1.	Record Nr.	UNINA9911015856903321
	Autore	Costin Laura
	Titolo	Fashion Marketing : The Contemporary Marketing Mix / / edited by Laura Costin, Liz Barnes
	Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2025
	ISBN	9783031825712
		9783031825705
	Edizione	[1st ed. 2025.]
	Descrizione fisica	1 online resource (516 pages)
	Collana	Business and Management Series
	Altri autori (Persone)	BarnesLiz
	Disciplina	391.0688
	Soggetti	Marketing
		Branding (Marketing)
		Luxury goods industry
		Sustainability
		Branding
		Luxury
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Ch 1: The Evolving Nature of Fashion Product Development and The Importance of Product in Fashion Marketing -- Ch 2: Brand Experience and its Role in Fashion Retailing -- Ch 3: The Allure of the Luxury Fashion Brand Publication Consuming the Fashion Product as Media -- Ch 4: Lifestyle Brand Communications A Theoretical Conceptualization and Applied Study of Spanish Fashion SME Brands Online -- Ch 5: The Impact of Country of Origin Marketing on Fashion Brands -- Ch 6: Circularity in Indian fashion brands Perspectives and Digital Branding Orientations -- Ch 7: Social Media and Fashion Marketing -- Ch 8: Personalisation in Fashion Marketing -- Ch 9: Retail Technology -- Ch 10: Hype or Reality AI as a Disruptor of Fashion Retail -- Ch 11: Reinventing Fashion Business Big Data Analytics -- Ch 12: Contemporary Issues in Fashion Marketing -- Ch 13: Assessing the Factors Mediating the Attitude -- Ch 14: Behaviour Gap in Sustainable Fashion Consumerism -- Ch 15: Luxury Fashion Brands Greenfluence GUCCI Vault and Valentino Vintage CSR Digital Communications -- Ch

16: Integrating Pop-Up Stores in Fashion Brand Strategies A Guerilla Marketing Approach -- Ch 17: Second Hand Luxury Fashion -- Ch 18: Fashion Marketing in The Era of Equality Diversity and Inclusivity.

Sommario/riassunto	This book offers a comprehensive overview of key topics, debates and issues in the field of fashion marketing. The purpose of fashion marketing is to understand the needs of consumers and to orientate both strategic and operational activities to satisfy those needs. In recent times, fashion marketing has faced an era of fast-paced change characterised by the rise of fashion influencers, the impact of technology, and the complexity of consumer needs, which has never been so great. As such, there is a need to examine the concept of fashion marketing in this contemporary setting. Featuring a range of contributions from international experts in the field, the book is split into sections broadly covering fashion marketing as a concept, internationalization, digital fashion marketing, and contemporary thinking. In doing so it covers topics such as fashion social media, luxury fashion marketing, fashion marketing and the pandemic, sustainability, AI and omnichannel fashion retail. A definitive resource for students, researchers and practitioners, this book offers a truly contemporary lens that pushes the boundaries of current and future thinking. Liz Barnes is currently the Head of Manchester Fashion Institute at Manchester Metropolitan University. Her research has been widely published on fashion marketing and fast fashion in particular and has guest-edited two special issues of the Journal of Fashion Marketing and Management. More recently Liz has published research in the areas of fashion consumer behaviour, omnichannel customer journey, eWOM, fashion influencers, social media marketing, luxury fashion, modesty fashion and country of origin and its implications for fashion. Laura Costin is Senior Lecturer and Programme Leader BA (Hons) Fashion Communication at Manchester Metropolitan University. Prior to working in higher education, she worked in industry for various global fashion businesses in Marketing, Social Media and PR, and has over 10 years of industry experience. Her research interests focus on the evolution of influencer marketing and she is a fellow at the Chartered Management Institute and the Higher Education Academy. .