

The Art of Digital Marketing for Fashion and Luxury Brands: Marketspaces and Marketplaces

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920568053&lokasi=lokal>

Abstrak

This book explores omnichannel fashion and luxury retailing with a particular emphasis on the role of computer-mediated marketing environments in determining a consumer's purchase and post-purchase trajectories.

The fashion industry has evolved rapidly over the last few years with the diffusion of fast fashion and luxury democratization, not to mention the advent of ICT and the development of communication. Today, fashion companies face new challenges, such as how to manage brands and how to choose between marketplaces and digital marketspaces. While some companies focus on one channel selection, others embrace the omnichannel choice and look for a balance between the two environments. Whatever the strategy, it is essential to manage these touch-points in order to create interaction between consumers and brands, provide meaningful customer experiences, and to maximize customers' engagement.

An insightful read for scholars in marketing, fashion and retail, this book investigates the triangulation between branding, marketplace, and marketspace and its impact on the organization.