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## Luxury Fashion Branding: Trends, Tactics, Techniques

By Uche Okonkwo

Palgrave Macmillan. Hardback. Book Condition: new. BRAND NEW, Luxury Fashion Branding: Trends, Tactics, Techniques, Uche Okonkwo, [FRONT FLAP] 'Luxury is a necessity that begins where necessity ends' These words spoken by Gabrielle Coco Chanel in the early twentieth century remain as true as ever today. Luxury fashion has seeped into every sphere of our consumer society; it has become the norm to aspire towards owning products from exclusive brands like Vuitton, Gucci and Dior. This desire is further heightened by affordable, available fashion from brands like H&M and Zara who continuously offer luxury-style goods at lower prices. Also, globalization and technological and communications advancement have made fashion even more accessible. Consumers can now shop at will on the Internet, access a wide variety of goods and exchange instant brand experiences. Consequently the average fashion consumer has become savvy, demanding and restless. To put it mildly, 'The luxury consumer and the luxury landscape have changed!' What do these imply for luxury fashion brands? A changing sector currently undergoing an important market evolution, internal management shifts and rapid expansion, in dire need of strategic business direction. Luxury Fashion Branding is the groundbreaking first book of its kind that addresses the business of...



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