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Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price calculation, developing brand identity to creating a customer profile. The book explains key theoretical concepts, and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market.

Marketing Fashion: Portfolio Series: Posner, Harriet ...

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Marketing Fashion - Portfolio Laurence King ... Harriet Posner specialises in marketing and branding for fashion, and is the author of Marketing Fashion: Strategy, Branding and Promotion (2015), used by fashion scholars around the world. Harriet has had a long and varied career in the industry and in education.

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Harriet Posner is an Associate Lecturer in Fashion Business and Marketing at the London College of Fashion, UK. After graduating from Saint Martins Buy 1000 dresses: the fashion design resource book Marketing Fashion: Portfolio Series. Harriet Posner. Paperback 1,622.00.

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Harriet Posner is an Associate Lecturer in Fashion Business and Marketing at the London College of Fashion, UK. After graduating from Central Saint Martins College of Art & Design, she set up her own label women's and men's knitwear brand selling in major stores worldwide.

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2. Trend Boards: Trend boards can be a great way to show you are able to identify or forecast trends, which is a valuable skill in the fashion world. Whether you are identifying or forecasting trends, timeliness will be an issue here. You don't want to create a trend board for a future trend and then include it in a fashion business or marketing portfolio 12 months later when it is no longer ...

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Harriet Posner is Course Leader for fashion communication and promotion at Norwich University of the Arts. After graduating from Central Saint Martins, University of the Arts, London, she established her own knitwear label selling in major stores worldwide.

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