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Marketing Fashion Portfolio Series Posner

Harriet Posner is an Associate Lecturer in Fashion Business and Marketing at the London College of Fashion, UK. After graduating from Saint Martins College of Art & Design, she set up her own-label women's and men's knitwear brand selling in major stores worldwide.

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Marketing and fashion branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry supply chain and an understanding of its importance and role is essential for those planning a career in fashion.

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Marketing is a vital component of the industry supply chain and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price calculation, developing brand identity to creating a customer profile.

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Marketing fashion by Posner, Harriet

Harriet Posner is Course Leader for Fashion communication and promotion at Norwich University of the Arts, UK. After graduating from Central Saint Martins College of Art & Design in London, she established her own knitwear label selling in major stores worldwide.

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