

Fashion Retailing Issues and Strategies: A Case Book



Fashion Retailing Issues and Strategies presents case studies of nine U.S. fashion and luxury retailers that analyze the ways in which successful retailers use key methods and strategies to set themselves apart in an increasingly competitive environment. The text provides an overview of current trends in retailing, including the growth of nonstore retailing, the importance of private labels, and corporate social responsibility. Each case study presents a condensed history, business description, and relevant financial statements, graphs, and/or photos. Chapters follow a multidisciplinary framework studying these issues and retailers: listening to and understanding the consumer (Apple), branding in multi-channel retailing (J. Crew), merchandising (Bergdorf Goodman), finance as a platform for success (Amazon), technology (Gilt Groupe), supply chain management (Target), the modern retail store (Tory Burch), expansion into international markets (Coach), and sustainability in the retail arena (Patagonia). Following the case studies are analyses of the chapter themes blending the practical with the theoretical and scaffolding students as they begin to master the concepts. The discussion following each case study supplements the treatment of the topic with thumbnail comparisons of competitors and their approach to the same issue. Ultimately, readers will learn to extend discussions of strategies in case studies to other retailers and develop critical thinking skills.

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But the same technologies that are driving omnichannel strategies can help solve both problems. fashion glitz, and unique blend of entrepreneurial ingenuity and business **Case Studies on Fashion Retailing Case Books Fashion Retailing** Journal of Fashion Marketing and Management: An International Journal the Internet and its potential as part of a viable strategy for clothing retail marketing. **Fashion Retail Supply Chain Management: A Systems Optimization - Google Books Result** This book covers the main themes that affect marketing in the fashion world. He focuses on the problems fashion retailers face with expanding internationally. three issues that fashion retailers have to address: culture, strategy and operations. 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Included are case studies of apparel retailers and brands incorporating concepts of pricing strategies, **Making sense of market segmentation: a fashion retailing case** Topics Issues Managerial Implications Mean-risk analysis of information to apply the safety-first objective method Mean-semi-variance In those cases fashion retail supply chain systems: The models explored in the book are relatively simple. explore the fast fashion strategy and reveal how it affects the fashion retail **An investigation of competitive pricing among apparel retailers and** The book communicates contemporary retail thought from the perspectives of both rigorous and far-reaching analysis of the issues and case histories from a **Merchandise Planning Models for Fashion Retailing - Springer** Retail management in 15 lessons - Each lesson includes key issues and a comprehensive case study The various strategy concepts adopted

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