Brand Story Cases And Explorations In Fashion Branding

Zheng He's voyages to Southeat Asia.

This book will broaden readers' understanding of the links between the music and fashion industries. It highlights the challenges currently facing the fashion industry in terms of hyper-competition, definition of ever-faster trends, changing consumer demands etc. In fact, the fashion industry is heavily influenced by the digital revolution in the music industry, which has changed the face of individual music consumption and social reference, and therefore, also has impacts on fashion consumption and social reference. This understanding is crucial in order to realign any fashion company's strategies to the demands of modern fashion consumers. In terms of content, the book first discusses the social perspective of fashion and music. This includes an analysis of music as a key influencer of fashion trends, both theoretically and on the basis of a case study on grunge music. Then the role of music in the fashion business is addressed, and covers in-store music and the role of music in fashion communication. Following up, the role of fashion in the music business is analyzed. This includes the trend of co-design of fashion collections, music artists' role of differentiation by style, and the market for music fashion merchandise articles (both theoretically and drawing on a case study). In closing, potential lessons learned from the music industry are

developed for the fashion industry. This includes an analysis of the digital revolution and the advent of the crowdfunding idea (both theoretically and in a case study).

This book represents a major milestone in the endeavour to understand how communication is impacting on the fashion industry and on societal fashion-related practices and values in the digital age. It presents the proceedings of FACTUM 19, the first in a series of fashion communication conferences that highlights important theoretical and empirical work in the field. Beyond documenting the latest scientific insights, the book is intended to foster the sharing of methodological approaches, expand the dialogue between communications' studies and fashion-related disciplines, help establish an international and interdisciplinary network of scholars, and offer encouragement and fresh ideas to junior researchers. It is of high value to academics and students in the fields of fashion communication, fashion marketing, visual studies in fashion, digital transformation of the fashion industry, and the cultural heritage dimension of fashion. In addition, it is a key resource for professionals seeking sound research on fashion communication and marketing.

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Everywhere we look, people are using fashion to communicate self and society—who they are, and where they belong. Transglobal Fashion Narratives presents an international, interdisciplinary analysis of those narratives. Moving from sweatshop to

runway, page to screen, camera to blog, and artist to audience, the book examines fashion as a mediated form of content in branding, as a literary and filmic device, and as a personal form of expression by industry professionals, journalists, and bloggers.
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This book brings together contributors from a wide range of disciplines to explore the importance of cotton as a major resource for US fashion businesses. It is rooted in a lengthy investigative research project that deployed undergraduate and graduate students and faculty researchers to US fashion businesses that rely on cotton to make their garments— with the goal of better understanding how such a key resource is sourced, priced, transported, manipulated, and, ultimately, sold on to the consumer as a stylish garment. he contributors focus in particular on the role of brands in the marketing of cotton goods, and the way that brand marketing creates distinctions, valuable in the marketplace, between various versions of what are at base similar items of clothing, like t-shirts and underclothes. The book also explores the importance of the “Made in the USA” campaign, with its appeal to consumers concerned about local manufacturing employment, reduced resource use, and social responsibility.
The Brand of Print uses contemporary marketing theory to analyze prefaces, dedications, and other paratexts authored by early English printers, publishers,

and booksellers as a unique genre, showcasing how these "print agents" developed niche markets by building relationships with readers.

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In this systematic philosophical critique of the major tenets of Christianity, Michael Martin examines the semantic and epistemological bases of religious claims and beliefs. Beginning with a comparison and evaluation of the Apostles' Creed, the Niceno-Chalcedonian Creed, and the Athanasian Creed, Martin discusses the principal theological, historical, and eschatological assumptions of Christianity. These include the historicity of Jesus, the Incarnation, the Second Coming, the Virgin Birth, the Resurrection, Salvation through faith in Jesus, and Jesus as a model of ethical behavior. Until now, an adequately convincing criticism of Christianity did not exist. Martin's use of historical evidence, textual analysis, and interpretations by philosophers and theologians provides the strongest case made to date against the rational justification of Christian doctrines.

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This book constitutes the refereed proceedings of the 12th International Conference on Interactive Digital Storytelling, ICIDS 2019, held in Little Cottonwood Canyon, UT, USA, in November 2019. The 14 revised full papers and 10 short papers presented together with 19 posters, 1 demo, and 3 doctoral consortiums were carefully reviewed and selected from 66 submissions. The papers are organized in the following topical sections: Creating the Discipline: Interactive Digital Narrative Studies, Impacting Culture and Society, Interactive Digital Narrative Practices and Applications, Theoretical Foundations,

Technologies, Human Factors, Doctoral Consortium, and Demonstrations.

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Born of Japan's cultural encounter with Western entertainment media, manga (comic books or graphic novels) and anime (animated films) are two of the most universally recognized forms of contemporary mass culture. Because they tell stories through visual imagery, they vault over language barriers. Well suited to electronic transmission and distributed by Japan's globalized culture industry, they have become a powerful force in both the mediascape and the marketplace.This volume brings together an international group of scholars from many specialties to probe the richness and subtleties of these deceptively simple cultural forms. The contributors explore the historical, cultural, sociological, and religious dimensions of manga and anime, and examine specific sub-genres, artists, and stylistics. The book also addresses such topics as spirituality, the use of visual culture by Japanese new religious movements, Japanese Goth, nostalgia and Japanese pop, "cute" (kawali) subculture and comics for girls, and more. With illustrations throughout, it is a rich source for all scholars and fans of manga and anime as well as students of contemporary mass culture or Japanese culture and civilization.

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Until the recent uprisings in the Middle East and North Africa, the resilience of authoritarian regimes seemed a fundamental feature of regional politics. While economic, political, and internal security policies are most often considered in discussions of regime maintenance, Laurie Brand introduces a new factor, that of national narratives. Portrayals of a country's founding, identity, and bases of unity can be a powerful strategy in sustaining a ruling elite. Brand argues that such official stories, which are used to reinforce the right to rule, justify policies, or combat opponents, deserve careful exploration if we are to understand the full range of tools available to respond to crises that threaten a leadership's hold on power. Brand examines more than six decades of political, economic, and military challenges in two of North Africa's largest countries: Egypt and Algeria. Through a careful analysis of various texts—history and religion textbooks, constitutions, national charters, and presidential speeches—Official Stories demonstrates how leaderships have attempted to reconfigure narratives to confront challenges to their power. Brand's account also demonstrates how leaderships may miscalculate, thereby setting in motion opposition forces beyond their control.

Traditional Chinese edition of The Presentation Secrets of Steve Jobs. BusinessWeek columnist and speaking coach Carmine Gallo lets you in on Steve Jobs' secrets of being the tour de force that enthralls his audience and customers. In Traditional Chinese. Distributed by Tsai Fong Books, Inc.

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This proceedings volume presents new methods and applications in applied

economic research with an emphasis on advances in panel data analysis. Featuring papers presented at the 2017 International Conference on Applied Economics (ICOAE) held at Coventry University, this volume provides current research on econometric panel data methodologies as they are applied in microeconomics, macroeconomics, financial economics and agricultural economics. International Conference on Applied Economics (ICOAE) is an annual conference that started in 2008 designed to bring together economists from different fields of applied economic research in order to share methods and ideas. Applied economics is a rapidly growing field of economics that combines economic theory with econometrics to analyse economic problems of the real world usually with economic policy interest. In addition, there is growing interest in the field for panel data estimation methods, tests and techniques. This volume makes a contribution in the field of applied economic research in this area. Featuring country specific studies, this book will be of interest to academics, students, researchers, practitioners, and policy makers in applied economics and economic policy.

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Brand/Story: Cases and Explorations in Fashion Branding, Second Edition examines how a retailer, manufacturer, or designer label uses storytelling to grab a consumer's interest. For consumers, branding tells the story and creates the identity for a product, a person, and a company. Using 10 case studies on such notable brands as Levis and Vivienne Westwood, Brand/Story looks at what a fashion brand is about and why companies advertise the way they do. It enables the reader to think critically about branding-both the medium and the message-and not simply take advertisements and brands at face value. New to this edition: ~Features 7 new brands including LuluLemon, Warby Parker, MAC Cosmetics and Topshop/Topman ~Over 40 new color images including advertisements for Ralph Lauren, Vera Wang, and Dolce & Gabbana ~Updated interviews with industry professionals including Nancy Mair, General Merchandise Manager, Burlington Stores and Jill Walker-Roberts, President of Walker-Roberts Consulting

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