



Fashion Brands: Branding Style from Armani to Zara

By Mark Tungate



Download



Read Online

Fashion Brands: Branding Style from Armani to Zara By Mark Tungate

Once a luxury that only the elite could afford, fashion is now accessible to all. Brands such as Zara and H&M have put fashion within the reach of anyone, while massive media attention has turned designers such as Tom Ford and Stella McCartney into brands in their own right.

This third edition of the international best seller *Fashion Brands* explores the popularization of fashion and explains how marketers and branding experts have turned clothes and accessories into objects of desire. Full of first-hand interviews with key players, it analyzes every aspect of fashion from a marketing perspective. With its finger firmly on the fashion pulse, it also looks at the impact of blogging and the rise of celebrity-endorsed products and fashion ranges.

Snappy and journalistic, *Fashion Brands* exposes how the use of advertising, store design and the media has altered our fashion "sense" and reveals how a mere piece of clothing can be transformed into something with mystical allure.



[Download Fashion Brands: Branding Style from Armani to Zara ...pdf](#)



[Read Online Fashion Brands: Branding Style from Armani to Za ...pdf](#)

Fashion Brands: Branding Style from Armani to Zara

By Mark Tungate

Fashion Brands: Branding Style from Armani to Zara By Mark Tungate

Once a luxury that only the elite could afford, fashion is now accessible to all. Brands such as Zara and H&M have put fashion within the reach of anyone, while massive media attention has turned designers such as Tom Ford and Stella McCartney into brands in their own right.

This third edition of the international best seller *Fashion Brands* explores the popularization of fashion and explains how marketers and branding experts have turned clothes and accessories into objects of desire. Full of first-hand interviews with key players, it analyzes every aspect of fashion from a marketing perspective. With its finger firmly on the fashion pulse, it also looks at the impact of blogging and the rise of celebrity-endorsed products and fashion ranges.

Snappy and journalistic, *Fashion Brands* exposes how the use of advertising, store design and the media has altered our fashion "sense" and reveals how a mere piece of clothing can be transformed into something with mystical allure.

Fashion Brands: Branding Style from Armani to Zara By Mark Tungate Bibliography

- Sales Rank: #160593 in Books
- Brand: imusti
- Published on: 2012-11-15
- Original language: English
- Number of items: 1
- Dimensions: 9.06" h x .53" w x 6.29" l, .83 pounds
- Binding: Paperback
- 240 pages

 [Download Fashion Brands: Branding Style from Armani to Zara ...pdf](#)

 [Read Online Fashion Brands: Branding Style from Armani to Za ...pdf](#)

Download and Read Free Online Fashion Brands: Branding Style from Armani to Zara By Mark Tungate

Editorial Review

Review

"[A] key acquisition for business and arts collections alike, and provides a history of fashion brands and the evolution of the fashion industry. ...A 'must' for any collection strong in fashion and business." --**The Bookwatch**

"Tungate does a fine job explaining how brand marketers turn clothes and accessories into best sellers...For readers new to the subject of fashion or those interested in new trends, this short, snappy work is the place to begin. **Summing Up:** Highly recommended. All fashion collections."--**CHOICE**

Praise for the previous edition:

"General readers will enjoy this behind the scenes look into the fashion industry, and marketing and fashion merchandising students and practitioners will benefit from Tungate's many insights. **Summing Up:** Recommended. Upper-division undergraduate and graduate students; faculty; practitioners; and general audiences." --**CHOICE**

"Essential for anyone wanting to make it big in the fashion biz." --**Nicholas Coleridge**, Managing Director, Condé Nast

"Cohesive and light-hearted...I have since told my entire studio to pick it up and will be gladly recommending it to all the students that intern with us as a vital resource." --**Anthony Keegan**, Mens Design Director, Reaction & Unlisted, Kenneth Cole Productions

"Journalist Mark Tungate presents a terrific overview of many key aspects of this gritty yet ephemeral business. [He] covers everything from fashion photography to haute couture, modeling agencies, accessories, second hand clothes and even the history of department stores...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. --**getAbstract**

Branding and marketing professionals; all those in the fashion industry; students of marketing and fashion

About the Author

Mark Tungate is the author of the books *Adland*, *Branded Beauty* and *Branded Male*. He writes a weekly column for the French media magazine *Strategies*, and he is co-author of *The Epica Book*, an annual review of the best European advertising. Alongside his writing, he teaches at Parsons School of Art and Design in Paris, France.

Users Review

From reader reviews:

Robert Music:

The book with title Fashion Brands: Branding Style from Armani to Zara has lot of information that you can find out it. You can get a lot of advantage after read this book. That book exist new knowledge the information that exist in this publication represented the condition of the world right now. That is important to yo7u to learn how the improvement of the world. This particular book will bring you inside new era of the globalization. You can read the e-book on the smart phone, so you can read the item anywhere you want.

Billy Stinson:

This Fashion Brands: Branding Style from Armani to Zara is great book for you because the content that is full of information for you who have always deal with world and still have to make decision every minute. This specific book reveal it details accurately using great plan word or we can state no rambling sentences within it. So if you are read that hurriedly you can have whole facts in it. Doesn't mean it only will give you straight forward sentences but challenging core information with splendid delivering sentences. Having Fashion Brands: Branding Style from Armani to Zara in your hand like obtaining the world in your arm, data in it is not ridiculous one. We can say that no e-book that offer you world in ten or fifteen tiny right but this publication already do that. So , this can be good reading book. Hey Mr. and Mrs. occupied do you still doubt this?

Ronald Jackson:

Do you like reading a e-book? Confuse to looking for your best book? Or your book seemed to be rare? Why so many question for the book? But just about any people feel that they enjoy intended for reading. Some people likes looking at, not only science book but also novel and Fashion Brands: Branding Style from Armani to Zara as well as others sources were given knowledge for you. After you know how the great a book, you feel desire to read more and more. Science book was created for teacher or maybe students especially. Those ebooks are helping them to increase their knowledge. In different case, beside science book, any other book likes Fashion Brands: Branding Style from Armani to Zara to make your spare time much more colorful. Many types of book like here.

Henry Heath:

A number of people said that they feel bored stiff when they reading a publication. They are directly felt this when they get a half parts of the book. You can choose the particular book Fashion Brands: Branding Style from Armani to Zara to make your reading is interesting. Your personal skill of reading ability is developing when you like reading. Try to choose straightforward book to make you enjoy to learn it and mingle the opinion about book and studying especially. It is to be 1st opinion for you to like to open a book and study it. Beside that the reserve Fashion Brands: Branding Style from Armani to Zara can to be your brand-new friend when you're sense alone and confuse in what must you're doing of this time.

Download and Read Online Fashion Brands: Branding Style from Armani to Zara By Mark Tungate #ARKOJF9L2WD

Read Fashion Brands: Branding Style from Armani to Zara By Mark Tungate for online ebook

Fashion Brands: Branding Style from Armani to Zara By Mark Tungate Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Fashion Brands: Branding Style from Armani to Zara By Mark Tungate books to read online.

Online Fashion Brands: Branding Style from Armani to Zara By Mark Tungate ebook PDF download

Fashion Brands: Branding Style from Armani to Zara By Mark Tungate Doc

Fashion Brands: Branding Style from Armani to Zara By Mark Tungate Mobipocket

Fashion Brands: Branding Style from Armani to Zara By Mark Tungate EPub