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Fashion Brands: Branding Style From Armani To Zara



Synopsis

* Studies the influence of branding within the fashion industry

Book Information

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Customer Reviews

Most of the content has come up in the leading fashion and culture magazines and business media. And the topic of how marketers create consumer demand and the story of individual brands such as Nike and Gucci have been covered in other books. But Tungate brings all of these subjects, all of these themes, and all of these prominent fashion brands together for a picture of the system of which they are all a part. With his broader perspective, he also gives a global perspective not limited to the vibrant, shop-til-you-drop, U.S. market and its advanced ideology of consumerism where many of the "branding" ideas and techniques originated, but including also European and Asian markets. A media, marketing, and communication journalist, Tungate writes in a popular style with many references from popular culture and the well-known fashion marketplace.

If you want to understand the true meaning of style, the fashion world can explain it. No other industry is as adept at transforming a commodity into an art form, and doing so repeatedly on a seasonal basis. Journalist Mark Tungate presents a terrific overview of many key aspects of this gritty yet ephemeral business. His wide-ranging book covers everything from fashion photography to haute couture, modeling agencies, accessories, second hand clothes and even the history of department stores. He goes into journalistic detail about established and avant-garde designers, photographers, ad agencies and trend consultants who work side by side to sell image to the public.

This is a serious book, complete with the URL's of key Web sites, and profiles of the top designers who create brands. Tungate goes inside fashion firms that know how to sell dreams and illusions made of Italian fabrics and fine leather. We recommend this book to marketers - even those who are not fashion minded - who want to rejuvenate their creativity and pick up some new sources of inspiration and style.

The book is lacking in two big areas: First, the book does not have enough photo and past advertising materials to let readers to really see how the brand owner transform and execute their concepts towards building the brand identity they intended --> (impractical, and just talk.) Second, fashion branding is even more conceptual than the classical FMCG branding, and really take a branding professional to handle it properly. If the author is only a journalist, he should at least include some works from branding professional to make the book more useful. To be frank, the book is just a bit better than reading fashion magazine and this is only my opinion. William Chan
Sales and Marketing Manager

This book ,really inspires you to look at your own brand and see what's missing. It really highlights how well formed your concepts and ideas are , especially the ones shaping how your brand is perceived .

I own this book in two different languages: yes, I bought the French Edition too!!! Tungate as always dissects the Industry and reveals exclusive Insights from the Fashion Insiders. This is what I like the most of all his Books, his "Behind the Scene" Style. I really liked the Sections devoted to "Haute Couture meets High street" and "the Anatomy of a Trend: The Style Bureaus, The Cool Hunters and the new Oracles". I think that "Fashion Brands - Branding Style from Armani to Zara" is a Wardrobe Essential and full of sure conversation pieces to share at Parties! Rich with detail and Simply eloquent. I give 5 Stars to the Book!

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