



Global Fashion Brands: Style, Luxury and History

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Fashion branding is more than just advertising. It helps to encourage the purchase and repurchase of consumer goods from the same company. While historically fashion branding has primarily focused on consumption and purchasing decisions, recent scholarship suggests that branding is a process that needs to be analyzed from a style, luxury, and historical pop cultural view using critical, ethnographic, individualistic, or interpretive methods.

In this collection, the contributors explore the meaning behind fashion branding in the context of the contested power relations underpinning the production, marketing, and consumption of style and fashion as part of our global culture.

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