

ERICA CORBELLINI - STEFANIA SAVIOLO

Managing Fashion and Luxury Companies



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Managing Fashion And Luxury Companies Management

Anna Cabigiosu



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Managing Fashion and Luxury Companies Erica Corbellini, Stefania Saviolo, 2009 *Luxury Fashion Marketing and Branding* Alice Dallabona, 2024-08-22 *Luxury Fashion Marketing and Branding* offers a comprehensive analysis of the key theories and concepts needed to understand the promotion of luxury fashion products. It covers subjects including luxury fashion retailing, digital marketing and communication, data analytics, emerging technologies, consumer behaviour and PR. The textbook also offers a focused discussion of the challenges faced by luxury fashion brands to meet growing customer demand for ethical and sustainable practice, including concerns related to diversity, inclusivity and cultural sensitivity. This textbook is grounded in business practices featuring real world examples and international case studies from both established and modern brands. Chapter objectives and summaries aid comprehension whilst end of chapter questions and activities enable further research and discussion. *Luxury Fashion Marketing and Branding* is ideal for advanced undergraduate and postgraduate students of fashion marketing and communications, luxury fashion business and luxury brand management. Its applied approach will also make it suitable for those studying for an Executive MBA in Fashion and Luxury Management. Online resources include an instructor's manual, lecture slides and a test bank.

Fashion Branding and Consumer Behaviors Tsan-Ming Choi, 2014-01-30 *Fashion Branding and Consumer Behaviors* presents eye opening theory, literature review and original research on the mutual influence of branding strategies and consumer response. Contributors use multiple methods to analyze consumers' psychosocial needs and the extent that their fulfillment goes beyond the usefulness or value of the items they purchase, as well as the fashion industry's means of communicating brand identity and enhancing brand loyalty. Along the way, these studies raise important questions about consumer behaviors, consumer welfare, environmental ethics and the future of consumer research. Included in the coverage: A symbolic interactionist perspective on fashion brand personality and advertisement response; Optimizing fashion branding strategies in a fluctuating market; An analysis of fashion brand extensions by artificial neural networks; Domestic or foreign luxury brands; A comparison of status and non status seeking teenagers; The impact of consumers' need for uniqueness on purchase perception; How brand awareness relates to market outcome, brand equity and the marketing mix; A breakthrough volume on the complexities of how and why we buy. *Fashion Branding and Consumer Behaviors* will captivate researchers and practitioners in the fields of consumer psychology, marketing and economics.

The Art of Digital Marketing for Fashion and Luxury Brands Wilson Ozuem, Silvia Ranfagni, 2021-07-17 This book explores omnichannel fashion and luxury retailing with a particular emphasis on the role of computer mediated marketing environments in determining a consumer's purchase and post purchase trajectories. The fashion industry has evolved rapidly over the last few years with the diffusion of fast fashion and luxury democratization, not to mention the advent of ICT and the development of communication. Today fashion companies face new challenges such as how to manage brands and how to choose between marketplaces and digital marketspaces. While some companies focus

on one channel selection others embrace the omnichannel choice and look for a balance between the two environments Whatever the strategy it is essential to manage these touch points in order to create interaction between consumers and brands provide meaningful customer experiences and to maximize customers engagement An insightful read for scholars in marketing fashion and retail this book investigates the triangulation between branding marketplace and market space and its impact on the organization

Digitalization in the Luxury Fashion Industry Anna Cabigiosu, 2020-07-13 The luxury fashion industry is one of the best performing and fastest growing industries in today's business landscape and is set to continue expanding over the next years Exploring the effects of digitalization this book aims to increase our understanding of the key drivers of internal growth and competitiveness in luxury fashion firms With a focus on the development of new brand strategies brought about by digitalization the author outlines the need for business models to be redesigned in order to make use of social media and satisfy Millennial consumers Offering case studies on leading luxury fashion brands this timely book evaluates new digital technologies and strategies including omnichannel marketing 3D printing and smart textiles A must read for those researching digital marketing and branding as well as luxury or fashion management this book provides a much needed and up to date analysis of a successful and digitally aware industry

Innovation in Luxury Fashion Family Business E. Giacosa, 2014-12-10 A large number of family businesses operate in the luxury fashion sector which shows their importance as a source of growth development and social and economic stability This book analyses how a strategy of innovation in terms of products and processes can offer a competitive advantage to family businesses operating in the luxury fashion sector

Product Innovation in the Global Fashion Industry Byoung-ho Jin, Elena Cedrola, 2017-11-27 As an initial attempt to understand innovation in fashion this volume focuses on product innovations realizing that this industry is truly an innovative sector in which diverse technologies science art and tradition have been merged synthesized and utilized to solve the needs and concerns of the end users In doing so this book categorizes product innovation into three levels materials style and product development and aims to present the broader scope of innovation in the global fashion industry with the hope that other sectors can learn from these developments and be inspired

Luxury Brand Management Michel Chevalier, Gerald Mazzalovo, 2012-05-18 The definitive guide to managing a luxury brand newly revised and updated What defines a luxury brand Traditional wisdom suggests that it's one that's selective and exclusive to such a degree that only one brand can exist within each retail category automobiles fragrances cosmetics etc But this definition is inherently restrictive failing to take into account the way in which luxury brands today are increasingly identified as such by their placement in stores and how consumers perceive them This revised and updated edition of *Luxury Brand Management* the first comprehensive book on luxury brand management looks at the world of branding today Written by two renowned insiders the book builds on this new broader definition of luxury and examines more than 450 internationally known brands from a wide range of industries Packed with new information covering the financial crisis's impact on luxury brands and looking towards

a new period of growth the book reconciles management marketing and creation with real life examples and management tools that the authors have successfully used in their professional careers Includes dedicated chapters focusing on each of the main functions of a luxury brand including brand creation the complexity of managing brand identity the convergence of arts and brands and much more Addresses the practical functions that can make or break bottom lines and affect brand perception such as distribution retailing logistics and licensing Focuses on brand life cycle brand identity and licensing issues A compelling and comprehensive examination of the different dimensions of luxury management in various sectors this new edition of the classic text on brand management is essential reading for anyone working with or interested in making the most of a luxury brand in the post recession world New Luxury Management Emmanuelle Rigaud-Lacresse, Fabrizio Maria Pini, 2017-01-12 Presenting a vision of the luxury sector and its management this edited book describes the new luxury through a comprehensive view of the value chain from concept to market The authors argue that the main characteristics of luxury are linked to specific resources and competencies found throughout the value chain and that value is a result of the interaction between the brand and stakeholders and more precisely with their clients Taking an interdisciplinary approach New Luxury Management encompasses both strategic and functional aspects of luxury management providing innovative solutions to the successful creation and management of value across the organization from leadership human resources financial management marketing and economic perspectives Marketing ,2009 Bibliografia nazionale italiana ,2009-04 Pakistan & Gulf Economist ,2002-06 **The Luxury Strategy** Jean-Noël Kapferer, Vincent Bastien, 2009 This work analyzes the nature of true luxury brands and identifies the rules for marketing luxury products It also explains the difference between premium and luxury and sets out the rules to be applied to the luxury marketing mix *International Management* ,1987-11 The Luxury Challenge Peter Michael Mutscheller, 1992 **Luxury Fashion Retail Management** Tsan-Ming Choi, Bin Shen, 2016-11-26 Using various research methodologies such as reviews case studies analytical modeling and empirical studies this book investigates luxury fashion retail management and provides relevant insights which are beneficial to both industrialists and academics Readers gain an understanding of luxury fashion retailing including proper operations and strategic management which now are the most crucial items on the luxury fashion industry s senior management agenda Business World ,2009-03 *Printers' Ink; the ... Magazine of Advertising, Management and Sales* ,1915 **Shoe and Leather Journal** ,1920 *People at the Peak* ,2005

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