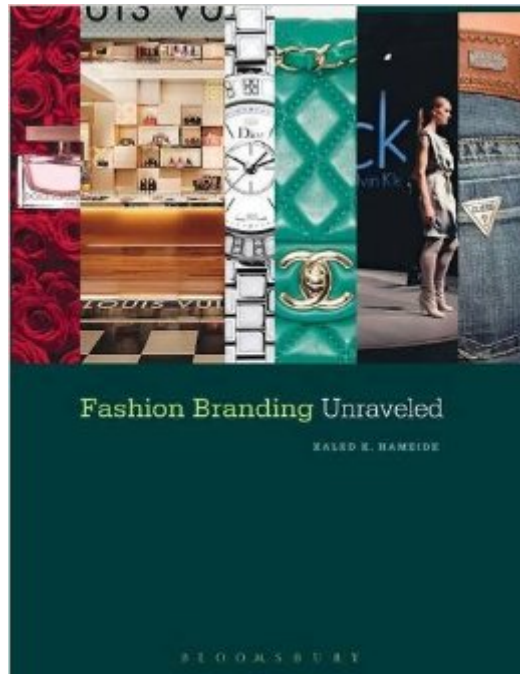# Fashion Branding Unraveled

## Synopsis

Fashion Branding Unraveled introduces and explains the concept of brand and the process of brand development. The book clarifies misconceptions, introduces new concepts, and proposes a step-by-step roadmap for developing an effective brand, all within the context of the fashion industry. Using an easy-to-understand approach, relevant examples, and case studies, it applies the theories and concepts covered, such as "mass customization" and "M-branding," to a variety of industry segments, from luxury brands to private labels. The book includes an examination of the latest technologies, their applications, and-most important-their effects on the future of branding.

## Book Information

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## Customer Reviews

This book by Kaled Hameide truly gives a complete and well-delivered overview of the process of fashion branding. The author explores the different concepts and strategies involved in the branding process in a way that is easy to understand and relate to. He also does an amazing job of posing questions and allowing the reader to understand the difficulties and challenges associated with the branding process. Considering the scope of the topic addressed, the delivery and progression throughout the book is easy to follow. The information is presented in a way that gives depth and contextualization for each of the areas discussed. The references he makes between chapters is very easy to follow and the knowledge presented in the book builds on itself.While most of the graphics and tables used were relevant to the topic, some (especially photos) did not necessarily illustrate the points that were made in the text. Dealing with a subject such as fashion branding of course lends itself to relevant exposure to the stylistic aspects of the industry. While creativity was

certainly addressed well in the text, due to the heavy focus on the social, economic, and business concepts related to branding, the photos of high fashion advertisement and runway shows were more difficult to explain in those contexts. Fortunately, they do not detract from the subject as much as they occasionally seem superfluous.Hameide's writing style is easy to follow and well-developed. Some familiarity with the fashion industry is necessary to place a lot of examples in the proper context, but he also poses new ways to understand the branding process that even a seasoned veteran of the industry would find interesting.

Fashion Branding Unraveled Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Threadwork Unraveled Unraveled Brand/Story: Cases and Explorations in Fashion Branding Fashion Brands: Branding Style from Armani to Zara Groovy 70s: Fashion Coloring Book for Adults: Adult Coloring Books Fashion, 1970s Coloring Book Fashion Coloring Books For Adults: 2017 Fun Fashion and Fresh Styles! (+100 Pages) Basics Fashion Management 01: Fashion Merchandising Fashion Forward: 1960s Fashion Coloring Book for Adults Edwardian Fashion 1910-1920 Styles: Edwardian Inspired Fashion Pen and Ink Drawings, Adult Coloring Book Fashion Sketches: A Coloring Book: Fashion inspired Adult Coloring Book Fashion Design Chic Coloring Book (Fashion & Other Fun Coloring Books For Adults, Teens, & Girls) (Volume 2) Fashion Coloring Books For Adults: Classy Chic Designs Fashion & The Best of Paris Street Style Fashion Forward 2 (Fashion Adult Coloring Book) FASHION TRENDS:London Look Of the 60's: COLORING BOOK (Fashion Trends: Series) (Volume 1) Fashion Design Studio: Learn to Draw Figures, Fashion, Hairstyles & More (Creative Girls Draw) The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business Fashion Design Course: Principles, Practice, and Techniques: A Practical Guide for Aspiring Fashion Designers Fashion Lives: Fashion Icons with Fern Mallis