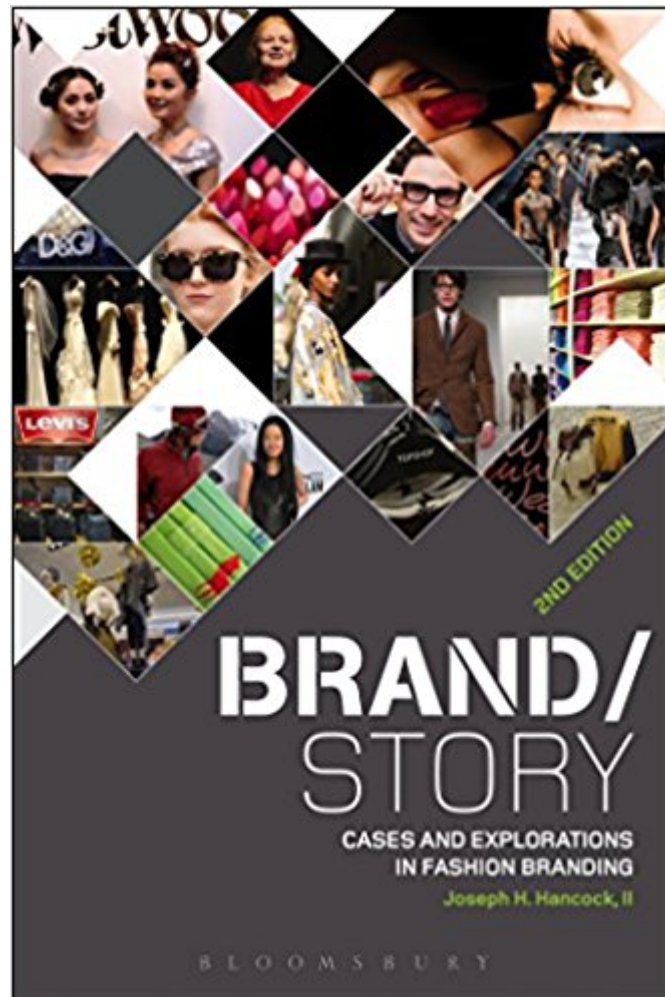


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Brand/Story: Cases And Explorations In Fashion Branding



Synopsis

Brand/Story: Cases and Explorations in Fashion Branding, Second Edition examines how a retailer, manufacturer, or designer label uses storytelling to grab a consumer's interest. For consumers, branding tells the story and creates the identity for a product, a person, and a company. Using 10 case studies on such notable brands as Levis and Vivienne Westwood, Brand/Story looks at what a fashion brand is about and why companies advertise the way they do. It enables the reader to think critically about branding-both the medium and the message-and not simply take advertisements and brands at face value. New to this edition:~Features 7 new brands including LuluLemon, Warby Parker, MAC Cosmetics and Topshop/Topman~Over 40 new color images including advertisements for Ralph Lauren, Vera Wang, and Dolce & Gabbana~Updated interviews with industry professionals including Nancy Mair, General Merchandise Manager, Burlington Stores and Jill Walker-Roberts, President of Walker-Roberts Consulting~New Go Outside! exercises provide readers with scenarios in which they can apply what they learn to other brands they encounter~Chapter objectives and discussion questions allow the reader to fully engage with the content~Instructor Resources:~Instructor's Guide and Test Bank provide suggestions for planning the course and using the text in the classroom~ PowerPoint presentations include images from the book and provide a framework for lecture and discussion

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