



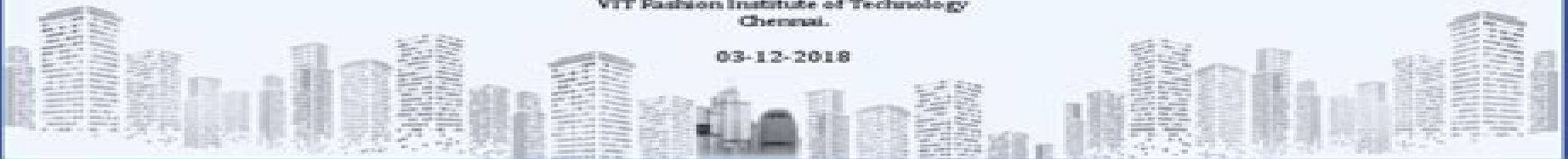
**SCHOOL OF FASHION (VIFT)  
FASHION INSTITUTE OF TECHNOLOGY  
VIT, Chennai.**

**COURSE CODE : FST4005**

**COURSE TITLE : Fashion and Apparel Marketing  
MODULE : 1**

Presented by  
**Prof.S.Vinushowndarya**  
Assistant Professor Jr  
VIT Fashion Institute of Technology  
Chennai.

03-12-2018



## **1.INTRODUCTION TO FASHION MARKETING**

### **CHAPTER : 1**

- ❖ Introduction to fashion marketing
- ❖ Marketing definition
- ❖ Market sector
- ❖ Fashion marketing in practice
- ❖ Fashion marketing for fashion industry
- ❖ Issues in fashion marketing
- ❖ Overview of fashion marketing process

# Module Fashion Marketing

**S Ben Porath**



## **Module Fashion Marketing:**

## Whispering the Techniques of Language: An Psychological Journey through **Module Fashion Marketing**

In a digitally-driven world where monitors reign great and instant conversation drowns out the subtleties of language, the profound secrets and mental nuances concealed within words usually move unheard. However, nestled within the pages of **Module Fashion Marketing** a interesting fictional treasure blinking with raw thoughts, lies a fantastic quest waiting to be undertaken. Composed by a talented wordsmith, this marvelous opus attracts readers on an introspective journey, lightly unraveling the veiled truths and profound impact resonating within the fabric of each word. Within the emotional depths of this poignant review, we will embark upon a genuine exploration of the book is key subjects, dissect its interesting publishing design, and succumb to the powerful resonance it evokes heavy within the recesses of readers hearts.

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