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### **Basics Fashion Management 02: Fashion Promotion**

English | ISBN: 2940411344 | 2012 | PDF | 184 pages | 29 MB Aimed at fashion merchandising, buying and business undergraduates, this handbook guides you through the fashion business and helps you understand how to manage products as well as the nature of both traditional and newer roles within the industry.

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2 THE BASICS OF FASHION PRODUCT/ SERVICE MANAGEMENT Why was Paris the center of fashion?

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The examples on the next page are all basic blouses " but each has different styling details. One has a Peter Pan collar and full sleeves, another has a shawl collar and short sleeves, and another has bell sleeves and a V-neckline.

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Topics covered include developing a brand from an original idea, the impact of blogging and street style sites, digital fashion, online and offline marketing techniques, creating the vision behind a brand, and public relations.

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