

## Research Methods For The Fashion Industry

Drawing on extensive archival research and interviews, this book delves into the rich world of Ghanaian fashion, demonstrating how, over time, local dress styles and materials have been fused with global trends to create innovative, high fashion garments that reflect a distinctly Ghanaian cosmopolitanism. Ghana has a complex and diverse fashion culture which was in evidence before independence in 1957 and has continued to grow in reputation in the postcolonial period. In this book, Christopher Richards reflects on the contributions of the country's female fashion designers, who have employed fashion to innovate existing, culturally relevant dress styles, challenge gendered forms of dress, and make bold statements regarding women's sexuality. Treated as artworks, the book examines specific garments to illustrate the inherent complexity of their design and how fashion is often embedded with a blending of personal histories, cultural practices and global inspirations. Reflecting in particular on the works of Laura Quartey, Letitia Obeng, Juliana Kweifio-Okai, Beatrice Arthur and Aisha Ayensu, this book makes an important and timely contribution to art history, fashion studies, anthropology, history, women's studies and African Studies.

How the tools of design research can involve designers more directly with objects, products and services they design; from human-centered research methods to formal experimentation, process models, and application to real world design problems. The tools of design research, writes Brenda Laurel, will allow designers "to claim and direct the power of their profession." Often neglected in the various curricula of design schools, the new models of design research described in this book help designers to investigate people, form, and process in ways that can make their work more potent and more delightful. "At the very least," Peter Lunenfeld writes in the preface, "design research saves us from reinventing the wheel. At its best, a lively research methodology can reinvigorate the passion that so often fades after designers join the profession." The goal of the book is to introduce designers to the many research tools that can be used to inform design as well as to ideas about how and when to deploy them effectively. The chapter authors come from diverse institutions and enterprises, including Stanford University, MIT, Intel, Maxis, Studio Anybody, Sweden's HUMlab, and Big Blue Dot. Each has something to say about how designers make themselves better at what they do through research, and illustrates it with real world examples—case studies, anecdotes, and images. Topics of this multi-voice conversation include qualitative and quantitative methods, performance ethnography and design improvisation, trend research, cultural diversity, formal and structural research practice, tactical discussions of design research process, and case studies drawn from areas as unique as computer games, museum information systems, and movies. Interspersed throughout the book are one-page "demos," snapshots of the design research experience. Design Research charts the paths from research methods to research findings to design principles to design results and demonstrates the transformation of theory into a richly satisfying and more reliably successful practice.

Learn how Artificial Intelligence (AI) is being applied in the fashion industry. With an application focused approach, this book provides real-world examples, breaks down technical jargon for non-technical readers, and provides an educational resource for fashion professionals. The book investigates the ways in which AI is impacting every part of the fashion value chain starting with product discovery and working backwards to manufacturing. Artificial Intelligence for Fashion walks you through concepts, such as connected retail, data mining, and artificially intelligent robotics. Each chapter contains an example of how AI is being applied in the fashion industry illustrated by one major technological theme. There are no equations, algorithms, or code. The technological explanations are cumulative so you'll discover more information about the inner workings of artificial intelligence in practical stages as the book progresses. What You'll Learn Gain a basic understanding of AI and how it is used in fashion Understand key

terminology and concepts in AI Review the new competitive landscape of the fashion industry Conceptualize and develop new ways to apply AI within the workplace Who This Book Is For Fashion industry professionals from designers, managers, department heads, and executives can use this book to learn about how AI is impacting roles in every department and profession. Research Methods for the Fashion Industry Fairchild Books

'This is an excellent resource for those interested in studying organizations in both formal and informal contexts' - Choice Taking readers through the practical history of ethnography from its anthropological origins through to its use in a ever-widening variety of organizational, academic and business contexts, this book covers the whole research project process, starting with research design, and dealing with such practical issues as gaining access, note-taking, project management, analysing one's data and negotiating an exit strategy. It is highly practical and incorporates a range of case studies, illustrating organisational ethnography at work. This book is an invaluable resource for anyone wanting to plan and conduct their own ethnographic, observational or participant observational research in an organizational context, whatever their level of experience and regardless of whether they are studying a business organization or other types of organization such as schools and hospitals.

The production, use and eventual disposal of most clothing is environmentally damaging, and many fashion and textile designers are becoming keen to employ more sustainable strategies in their work. This book provides a practical guide to the ways in which designers are creating fashion with less waste and greater durability. Based on the results of extensive research into lifecycle approaches to sustainable fashion, the book is divided into four sections: source: explores the motivations for the selection of materials for fashion garments and suggests that garments can be made from materials that also assist in the management of textile waste make: discusses the differing approaches to the design and manufacture of sustainable fashion garments that can also provide the opportunity for waste control and minimization use: explores schemes that encourage the consumer to engage in slow fashion consumption last: examines alternative solutions to the predictable fate of most garments – landfill. Illustrated throughout with case studies of best practice from international designers and fashion labels and written in a practical, accessible style, this is a must-have guide for fashion and textile designers and students in their areas.

What do our clothes say about us? How do the clothes we wear affect our moods and emotions? How does the fashion industry encourage us to aspire to look in a certain way? The Psychology of Fashion offers an insightful introduction to the exciting and dynamic world of fashion in relation to human behaviour, from how clothing can affect our cognitive processes to the way retail environments manipulate consumer behaviour. The book explores how fashion design can impact healthy body image, how psychology can inform a more sustainable perspective on the production and disposal of clothing, and why we develop certain shopping behaviours. With fashion imagery ever present in the streets, press and media, The Psychology of Fashion shows how fashion and psychology can make a positive difference to our lives.

Rosaline Barbour draws on her extensive teaching experience to provide a clear, user-friendly introduction to the craft of doing qualitative research. Each chapter includes examples of real-life qualitative data and a range of exercises to help students get a feel for the process of generating and analysing qualitative data. The second edition includes: New examples from a range of social science disciplines, making this the perfect book no matter what course you're studying More on unobtrusive methods of data collection, such as documentary analysis More on internet research methods, mixed methods and visual methods A new section on using software in qualitative research A brand new companion website full of additional lecturer and student resources.

The study of fashion has expanded into a thriving field of inquiry, with

researchers utilizing diverse methods from across subject disciplines to explore fashion and dress in wide-ranging contexts. With an emphasis on material culture and ethnographic approaches in fashion studies, this groundbreaking volume offers fascinating insights into the complex dynamics of research and fashion. Featuring unique case studies, with interdisciplinary scholars reflecting on their practical research experiences, Fashion Studies provides rich and nuanced perspectives on the use, and mixing and matching of methodological approaches – including object and image based research, the integration of qualitative and quantitative methods and the fluid bridging of theory and practice. Engaging with diverse subjects, from ethnographies of model casting and street-style blogging, wardrobe studies and a material culture analysis of global denim wearing, to Martin Margiela's design and archival methods, Fashion Studies presents complex approaches in a lively and informative manner that will appeal to students of fashion, anthropology, sociology, cultural studies and related fields. A collection of international contributions from renowned academics and practitioners from the US, UK, China, the second edition of Fashion Marketing has been completely updated, revised and expanded to reflect the major changes in the fashion industry since 2001 and covers all of the key themes and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy.

This book explores how clothing consumption has changed in Russia in the past 20 years as capitalism has grown in a postsocialist state, bringing with it a "consumer revolution." It shows how there has been and continues to be a massive change in the fashion retail market and how ideal lifestyles portrayed in glossy magazines and other media have contributed to the consumer revolution, as have shifts in the social structure and everyday life. Overall, the book, which includes the findings of extensive original research, including in-depth interviews with consumers, relates changes in fashion and retail to changing outlooks, identities, and ideologies in Russia more generally. The mentioned changes are also linked to the theoretical concept of fashion formed in postsocialist society. Visual research methods are quickly becoming key topics of interest and are now widely recognised as having the potential to evoke empathic understanding of the ways in which other people experience their worlds. Visual, Narrative and Creative Research Methods examines the practices and value of these visual approaches as a qualitative tool in the field of social science and related disciplines. This book is concerned with the process of applying visual methods as a tool of inquiry from design, to production, to analysis and dissemination. Drawing on research projects which reflect real world situations, you will be methodically guided through the research process in detail, enabling you to examine and understand the practices and value of visual, narrative and creative

approaches as effective qualitative tools. Key topics include: techniques of data production, including collage, mapping, drawing and photographs; the practicalities of application; the positioning of the researcher; interpretation of visual data; images and narratives in public spaces; evaluative analysis of creative approaches. *Visual, Narrative and Creative Research Methods* will be an invaluable companion for researchers, postgraduate students and other academics with an interest in visual and creative methods and qualitative research.

The clothing industry employs 25 million people globally contributing to many livelihoods and the prosperity of communities, to women's independence, and the establishment of significant infrastructures in poorer countries. Yet the fashion industry is also a significant contributor to the degradation of natural systems, with the associated environmental footprint of clothing high in comparison with other products. *Routledge Handbook of Sustainability and Fashion* recognizes the complexity of aligning fashion with sustainability. It explores fashion and sustainability at the levels of products, processes, and paradigms and takes a truly multi-disciplinary approach to critically question and suggest creative responses to issues of: • Fashion in a post-growth society • Fashion, diversity and equity • Fashion, fluidity and balance across natural, social and economic systems This handbook is a unique resource for a wide range of scholars and students in the social sciences, arts and humanities interested in sustainability and fashion.

Whether you're investigating fashion as a material object, an abstract idea, a social phenomenon, or a commercial system, qualitative techniques can further your understanding of almost any research topic. *Doing Research in Fashion and Dress* begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice. These case studies include Japanese subcultures, fashion photography blogs and semiotic studies of fashion magazine shoots and advertisements. This second edition also features a new chapter on internet sources and online ethnography, reflecting the adoption of social media tools not only by industry practitioners but also by academics. By contextualizing history, theory and practice *Doing Research in Fashion and Dress* offers: -A systematic examination of qualitative research methods in fashion studies in social sciences. -A practical guide for anyone wishing to conduct fashion research in academia or in the business world. -An accessible grounding in contemporary fashion studies literature.

*D\_Tex* is proposed as a hub around which it is possible to look at textiles in their different forms, in order to better understand, study, adapt and project them for the future. It is intended to build a flow of ideas and concepts so that participants can arrive at new ideas and concepts and work them in their own way, adapting

them to their objectives and research. D\_Tex is intended as a space for sharing and building knowledge around textile material in order to propose new understandings and explorations. Present in all areas of knowledge, the textile material bets on renewed social readings and its evolutions to constantly reinvent itself and enable innovative cultural and aesthetic dimensions and unexpected applications to solve questions and promote new knowledge. D\_Tex proposes to promote discussion and knowledge in the different areas where textiles, with all their characteristics, can ensure an important contribution, combining material and immaterial knowledge, innovative and traditional techniques, technological and innovative materials and methods, but also new organization and service models, different concepts and views on teaching. With the renewed idea of the intrinsic interdisciplinarity of design and sharing with different areas that support each other, the research and practice of textiles was proposed by the D\_TEX Textile Design Conference 2019, held June 19-21, 2019 at the Lisbon School of Architecture of the University of Lisbon, Portugal under the theme "In Touch" where, as broadly understood as possible, different areas of textiles were regarded as needing to keep in touch with each other and end users in order to promote and share the best they can offer for the welfare of their users and consumers.

Every fashion collection begins with research. But how do you start? How much should you do? How do you use that research? Fashion Design Research is designed to answer these questions and demystify the process for students. Illustrated throughout with inspirational photographs and images of good practice within student sketchbooks, the book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on market, fabric and colour research are followed by the final chapter, which shows how to gather all the information together, understand it and use it in a process known as triangulation. Additionally, case studies from a wide range of international designers showcase different working methods. By offering a clear approach to research for fashion design, this book will inspire students to embrace an activity that is both fun and fruitful.

This book is an analysis of the economics of the fashion photography industry. Aspers shows how photographers gain their identity in the market and how markets are constructed at the interface of economy and art.

The make-take-waste paradigm of fast fashion explains much of the producer and consumer behavior patterns towards fast fashion. The evolution from a two-season fashion calendar to fast fashion, characterized by rapid product cycles from retailers and impulse buying by consumers, presents new challenges to the environment, workplace and labour practices. This book provides a comprehensive overview of new insights into consumer behaviour mechanisms in order to shift practices toward sustainable fashion and to minimize the negative impacts of fast fashion on the environment and society. Concepts and techniques are presented that could overcome the formidable economic drivers of fast fashion and lead toward a future of sustainable fashion. While the need for change in the fashion industry post-Rana Plaza could not

be more obvious, alternative and more sustainable consumption models have been under-investigated. The paucity of such research extends to highly consumptive consumer behaviours regarding fast fashion (i.e. impulse buying and throwaways) and the related impediments these behaviours pose for sustainable fashion. Written by leading researchers in the field of sustainable fashion and supported by the Textile Institute, this book evaluates fashion trends, what factors have led to new trends and how the factors supporting fast fashion differ from those of the past. It explores the economic drivers of fast fashion and what social, environmental and political factors should be maintained, and business approaches adopted, in order for fast fashion to be a sustainable model. In particular, it provides consumer behaviour concepts that can be utilized at the retail level to support sustainable fashion.

The story of women's liberation as told by their changing dress – in the public gaze and in private

Fast fashion is an industrial trend that refers to the concept of shortening lead time (production, distribution) and offering new products to the market as fast as possible. Despite an abundance of research results, there is no comprehensive reference source that covers the state-of-the-art findings on both theoretical modeling and empirical research on fast fashion systems. This edited volume consists of three sections - review and exploratory studies, analytical models, and empirical research – made up of many interesting contributions in the respective domain. The result is a well-balanced handbook which includes both theoretical results (from various perspectives) and empirical findings. This volume will be of interest not only to those involved in the fashion industry, but also to academics and practitioners in the wider fields of business, manufacturing engineering, systems engineering and supply chain management. Providing detailed analysis of the thermal comfort assessment of clothing as the basis for developing standards, this book discusses the thermal protective role of clothing as a way of modelling heat transfer from the body, general thermal regulation of humans, and the importance of globally accepted test methods and standards to improve quality. New materials and discoveries in the study of thermal comfort necessitate the need for standard improvements and update. The development of international standards and the unification of testing methods is of crucial significance to ensure cost reduction and health protection. The book promotes instruments, methods, implementation of unified specifications, and the definition of standards so that a clear quality management system can be established, for both production systems and testing methods. It discusses standards in ergonomics of the thermal environment, clothing thermal characteristics, and subjective assessment of thermal comfort, which allows for systematic control of the measuring methods and the services and final products that are distributed on the global market. This book is aimed at industry professionals, researchers, and advanced students working in textile and clothing engineering, comfort testing, and ergonomics.

Are you a researcher struggling to mine and make sense of a mountain of fashion data? Are you interested in learning about how digital methods and tools could enhance your research? Have you thought about ways to spark and engage in academic conversations on social media? Have you wondered how digital technologies are internationalizing the field of fashion and textile studies? Digital Research Methods in Fashion and Textile Studies presents the reader with a variety of digital methodologies

to help build skills in searching for, analyzing, and discussing vintage design, photography, and writing on fashion, as well as historic and ethnographic dress and textile objects themselves. Each chapter focuses upon a different method, problem, or research site, including: - Maximalism and mixed-methods approaches to research - Searching large databases effectively - Pattern recognition and visual searching. - Critical reading, use, and citation of social media texts - Digital ethnography and shopping as research - Data visualization and mapping - Images in the public domain From advanced undergraduates and postgraduate students working on research projects to veteran professionals in fashion and textile history and beyond, everyone can benefit from a diverse set of fresh approaches to conducting and disseminating research. In the current age of instant gratification, with users snapping and posting images from runway shows long before the clothes will ever appear instores, the world of fashion is increasingly digital and fast-paced. Research on fashion is, too. Digital Research Methods in Fashion and Textile Studies will help you keep up in this rapidly changing world.

The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research, as well as with the application of that research. Visual Research Methods in Fashion provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real-life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market.

The collaboration between the Textile Department of the University of Minho and the Brazilian Association of Studies and Research (ABEPEM) has led to an international platform for the exchange of research in the field of Fashion and Design: CIMODE. This platform is designed as a biennial congress that takes place in different European and Latin American countries with the co-organization of another university in each location. The current edition was jointly organized by the University of Minho and the Centro Superior de Diseño de Moda (CSDMM) - Universidad Politécnica de Madrid. CIMODE's mission is to explore fashion and design from a social, cultural, psychological and communication perspective, and to bring together different approaches and perceptions of practice, education and the culture of design and fashion. Through an interdisciplinary dialogue and intercultural perspective, CIMODE wants to generate and present new scenarios about the present and future of fashion and design. 'DISEÑO AL REVÉS' ('BACKWARD DESIGN') was the central theme of the 4th CIMODE (Madrid, Spain, 21-23 May 2018), which produced a highly topical and relevant number of academic publications presented in this book.

Thoroughly updated to reflect changes in both research and methods, this Third Edition of Remler and Van Ryzin's innovative, standard-setting text is imbued with a deep commitment to making social and policy research methods accessible and meaningful. Research Methods in Practice: Strategies for Description and Causation motivates readers to examine the logic and limits of social science research from academic journals and government reports. A central theme of causation versus description runs through the text, emphasizing the idea that causal research is essential to understanding the origins of social

problems and their potential solutions. Readers will find excitement in the research experience as the best hope for improving the world in which we live, while also acknowledging the trade-offs and uncertainties in real-world research. Fashion is all around us: we see it, we buy it, we read about it, but most people know little about fashion as a business. Veronica Manlow considers the broader significance of fashion in society, the creative process of fashion design, and how fashion unfolds in an organizational context where design is conceived and executed. To get a true insider's perspective, she became an intern at fashion giant Tommy Hilfger. There, she observed and recorded how a business's culture is built on a brand that is linked to the charisma and style of its leader. Fashion firms are not just in the business of selling clothing along with a variety of sidelines. These companies must also sell a larger concept around which people can identify and distinguish themselves from others. Manlow defines the four main tasks of a fashion firm as creation of an image, translation of that image into a product, presentation of the product, and selling the product. Each of these processes is interrelated and each requires the efforts of a variety of specialists, who are often in distant locations. Manlow shows how the design and presentation of fashion is influenced by changes in society, both cultural and economic. Information about past sales and reception of items, as well as projective research informs design, manufacturing, sales, distribution, and marketing decisions. Manlow offers a comprehensive view of the ways in which creative decisions are made, leading up to the creation of actual styles. She helps to define the contribution fashion firms make in upholding, challenging, or redefining the social order. Readers will find this a fascinating examination of an industry that is quite visible, but little understood.

When thinking about lowering or changing consumption to lower carbon footprints, the obvious offenders come easily to mind: petroleum and petroleum products, paper and plastic, even food. But not clothes. Although the clothing industry is the second largest polluter after agriculture, most consumers do not think of clothes as a source of environmen

Fashion demands a steady flow of creative ideas. *Research and Design for Fashion* will guide you through the research techniques that could spark your next original collection. With practical advice on designing effective moodboards, recycling existing garments and getting to know your customer, this new edition will help you master the research process and apply it to your own designs.

There's also a wealth of advice through interviews with exceptional designers, including Christopher Raeburn, ThreeASFOUR and Magdaléna Mikulicáková, as well as updated imagery of the research and design work behind both single garments and entire collections. This fourth edition also explores how cultural events, historical anniversaries and sport influences can be the starting point for a collection. There's also more on creative ways of recording your findings and designing for menswear, childrenswear and gender-neutral clothing.

Fashion has been steadily moving from the brick and mortar to the digital market.



As such, it is increasingly vital to research new methods that will help businesses to grow and succeed in this new sphere. *Advanced Fashion Technology and Operations Management* is a pivotal reference source for the latest development management strategies, fashion marketing, international business, and fashion entrepreneurship. Featuring extensive coverage across a range of relevant perspectives and topics, such as online shopping behavior, digital fashion, and e-commerce, this book is ideally designed for professionals, entrepreneurs, students, and researchers.

The Second Edition of *An Applied Guide to Research Designs* offers researchers in the social and behavioral sciences guidance for selecting the most appropriate research design to apply in their study. Using consistent terminology, the authors visually present a range of research designs used in quantitative, qualitative, and mixed methods to help readers conceptualize, construct, test, and problem solve in their investigation. The Second Edition features revamped and expanded coverage of research designs, new real-world examples and references, a new chapter on action research, and updated ancillaries.

When thinking about lowering or changing consumption to lower carbon footprints, the obvious offenders come easily to mind: petroleum and petroleum products, paper and plastic, even food, but not clothes. When people evaluate ways to lower their personal carbon footprint by changing purchasing habits, they are bombarded with information to avoid petroleum and petroleum products, plastics, paper, even food, but not clothes. Most consumers do not think of clothes as a source of environmental damage. Yet, clothes are made with petroleum products through chemically-laden industrial processes that generate significant pollution. The fashion industry is among the largest organic water polluters in the world, accounting for significant greenhouse gas emissions and generating massive amounts of waste as a function of the frequent discarding of used clothing. In *The Dirty Side of the Garment Industry: Fast Fashion and Its Negative Impact on Environment and Society*, author Nikolay Anguelov exposed the ecological damage from the fast-fashion business model. In this book, *The Sustainable Fashion Quest: Innovations in Business and Policy*, the author takes this one step further by focusing on solutions. This book uses the familiar (yet complex) industry of fashion as a lens to examine how business pressures and national and international policies can have both positive and negative social and ecological impacts. It provides an analysis of extant and emerging policies to address the divergence in the ongoing quest to maximize economic development and minimize the social costs of the industrialization process. It also examines emerging technologies and innovative business models that have the potential to revolutionize how fashion is perceived, manufactured, and consumed. This book begins with an introductory letter that outlines the social and environmental issues facing the fashion industry, as well as emphasizing the seriousness and urgency of addressing them. Each chapter then focuses on a major aspect of the industry with an increasing emphasis on policy. The chapters outline the impact

of global-level and business-level decisions on the industry's success, its social and environmental impact, and its relationship to consumers. The goal of the book is to define that transition, explain its challenges, and educate readers on the possibilities to become powerful drivers of change through their professional actions and their personal behavior as consumers. While the book specifically analyzes the fashion industry, it also explains the implications for other industrial sectors. It uses a product everyone is familiar with (we all buy clothes, after all) to examine the decisions, impacts, and policies shaping the industry behind the scenes. The linkages are applicable to other fast-moving consumer goods (FMCG) business sectors, such as consumer electronics, which are starting to face sustainability criticism for relying on a business model of promoting a high frequency of repeat purchasing.

Research Methods for the Fashion Industry provides readers with a comprehensive look into the skills and techniques required for conducting research. The text is designed for the most effective teaching and retention of the lessons contained in it, using the tried-and-true methods of learning. Discussing the principles of research methods as they apply to fashion, each chapter is divided into three sections: theory, practice, and application. After finishing this text, readers will be able to conduct a research project and analyze the results using critical thinking skills. An informative and useful resource for students, this book can also serve as a reference for industry professionals.

In this introduction to understanding, researching and doing case studies in the social sciences, Hamel outlines several differing traditions of case study research including the Chicago School of Sociology, the anthropological case studies of Malinowski, and the French La Play school tradition. He shows how each developed, changed and has been practiced over time. Suggestions for the practice of case studies are made for the novice reader and an additional feature is the extensive bibliography on case study methods in social science to allow for further exploration of the topic.

The study of fashion has exploded in recent decades, yet what this all means or quite where it might take us is not clear. This new book helps to bring fashion into focus, with a comprehensive guide to the key theories, perspectives and developments in the field. Tim Edwards includes coverage of all the major theories of fashion, including recent scholarship, alongside subcultural analysis and an in-depth look at production.

Individual topics include: men's fashion, masculinity and the suit women's fashion and the role of sexuality children, the body and fashion the role of celebrity and designer label culture globalisation and the production of fashion. Fashion in Focus is the ideal companion for students in the arts and social sciences, especially those studying issues such as fashion, gender, sexuality and consumer culture.

Provides readers with a guided introduction to the key qualitative methodological approaches and shows students how 'to do' research by combining theoretical and practical perspectives.

This book provides a clear understanding of the different business strategies and models across all markets of the fashion industry. Providing a holistic and practical approach to strategic fashion management and marketing, the book covers brand

image, supply chain, communication, price point and social media. Based on examples from international organisations – including Off-White, Nike and Zara, as well as leading luxury brands – the author identifies 13 core market sectors and explores the strategies applied in each: from creativity to their supply chain and sustainability, from segmentation strategy to brand policies and from pricing to distribution. Each chapter includes features to aid student learning, including interviews with a wide range of experts from across the industry as well as student activities and reflection points. Theoretically grounded yet practical in its approach, this is important reading for advanced undergraduate and postgraduate students of Strategic Fashion Management, Fashion Marketing and Communications, Fashion Merchandising and Luxury Fashion. An award-winning book, *Doing Research* is a must read. Designed for students across a variety of social science disciplines, it is the first research methods text devoted to conflict analysis and resolution. It begins with a discussion of the philosophical foundations for doing research, providing guidelines on how to develop research questions and how these questions can be addressed with various methodologies. The book presents a wide-ranging treatment of both quantitative and qualitative approaches to the design and analysis of problems of conflict.

This book demonstrates how fashion brands communicate, why the practice is significant within wider society and how it can be perceived as culturally meaningful. Enabling readers to connect the tools and techniques of communication with their theoretical underpinnings and historical antecedents, the book shows how these methods can be applied in practice. The authors utilise social, consumer and cultural theory, and frameworks rooted in psychology, sociology and economics, as mechanisms to analyse and deconstruct current communication strategies used by fashion brands. The book presents insights and strategies for communicating authentic values, conveying a clearly defined aesthetic and visual language and generating shareable content that resonates with audiences. With insights into strategies used by brands including Burberry, Gucci, Dior, COS, Rapha, Warby Parker and Maryam Nassir Zadeh, each chapter outlines ways of maintaining relevant and consistent brand narratives in the 21st century. From how to sustain a dialogue with a brand's community, to the use of brand collaboration, co-creative storytelling and fashion spaces, the book aims to develop reflective communication practitioners who have a deep understanding of the cultural landscape, brand strategy and industry innovation. Written for scholars and practitioners, this book is a valuable blend of theory and practice across the fields of fashion, communication and branding.

This book tells the story of fashion workers engaged in the labor of design and the material making of New York fashion. Christina H. Moon offers an illuminating ethnography into the various sites and practices that make up fashion labor in sample rooms, design studios, runways, factories, and design schools of the New York fashion world. By exploring the work practices, social worlds, and aspirations of fashion workers, this book offers a unique look into the meaning of labor and creativity in 21st century global fashion. This book will be of interest to scholars in design studies, fashion history, and fashion labor.

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