Record Nr. UNINA9910825286203321 International journal of retail & distribution management incorporating **Titolo** retail insights. Vol. 33, No. 4 Fashion retailing (part 2) / / Guest editors: Grete Birtwistle and Christopher M. Moore Bradford, England, : Emerald Group Publishing, c2005 Pubbl/distr/stampa **ISBN** 1-280-50878-7 9786610508785 1-84544-294-6 Edizione [1st ed.] Descrizione fisica 1 online resource (96 p.) Altri autori (Persone) **BirtwistleGrete** MooreChristopher M Disciplina 658.8/7 Soggetti Physical distribution of goods - Management Retail trade - Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. CONTENTS; EDITORIAL ADVISORY BOARD; Guest editorial; A model of Nota di contenuto socially responsible buying/sourcing decision-making processes; A dedicated follower of fashion: the expansion strategy of David Linley & Co. Ltd; The nature of parenting advantage in luxury fashion retailing the case of Gucci group NV; Bricks, clicks, and pix: apparel buyers' use of stores, internet, and catalogs compared; Salesperson roles: are online retailers meeting customer expectations?: The unhappy shopper, a retail experience: exploring fashion, fit and affordability Fashion and clothing: the construction and communication of gay identities Sommario/riassunto Grete Birtwistle is the Head of Division of Marketing at the Caledonian Business School, GlasgowCaledonian University. She has extensive fashion retailing experience and her PhD investigated thearea of store image and store positioning for fashion retailers.