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## 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.

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## 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.

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