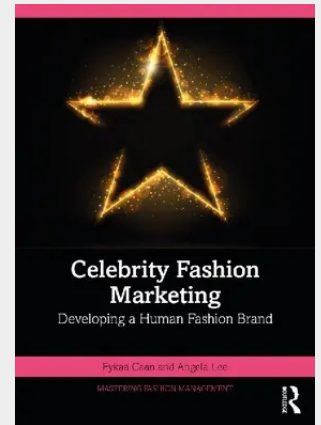


Celebrity Fashion Marketing

Developing a Human Fashion Brand

This book explores the concept of the celebrity as a 'Human Fashion Brand' and the effectiveness of the celebrity in promoting fashions and shaping the identity and decisions of fashion consumers. Beginning with an overview of the background and context of the fashion celebrity, the authors consider celebrity fashion classifications, fashion influencers, explore existing theory, models, and tools and the role of technology; and explain how celebrity-endorsed products impact on fashion consumers and trends. The book defines and develops a 'Human Fashion Brand Model', which describes the relationship between the fashion celebrity, fashion celebrity marketers and fashion consumer behaviour choices in celebrity fashion emulation. Coupled with reflective questions to aid learning, every chapter is illustrated by case studies of celebrities as fashion brands, as well as their impact on fashion, including Kylie Jenner and Kim Kardashian, Beyoncé, and Madonna. Providing a holistic understanding of the celebrity as a human fashion brand and celebrity-inspired fashion consumption, Celebrity Fashion Marketing should be recommended reading for advanced undergraduate and postgraduate students studying Celebrity Fashion and Influencer Marketing, Fashion Marketing, Fashion Brand Management, and Consumer Behaviour.

This book explores the concept of the celebrity as a human fashion brand, and the effectiveness of the celebrity in promoting fashions and shaping the identity and decisions of fashion consumers.



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