



Fashion Brands: Branding Style from Armani to Zara

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* Studies the influence of branding within the fashion industry

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Editorial Review

Review

"An essential primer for anyone wanting to make it big in the fashion biz." Nicholas Coleridge, Managing Director, Conde Nast "Explores the popularization of fashion and explains how marketers and branding experts have turned clothes and accessories into objects of desire. The 'back story' of where goods come from and how they are manufactured and sold is always fascinating, which is why Tungate's book so appealed." Publishing News "Fashion Brands includes exclusive quotes and insights into brand strategy from designers such as Paul Smith and Diesel founder Renzo Rosso." In-Store Magazine "Dissects the fashion industry from high street to haute couture and gives a detailed history of fashion brands as well as explaining the influence of branding." Media Week "Men don't shop seasonally," says Mark Tungate, Paris-based writer and author of *Fashion Brands: Branding Style from Armani to Zara*." Daily Telegraph "Useful nuggets" Financial Times "Littered with amusing anecdotes." Marketing "Includes brand strategy insights from designers such as Paul Smith and Diesel founder Renzo Rosso, interviews with influential industry figures and behind-the-scenes reports." Fashion Business International "An interesting read for anyone involved in the fashion or marketing sector." International Textiles "getAbstract.com recommends this book to marketers - even those who are not fashion minded - who want to rejuvenate their creativity and pick up some new sources of inspiration and style." www.getAbstract.com "Drawing on research and interviews (he had no experience with the fashion industry before writing this book), he writes in a conversational manner for a general readership and for professionals involved with marketing." Reference & Research Book News "This is the most fun non-fiction book that I've read in a long time, while simultaneously unique and useful. Written in a witty and readable journalistic style, this book unravels the magic behind an industry that uses more smoke and mirrors than Hollywood." Anoop Maini, Chartered Management Institute (www.Managers.org.uk) "Tungate's absorbing and thoroughly entertaining book examines the new rules of the global fashion industry... An impressive and authoritative overview of what is arguably the world's original brand name industry." AdBrands.net "Journalist Mark Tungate presents a terrific overview of many key aspects of this gritty yet ephemeral business." Reader review by Rolf Dobelli, Amazon.com "Most of the content has come up in the leading fashion and culture magazines and business media... But Tungate brings all of these subjects, all of these themes, and all of these prominent fashion brands together for a picture of the system of which they are all a part. With his broader perspective, he also gives a global perspective not limited to the vibrant, shop-til-you-drop, U.S. market and its advanced ideology of consumerism where many of the "branding" ideas and techniques originated, but including also European and Asian markets." The Midwest Book Review "Explores the popularization of fashion and explains how marketers and branding have turned clothes and accessories into objects of desire." www.brandrepublic.com "Interesting things to say about the effects of the global marketplace on fashion brands." Drapers "Will appeal to fashion students and those with an interest in the business side of the fashion world." Sew Today

About the Author

Mark Tungate is a journalist specializing in media, marketing and communication. Based in Paris, he also writes regularly about style and culture for magazines such as This City Paris, CNN Traveler and Travel and Leisure. He is also the author of *Media Monoliths* (Kogan Page).

Users Review

From reader reviews:

Virginia Villalon:

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