

# Managing Fashion And Luxury Companies Lingua Ingl

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*Managing Fashion And  
Luxury Companies  
Lingua Ingl*

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## CASSIUS YOSLIN

The Art of Digital Marketing for Fashion and Luxury Brands Springer

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.

Fashion Branding and Communication IGI

Global

Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe.

However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The *Handbook of Research on Global Fashion Management and Merchandising* explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

**Handbook of Research on Global Fashion Management and Merchandising** Springer Nature

This book looks at luxury brand management and strategy from theory to practice and presents new theoretical models and solutions for how to create and develop a worldwide luxury brand in the twenty-first century. The book gives an overview of how a luxury brand is created through the understanding and application of economic rules and through firms adopting new management models across multiple business dimensions. It also explains the application of theories and models and illustrates specific issues through case studies drawn from international markets such as China and France. The Chinese cases provide unique opportunities and insights into how these new luxury brands were created and how they have benefited from the international market over time. From the international brand management perspective, this book is a useful reference for anyone who wants to learn more about luxury brand management and to better understand how the international market has evolved and how products may change the rules of the game.

**Digital Marketing Strategies for Fashion and Luxury Brands** Walter de Gruyter GmbH & Co KG

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. *Luxury Fashion Retail Management* Palgrave Pivot

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 marketplaces. 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 marketpace and its impact on the organization.

*Research Handbook on Luxury Branding* BoD – Books on Demand

This contributed volume captures some of the most current topics and trends in the fashion industry. It provides a theoretical and empirical analysis of the behaviour of firms in this fast-moving industry with a focus on their resources, capabilities and

routines around communication and sustainability strategies in an international context. It covers hot topics such as the role of social media, sustainability, and luxury as well as brief mention on how the Covid-19 pandemic will impact fashion brands. With contributions from practitioners and academics, this book provides an overview of the debates, analysis and best practices, making it an invaluable resource for anyone studying or researching the fashion industry, branding, or luxury.

*Luxury Fashion Branding* Springer

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the *Journal of Brand Management* explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, *Advances in Luxury Brand Management* is essential reading for upper level students as well as scholars and discerning practitioners.

*Luxury Brand Management* Edward Elgar Publishing

The fashion industry is a multibillion-dollar global industry with a variety of organizational structures and a multitude of challenges. Such scope triggered the recent rise in management programs in the U.S. and Europe aiming to produce and train young managers to meet such global and diverse challenges. *Managing Fashion* covers the fashion business with a twist – a management twist. Its goal is to tackle the topics from a fashion manager perspective referencing relevant management concepts and theories, thus offering a deeper and more practical dimension to the issues addressed. It offers a balanced mix of fashion and management, theory and application, as well as creating an opportunity for analysis and critical thinking. Discussions throughout the book are supported by specially developed case studies and relevant examples taken from the fashion industry. It is an opportunity to expose the fashion student or reader, as well as aspiring fashion managers, to a more practical approach to fashion theories and issues. *Managing Fashion* will serve as a core text for Fashion Studies, Fashion Entrepreneurship, and Fashion Merchandising majors as well as for special business degrees and management certificates targeting the fashion industry.

### **Resilience of Luxury Companies in Times of Change** Routledge

This groundbreaking fashion branding and management text brings an analytical business dimension to the marketing and corporate techniques of the luxury fashion goods industry. It will make engaging reading for anyone who wishes to learn about the captivating business of turning functional products into objects of desire.

### **Signature Experience** Routledge

This second volume in the *Palgrave Studies in Practice: Global Fashion Management* series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time. Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and management.

*Kapferer on Luxury* Springer

What do brands like Apple, Diesel, Abercrombie & Fitch and Virgin have in common and what differentiates them from other brands? These brands are able to maintain a relationship with their clients that goes beyond brand loyalty. This gives a complete analysis of Lifestyle Brands, that inspire, guide and motivate beyond product benefits alone.

*Luxury Talent Management* Springer

Providing a critical insight into the growth of the secondhand luxury and vintage fashion industry, this book offers a compendium of business developments from across the globe, including examples from Europe, the Middle East and Asia. The 'pre-loved or pre-owned' clothing trade has grown as an economic entity, providing a living for over 100,000 people and creating a desirable and essential clothing source in under-developed economies. By debating and deliberating contemporary cases, the authors illustrate how companies can optimise key managerial activities surrounding product branding, location marketing and supply chain buying. This timely collection is an important read for anyone involved in

fashion, but particularly those interested in the retail and marketing perspective of the industry, as it explores an emerging and significant retail format.

*Luxury and Fashion Marketing* Springer Nature

*Strategic Luxury Management* is a case-rich and practical overview of how luxury creates value and why some firms are more successful than others. The focus of luxury study has traditionally centered on the clients' drivers of consumption, their perception of the brand and the way to effectively engage with them. Luxury is rarely, however, discussed from a strategic perspective: how luxury managers make complex decisions relative to their competitive environment. The book provides insight into the luxury industry and how companies face market complexity across three key areas. First, the company itself, determining what defines a luxury firm. Second, the book offers a specific framework to assess creativity across management and not simply as an individual talent. Third, the book considers the competitive landscape and the principles that allow companies to compete consistently and meaningfully. Each chapter includes pedagogical features to ensure comprehension, including chapter objectives and self-study questions. With examples and case studies from international firms illustrating each chapter, *Strategic Luxury Management* is essential reading for postgraduate, MBA and executive education students studying luxury management, luxury brand management, luxury creativity and innovation, and strategic management, as well as reflective practitioners within the luxury industry. Online resources include chapter-by-chapter PowerPoint slides.

*Managing Fashion and Luxury Companies* John Wiley & Sons

This book explores new approaches and strategies that luxury fashion brands could adopt in their operations toward sustainability goals. It addresses the unique challenges faced by luxury fashion brands, given that concepts of luxury and sustainability may be conflicting. In doing so, it elaborates on how fashion brands need to manage their suppliers to comply with and improve social and environmental conditions, the pressure to fulfill the triple-bottom lines, consumer demands for transparency, and social media and its advantages in achieving sustainability goals. Exploring the notion that luxury fashion brands are in a better position to pursue superior sustainability performance, it presents research that highlights how the consequences of non-compliance could have more devastating

effects on luxury brands than on mass-market brands. The book is a valuable resource for academics and practitioners in the field of business, sustainability, and fashion.

**Lifestyle Brands** Springer

In recent times, the advent of new technologies, the concerns about sustainability, and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets. These emerging issues have caused significant changes in the marketing of luxury goods. Sustainable development is not a new practice in the luxury market but is of increasing importance. The real challenge is for luxury companies to overcome the residual corporate social responsibility perspective to embrace a real integration of environmental, ethical, and social concerns into the corporate strategy. Integrated output and sustainable processes, the introduction of non-financial reporting as operational practice, and a new orientation to circular economy practices are emerging issues that still today request for a deeper exploration both on the academic and managerial point of view. Digitalization is another relevant issue that is reshaping the business model of luxury companies. Big data, blockchain, omnichannel experience, and digital customer experience represent the main digital challenges that luxury brand companies are facing nowadays. Luxury brands must keep up with these digital demands and sustainability concerns to maintain their position in the global market. *Developing Successful Global Strategies for Marketing Luxury Brands* upgrades the most relevant theoretical frameworks and empirical research about the marketing of luxury goods. This book is focused on contemporary issues affecting luxury industries such as digital transformation (blockchain, big data, analytics, innovation processes), sustainable development, changes in luxury consumers' behavior, integration between physical and online channels, and the development of social media marketing strategies. Chapters will cover areas of marketing, management, buyer behavior, and international business, creating a multidisciplinary approach for this book. This book is ideal for scholars, local government agencies and public bodies, managers, luxury business owners, along with practitioners, stakeholders, researchers, academicians, and students who are interested in emerging issues affecting the luxury market, such as sustainability and digital

transformation.

*Strategic Luxury Management* Springer Nature

This volume argues that fashion and luxury brands should craft the customer experience with the same attention as they do with products, injecting creativity in all relevant touch-points. In crafting the experience, not only physical and digital touch-points will be considered but also human touch-points. However crafting is not enough if the execution is not well engineered. This book explores how fashion and luxury organizations are usually divided into silos (design, marketing, sales) and are more product-centric than consumer-centric. To become signature, the customer journey should be the result of a new organization design and company culture enabled by three factors: data and technology, people and organizational mechanisms, and processes design and execution.

**Sustainable Management of Luxury**

Kogan Page Publishers

Internationalization is an essential component of the business model for luxury fashion companies. Hence, regardless of their size, luxury firms have to develop in foreign markets to seek global demand, build a global image, and manage distribution and communications effectively. Filling a gap in current literature, this book examines the motives, processes, and forms assumed for the internationalization of luxury fashion companies and the relationship between internationalization and business models, with a focus on small and medium-sized enterprises (SMEs) and the specific challenges they face. The book proposes cases of Italian SMEs, being Italy a country that is globally recognized as a key player in the luxury fashion industry. Specifically, the authors link internationalization with business models and discuss the business model of luxury fashion SMEs, characterized by "genetic internationalization". Finally, the authors address the main theoretical and managerial implications emerging from their empirical research and discuss the applicability of this model to luxury companies in general. Offering a comprehensive and in-depth view of luxury fashion SMEs, this book is targeted to students, scholars and practitioners interested in luxury firms, internationalization, and business models.

*Digital Luxury* Springer Nature

Despite being vastly different both socially and economically, art and fashion are increasingly converging to collaborate in mutually advantageous ways. This book

discusses the mutual benefits of collaboration through analysis of successful case studies, including corporate art collections and museums, patronage and sponsorship initiatives, and art-based brand management in the fashion sector. It provides a categorization of the strategies that fashion firms employ when they join the art world and illustrates how art and fashion brands can interact strategically at different levels. This book will be a valuable resource to researchers, providing an enhanced understanding of the potential of artification for managing brands and products.

**New Luxury Management** Springer

This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time. Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and management.

*Understanding Luxury Fashion* IGI Global

This book is an original, high-quality collection of chapters about highly topical and important brand management issues, and it shows both theoretical and empirical analysis. The 10 selected chapters are referred, with original contents and rigorous research methodologies, to some important challenges the brand management has to face in the current competitive contexts, characterized by the dominance of the intangible resources and the new information and communication technologies. Written by leading academics, this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes. As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives.