Fashion Brands - Branding Style from Armani to Zara

Once a luxury that only the elite could afford, fashion is now accessible to everyone. High street brands such as Zara, Topshop and H&M have made garments worthy of Prada and Gucci accessible to students and the mass market. Massive media attention has turned designers like John Galliano, Alexander McQueen and Stella McCartney into brands in their own right. Sports brands such as Nike and Adidas have transformed the image of their products from practical sportswear to “hip” fashion, attracting customers who have no interest in sport.

How has this transformation occurred? Fashion Brands explores the popularization of fashion and explains how marketers and branding experts have turned clothes and accessories into objects of desire. Mark Tungate examines how the use of advertising and the media has altered our fashion “sense” and looks at how store design influences what we buy.

Written in a crisp, journalistic style, the book analyzes every aspect of fashion from a marketing perspective - from brands and logos through to advertising and psychology. Filled with first-hand interviews with the world’s greatest fashion brand gurus, this is the only book of its kind to study the influence of branding within the fashion industry. Fashion branding is a complex and fascinating business and Fashion Brands illustrates how a mere “garment” can be transformed into an object with seemingly mystical powers.

Fashion Brands takes us on a behind-the-scenes tour of the fashion industry as we’ve never seen it before. For the first time you’ll find answers to questions such as:

- Who invents fashion brand names?
- Why do non-fashion brands start producing clothes?
- How do fashion photographers influence brand identity?
- Why is the relationship between models and brands so significant?
- Why are catwalk shows so important to brands?
- How have fashion brands (such as Ralph Lauren and Armani) moved into furniture?
- Is there a future for fashion on the web?

Why are male consumers the most difficult targets for the fashion market?

Suddenly, the influence of sportswear on fashion is everywhere - from haute couture to streetstyle - and sportswear companies are now producing designer collections in their own right. Elegance and function have never been more excitingly combined or successfully fused.
Advances in textile and garment technology have resulted in ever more sophisticated clothes and shoes specifically made to speed the runner, streamline the swimmer, protect the snowboarder, keep the football player cool and dry. In ‘extreme’ sports the enthusiasts’ very survival could depend on the properties of their clothes.

Leading fashion designers have been quick to appropriate both the aesthetic and the performance of sportswear. In some instances, performance has actually become the aesthetic.

This excitingly illustrated book, written by two experts on revolutionary textiles, describes the new fabrics (including those made of metal, glass or ceramic yarns) and their amazing properties. It explains the new design processes for making clothes that are ‘smart’, seamless, have clever venting systems or mimic the carapace of an insect. It also includes the latest fashions that owe their stylish futuristic looks to the innovations of sportswear. For the first time, it is the fabric and the technology that make the trend.

The reference section includes a glossary of technical terms and a directory of designers and manufacturers. This is essential reading for design professionals as well as for fashion and sports fans.

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