

# Digital Marketing Strategies for Fashion and Luxury Brands

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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## Description:

Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market.

**Digital Marketing Strategies for Fashion and Luxury Brands** is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.



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## Topics Covered:

- Brand Communication
- Consumer Brand Engagement
- Gender Fluidity
- Mobile Commerce
- Multichannel Retailing
- Omnichannel Strategy
- Social Identity
- Social Media
- User-Generated Content

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