



Fashion Brands: Branding Style from Armani to Zara

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* Studies the influence of branding within the fashion industry

Fashion Brands: Branding Style from Armani to Zara Details

Date : Published September 1st 2005 by Kogan Page (first published January 1st 2005)

ISBN : 9780749442996

Author : Mark Tungate

Format : Hardcover 243 pages

Genre : Couture, Fashion, Business, Nonfiction



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From Reader Review Fashion Brands: Branding Style from Armani to Zara for online ebook

Mallika Saharia says

This book covers exactly what an intrigued outsider would want to know about the world of fashion. Checks all the boxes in my list

Mollyzhao says

I like it and I wanna read it again.

Jen says

Obviously fantastic. Covers every concept the individual interested in the business and concept of fashion should know.

Damla Kaan says

If you wanna learn the secret of fashion, you can read it.

Sofia says

For someone who never read anything about the world of fashion marketing this book may be a surprise. It wasn't my case but I enjoyed the perspectives shared and knowing more about the history of some brands. What I didn't enjoyed or what left me a bit disappointed is that on some matters it felt dated. But it was interesting to see that what the author and some people interviewed thought would happen is really happening. Luxury is losing the appeal as it gets accessible to the masses and ethics are starting to play an important part in what matter to consumers. Big brands and logos are becoming tacky. If you are interested in knowing more about the smokes and mirrors of the luxury market I highly suggest reading *Deluxe: How Luxury Lost Its Luster*.

Ione says

Great book. Though be careful. This was written in 2005, so some notions could have changed since.

Snezanelle says

I read this book for my studies but it was so interesting and easy to read that I recommend it to everyone who likes fashion and marketing.

Lara says

Informative , thought-provoking with intriguing fashion history.An absolute reread.

Driss says

A great book that covers almost any aspect of the fashion industry. The author had put a lot of effort and devotion to write it . Although it was published in 2004 , this book is still "à la mode" .

Ivonne says

Llegué a este libro por recomendación de uno de mis profesores de Branding y vaya que fue toda una puerta abierta a entender cómo se maneja el mundo de la moda y sobre todo, entender cómo desde un comienzo, este mundo fue el que marcó la parada en lo que hoy conocemos como branding y marketing. Me encanta cómo el autor viene un background que no es de moda y brinda una perspectiva académica y sin tanto adorno, exponiendo los hechos como son. Sin embargo creo que le faltan recursos gráficos para hacer la lectura más amena; la exploración de los diferentes ámbitos de la moda desde el vitrinismo, la fotografía hasta la distribución hace que el libro se convierta en una potencial biblia para personas que quieren conocer más sobre cómo las marcas de moda se manejan.

Ali R?za Tunçer says

Mark Tungate'in 2005 yılında kaleme aldığı kitap birçok derin sektörel araştırma ve görüşmeyi de gözler önüne seriyor. Moda dünyasının çok içinde olan birinin de, modayla pek alakasız olmayan birinin de zevkle okuyabileceği bir kitap. Temiz ve açıklayıcı.

Leader Summaries says

Desde Leader Summaries recomendamos la lectura del libro Marcas de moda, de Mark Tungate. Las personas interesadas en las siguientes temáticas lo encontrarán práctico y útil: marketing y ventas, publicidad y relaciones públicas. En el siguiente enlace tienes el resumen del libro Marcas de moda, Técnicas de marketing y publicidad empleadas en la industria textil: Marcas de moda

Vincent Jones says

It is a book about fashion with any single picture.

Fashion is a hard business, you need to prove yourself every 6 months. You have to keep your style but change it all the time. So, it is a delicate balance.

A brand could fall, but also could be raised.

Not a brand junkie or fashionable, be stylish.

Ready to wear is a fairly new concept.

Like laptops, there are only a few factories for fragrance.

It is a fast changing industry and needs to deliver information to consumers ASAP, therefore, it relies on media.

Beth Harper says

I liked the historical background in the book, along with the info on more current trends. Focused mostly on Europe.

Mosima Masha says

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