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Nota di contenuto	PART I Brands -- 1 Picture Perfect: Hermes, Its Silk Scarves, and Twenty-First-Century Experiential Events -- 2 The Good, the Bad, and the Ugly: Dolce & Gabbana and Narratives of Heritage and National Identity -- 3 Gucci Beauty, Nur Jahan, and the Mining of the History of Art for Global Beauty Icons for the Twenty-First Century -- PART II Visual Cultures -- 4 The Exotic as Luxury: Visual Narrative Advertisements of Indian Luxury Goods on Instagram -- 5 "Terrain of Every Hue": Locating the Luxury Knitwear Trade in Scotland's Landscapes -- 6 Stories of Turkish Cultural Heritage Motifs Subject to Digital Marketing in Fashion -- 7 Louboutin's Red: Using Color to Connect France's Past and Present -- 8 Japan's Fashion Subculture: Lolita, From Cuteness to Feminist Revolution and Escapism -- PART III Spaces and Technologies -- 9 Constructing an Affective Retail Space: Bodily Engagement With a Luxury Fashion Brand Through Spatial and Heritage Storytelling -- 10 New Old Stories: The Temporal Landscape in Fortnum & Mason's Digital Heritage Storytelling
Sommario/riassunto	"This book examines the ways in which luxury fashion brands use their heritage in their digital storytelling and marketing. With essays from authors in China and Macau, India, Romania, Turkey, the United Kingdom, and the United States, covering British, Chinese, French,

Japanese, Indian, Italian, and Turkish brands, this truly global collection is the first book of its kind devoted solely to the emerging study of digital heritage storytelling. This method is a hugely important factor in the marketing of luxury brands, and has yet to be studied comprehensively. The book will be of interest to scholars working in fashion studies, fashion history, design history, design studies, digital humanities, and fashion marketing"--
