



Marketing and PR: From Product Branding to Catwalk Show (Fashion Files)

By Maria Costantino

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This text examines the importance of promotion and presentation in the fashion industry, from its use as an amateur tool to its development as a multi-media professional industry. Specific examples include: The Body Shop, Levis, Chanel, Versace, Armani, Savile Row. Lynn Franks and Liz Hurley.

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