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Packed with examples from students and professionals and fully illustrated with inspiring imagery, they offer an essential exploration of the subject.Basics Fashion Management: Fashion Promotion" "examines what's required for a twenty-first century fashion brand to make its mark and stay visible in a shifting consumer landscape.

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About Basics Fashion Management 02: Fashion Promotion. Fashion Promotion is an inspiring and practical guide to promoting a brand. It addresses the new ways in which brands engage with customers, through the latest digital channels as well as traditional methods. Topics covered include developing a brand from an original idea, the impact of blogging and street style sites, digital fashion, online and offline marketing techniques, creating the vision behind a brand, and public relations.

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About Basics Fashion Management 01: Fashion Merchandising. Highlighting the skills and considerations needed to manage products, this book will also help readers to understand processes such as product development, the supply chain and branding. It examines traditional and newer roles within the industry, discussing the roles of buyers, retailers and merchandisers.

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The global fashion industry is ever-changing and developing; its unpredictable and innovative nature excites me. I agree that what goes on behind the scenes of creating a product is just as important as the item produced, which is why fashion marketing and buying appeals to me so much. The last few years have changed the retail environment massively, sustainable fashion is something that I ...