

121AAD Introduction to Fashion Marketing

[View Online](#)

Best, K. (2015). Design management: managing design strategy, process, and implementation. Fairchild Books.

BoF - The Business of Fashion. (n.d.). <https://www.businessoffashion.com/>

Brannon, E. L., & Divita, L. (2015). Fashion forecasting (Fourth edition). Fairchild Books, An imprint of Bloomsbury Publishing Inc.

Collezioni accessori. (n.d.).

https://locate.coventry.ac.uk/primo-explore/fulldisplay?docid=COV_ALMA2135170400002011&context=L&vid=COV_VU1&search_scope=LSCOP_COV&tab=local&lang=en_US

Collezioni donna. (n.d.-a).

Collezioni donna. (n.d.-b).

Collezioni sport and street. (n.d.).

Collezioni trends. (n.d.).

Collezioni uomo- english edition. (n.d.).

Easey, M. (2009). Fashion marketing (3rd ed). Wiley-Blackwell.

http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=5113783110002011&institutionId=2011&customerId=2010

Fashion industry news & fashion trends | Drapers. (n.d.). <https://www.drapersonline.com/>

Graham, B., & Anouti, C. (2018). Promoting fashion. Laurence King Publishing.

Hines, T., & Bruce, M. (2007). Fashion marketing: contemporary issues (2nd ed). Butterworth-Heinemann.

http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=4689931670002011&institutionId=2011&customerId=2010

Jackson, T., & Shaw, D. (2009). Mastering fashion marketing. Palgrave Macmillan.

http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=5113329140002011&institutionId=2011&customerId=2010

Jones, S. J. (2011). Fashion design: Vol. Portfolio (3rd ed). Laurence King.

http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=3519835070002011&institutionId=2011&customerId=2010

Journal of fashion marketing and management. (n.d.).

Kim, E., Fiore, A. M., & Kim, H. (2011). Fashion trends: analysis and forecasting: Vol. Understanding fashion series. Berg.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson.
http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=3519835050002011&institutionId=2011&customerId=2010

Posner, H. (2015). Marketing fashion: strategy, branding and promotion (Second edition). Laurence King Publishing.
<http://ebookcentral.proquest.com/lib/Coventry/detail.action?docID=4394133>

Raymond, M. (2010). The trend forecaster's handbook. Laurence King Pub.
http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=6203391060002011&institutionId=2011&customerId=2010

TrendWatching | Consumer trends and insights from around the world. (n.d.).
<http://trendwatching.com/>

Tungate, M. (2012). Fashion brands: branding style from Armani to Zara (3rd ed). Kogan Page.
http://eu.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=3519854480002011&institutionId=2011&customerId=2010

Viewpoint. (n.d.).

Vogue - Paris. (n.d.).

WGSN | Creating Tomorrow | Trend Forecasting & Analytics. (n.d.).
<https://www.wgsn.com/en/>