

121AAD Introduction to Fashion Marketing

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Essential Reading (2 items)

Promoting fashion, by Barbara Graham; Caline Anouti, 2018

[Book](#) | Essential

Marketing fashion: strategy, branding and promotion, by Harriet Posner, 2015

[Book](#) | Essential

Recommended Reading (23 items)

The trend forecaster's handbook, by Martin Raymond, 2010

[Book](#) | Recommended

Mastering fashion marketing, by Tim Jackson; David Shaw, 2009

[Book](#) | Recommended

Fashion marketing, by Mike Easey, 2009

[Book](#) | Recommended

Design management: managing design strategy, process, and implementation, by Kathryn Best, 2015

[Book](#)

Fashion forecasting, by Evelyn L. Brannon; Lorynn Divita, 2015

[Book](#)

Fashion marketing: contemporary issues, by Tony Hines; Margaret Bruce, 2007

[Book](#)

Fashion design, by Sue Jenkyn Jones, 2011

[Book](#)

Fashion trends: analysis and forecasting, by Eundeok Kim; Ann Marie Fiore; Hyejeong Kim, 2011

[Book](#)

Marketing management, by Philip Kotler; Kevin Lane Keller, 2016

[Book](#)

Fashion brands: branding style from Armani to Zara, by Mark Tungate, 2012

Book

Online Resources (4 items)

BoF - The Business of Fashion

Website

WGSN | Creating Tomorrow | Trend Forecasting & Analytics

Webpage

Fashion industry news & fashion trends | Drapers

Website

TrendWatching | Consumer trends and insights from around the world

Website

Periodicals subscribed to by the Library (9 items)

Collezioni accessori

Journal

Journal of fashion marketing and management

Journal

Collezioni donna

Journal

Collezioni trends

Journal

Collezioni sport and street

Journal

Collezioni uomo- english edition

Journal

Collezioni donna

Journal

Viewpoint

Journal

Vogue - Paris

Journal
