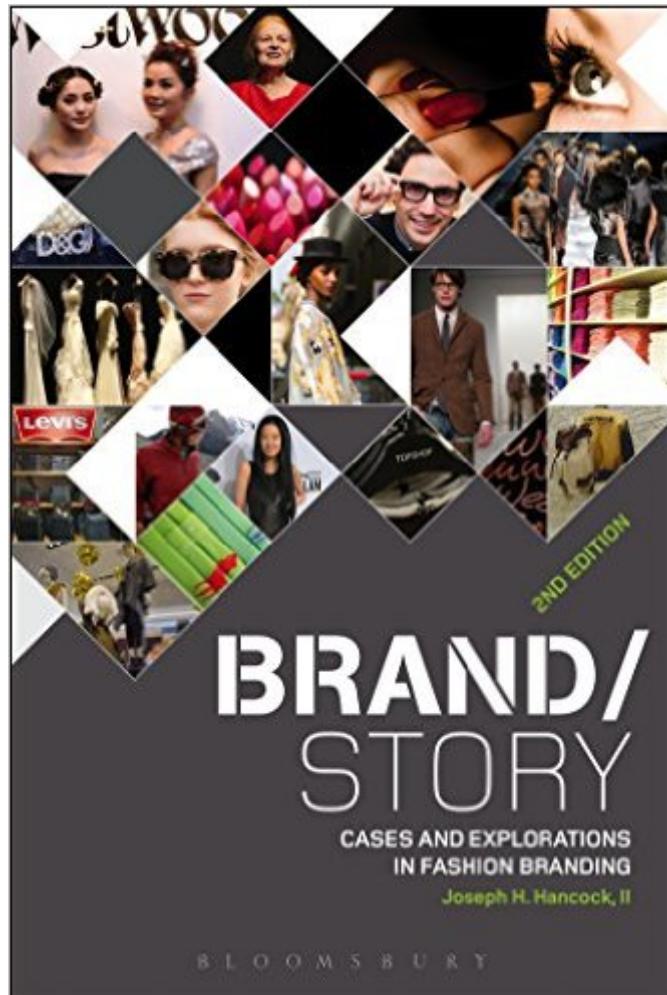


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# Brand/Story: Cases And Explorations In Fashion Branding



## 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

## Book Information

Paperback: 240 pages

Publisher: Fairchild Books; 2 edition (March 10, 2016)

Language: English

ISBN-10: 1501300024

ISBN-13: 978-1501300028

Product Dimensions: 6.1 x 0.5 x 9.1 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars Â See all reviews Â (1 customer review)

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