -- Chapter 8. A comparative analysis: Gucci, Saint Laurent, Balenciaga and Bottega Veneta -- Chapter 9. Concluding considerations and directions for future research.
Sommario/riassunto	The luxury fashion industry is one of the best performing and fastest growing industries in today's business landscape, and is set to continue expanding over the next years. Exploring the effects of digitalization, this book aims to increase our understanding of the key drivers of internal growth and competitiveness in luxury fashion firms. With a focus on the development of new brand strategies brought about by

digitalization, the author outlines the need for business models to be redesigned in order to make use of social media and satisfy Millennial consumers. Offering case studies on leading luxury fashion brands, this timely book evaluates new digital technologies and strategies including omnichannel marketing, 3D printing and smart textiles. A must-read for those researching digital marketing and branding, as well as luxury or fashion management, this book provides a much-needed and up-to-date analysis of a successful and digitally aware industry. Anna Cabigiosu is Associate Professor of Strategy and Innovation Management in the Department of Management at Ca' Foscari University of Venice, Italy, where she is also the Scientific Director of the Innovation, Organization and Strategy (IOS) research center and the Executive Director of the Center for Automotive and Mobility Innovation (CAMI). She also was Director of the Master's programme in Fashion Design and Management and she is vice-director of the Master in Mobility Innovation and Management. Her research has been published in various journals, including the Strategic Management Journal, Organization Science, and Research Policy.

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