

wgsn fashion forecast

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Explore the latest WGSN fashion forecast, providing in-depth analysis of emerging trends and predictions shaping the future of the fashion industry. Stay ahead of the curve with insights into color palettes, silhouettes, materials, and consumer behavior, empowering designers and brands to create innovative and commercially successful collections.

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Fashion Forecasting

Everyone in the fashion business needs to develop an essential survival skill: how to interpret the intelligence provided by the fashion forecasting industry, to anticipate and respond to emerging trends. Lavishly illustrated in full colour throughout, with clear and relevant explanations of the processes involved, Fashion Forecasting is for fashion students and young professionals who already have acquired some fashion knowledge and skills. The authors interviewed the key players within this exciting industry and provide here fascinating insights into the dynamic contemporary fashion forecasting world and the varied creative roles within it - from intelligence gatherers to project consultants. The book covers how a trend is sourced, anticipated and developed, and also explores the interaction with marketing and brand development.

The Fashion Forecasters

"The fashion business has been collecting and analyzing information about colors, fabrics, silhouettes, and styles since the 18th century - activities that have long been shrouded in mystery. The Fashion Forecasters is the first book to reveal the hidden history of color and trend forecasting and to explore its relevance to the fashion business of the past two centuries. It sheds light on trend forecasting in the industrial era, the profession's maturation during the modernist moment of the 20th century, and its continued importance in today's digital fast-fashion culture. Based on in-depth archival research and oral history interviews, The Fashion Forecasters examines the entrepreneurs, service companies, and consultants that have worked behind the scenes to connect designers and retailers to emerging fashion trends in Europe, North America, and Asia. Here you will read about the trend studios, color experts, and international trade fairs that formalized the prediction process in the modern era, and hear the voices of leading contemporary practitioners at international forecasting companies such as the Doneger Group in New York and WGSN in London. Probing the inner workings of the global fashion system, The Fashion Forecasters blends history, biography, and ethnography into a highly readable cultural narrative"--Bloomsbury Fashion Central.

Fashion Forecasting

Now, Fashion is at its peak. Fashion always changes; the forecasting methods are varying and developing fast through the ever widening network of post-modern media. But, the basics remain the same. This book is aimed at giving the basic ideas and methods in Fashion Forecasting to the new comers and aspirants.

Fashion Trends

"Introduces the central concepts of fashion trends and forecasting by showing how theory translates to industry practice"--

Fashion Forecasting

How do retailers decide which colors and styles are featured in their stores? What factors influence the patterns, textiles and silhouettes designers show in their collections? This text provides students with a comprehensive understanding of the forecasting process, from studying fashion innovation and cultural influences to conducting consumer research, exploring how to identify the who, what, where, when and why driving fashion change in our lives. By combining fashion theory with current practices from industry executives, Brannon and Divita explain how to recognize emerging trends and the 'coolhunters' who anticipate our aesthetic preferences. Ultimately, student will learn how to prepare and present their own fashion forecast. New to this Edition: - New chapter 8 focuses on media and technology including coverage of how mass media, fashion blogs, social media and forecasting companies such as WGSN and Stylesight effect trends - New case studies and profiles in each chapter feature contemporary bloggers, professionals and companies such as Tavi Gevinson of Style Rookie, Garance Dore, Scott Schuman, Burberry, Rebecca Minkoff, Edelkoort, Perclers and Nelly Rodi -Expanded fashion theories section in chapter 3 explains how trends spread between population segments - Summaries at the end of each chapter recap key concepts

Fashion Trend Forecasting

An understanding of trends is a fundamental skill for anyone working in the fashion industry. In this book Gwyneth Holland and Rae Jones look at how to produce a well-researched trend, from initial inspiration to concrete idea and, eventually, real product. Illustrated throughout with insights from practicing trend forecasters and industry insiders, it is an invaluable guide for fashion students and practitioners alike.

Fashion forecasting

"'It's a great, strong read. Lots of information if you don't have background knowledge of this topic.' -- Carmen Carter, El Centro College, USA. 'The text is a thorough view of fashion forecasting that helps students understand this segment of the industry as well as identify the steps and skills required to pursue a career as a fashion forecaster.' -- Amy Harden, Ball State University, USA. Learn how to anticipate emerging trends and how to prepare and present your own fashion forecast. Three new chapters on fashion eras, world cultures, and subcultures show you influences on fashion innovation yesterday and today, so that you can spot those of tomorrow. New Influencer profiles focus on trend creators, rather than trend popularizers, to show you how to find key people from many creative fields who shape popular fashion. A new appendix covers how to create a fashion forecast and a streamlined chapter organization is concise without sacrificing depth. Includes 125 color illustrations"--Bloomsbury Fashion Central.

The Fashion Forecasters

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Fashion Trends

Fashion Forward demystifies the exciting career of a fashion forecaster and fosters skills that will benefit any design professional. The book begins with an overview of fashion forecasting theories and concepts and then leads readers through a step-by-step guide to creating and presenting a forecast. The authors reveal the inner workings of global fashion forecasting through real-world examples and interviews with both influential forecasters and the designers who rely upon them. Fashion Forward enables readers to start spotting tomorrow's trends today and compellingly communicate them-both visually and verbally-to inspire fashion innovators. New to this Edition - Current images and examples. Updated fashion photos to include current and trending images, professional presentations and forecast examples, plus new interviews and quotes. - Covers the latest methods and technology. New coverage of social media, technology and data analytics practices in fashion forecasting. - Enhanced global perspective. New content addressed the global apparel industry, emphasizes international forecasting firms, includes interviews with global forecaster and trend specialists, and more diverse images and examples throughout the book. - Practical career information and hands-on application. Updated and expanded career opportunities sections and enhanced activities provide real-world simulations and insights. - New online STUDIO resources offer students self-study quizzes, flashcards, additional projects and online resources.

Fashion Forward

The colour forecasting process is a major driving force in the fashion and textile industries but is complex, highly intuitive and little understood. This textbook for students of fashion and design discusses the development of the various driving forces of fashion, when colour forecasting began and how it has developed to its present day state. Colour terminology and some of the more subjective tools used by colour forecasters are explained, and their strengths and weaknesses are compared. Also, a model is given of the colour forecasting process and this is discussed in detail. Finally, readers are shown how forecasting methodologies are used to develop 'colour stories'.

Colour Forecasting

In a fast-moving global industry, how can anyone know what the next trend will be? Fashion Trends: Analysis and Forecasting offers a clear pathway into the theory and practice of forecasting fashion, using professional case studies to demonstrate each technique and concept. This revised edition includes an updated model of the fashion trend analysis and forecasting process and expanded coverage of social media, digital influencers, sustainability and social responsibility. There are also first-hand visual materials relating to forecasts from leading firms. With the rise of individualism and concern for the sustainable world, the authors also walk you through the 'end of fashion' and what comes next, including: recycled and upcycled fashion, garment rental, subscription services, the circular economy, transparency and traceability, and the role of forecasting in encouraging sustainable lifestyles. Key topics – The characteristics of an innovation – The influence of consumer groups – Long- and short-term fashion forecasting – Sociocultural factors and their influence on trends – Fashion professionals' roles in creating and supporting trends – Consumer and industry trends accelerating product innovation and diffusion – Changing trend forecasting formats – The influence of trend forecasting on business decisions

Fashion Trends

Fashion forecasters combine the views emerging about color and fabric from the early yarn and fabric trade shows with their socio-economic and cultural analysis. Major trends in lifestyles, attitude and culture in particular music, sport, cinema and television are used to predict changing consumer demands. Fashion forecasting involves the following activities such as studying market conditions, noting the life style of the people, researching sales statistics, evaluating popular designer collections, surveying fashion publications, observing street fashions etc.

Fashion Forecasting In India

Numerous tastemakers exist in and between fashion production and consumption, from designers and stylists to trend forecasters, buyers, and journalists. How and why are each of these players bound up in the creation and dispersion of trends? In what ways are consumers' relations to trends constructed by these individuals and organizations? This book explores the social significance of trends in the global fashion industry through interviews with these 'fashion intermediaries', offering new insights into their influential roles in the setting and shaping of trends. The Trendmakers contains exclusive interviews

with financial analysts, creative directors from high street stores like H&M to designer brands such as Erdem, trend forecasters at WGSN, buyers from Harvey Nichols, and major fashion names like The Telegraph fashion critic Hilary Alexander. In contrast to existing research, Lantz offers an international understanding of the trend landscape, engaging with industry professionals from fashion capitals like London, Paris, and New York, as well as BRIC countries and the new, emerging fashion nations. The fashion media may have declared that 'trends are dead' in the light of digital dissemination, but Lantz argues that trends still not only serve as a significant organizing principle for the fashion industry as a whole but also as a source for legitimacy. Engaging with classic fashion thinkers like Veblen, Simmel, and Bourdieu, as well as contemporary scholars like Entwistle and Steele, this book considers trends from an economic and cultural perspective to add to our knowledge of the complexities of the business of fashion.

The Trendmakers

A practical and accessible approach to fashion forecasting, with a trendy magazine-like layout and an emphasis on computer presentation techniques, 'Fashion Forward' guides students to assemble and present their own fashion forecast.

Fashion Forward

Menswear Trends will help you understand the relationship of menswear to society, enabling you to become both a forecaster and trend thinker – and bring new ideas, innovation and strategies to men's fashion. With designer and educator Aki Choklat you'll learn how menswear trends fit within the larger context of retail, how brands can use trends to be more competitive, and how to create an inspiring trend forecast. Later chapters show how to analyse catwalks, gather information from street-style coverage, compare short-term and long-term analysis and how to analyse and forecast colour trends. In the final chapter you'll explore the various job roles within the trend industry, learn to differentiate between trend services and how to navigate the contemporary job market and illustrate your skills in a portfolio. Industry Insight Interviews: Peter Betsche, CEO, Arvenco David Edgar, one of the founding partners of Bureaux Design Associates (BDA) Michael Fisher, Creative Director – Menswear, Fashion Snoops Jaana Jättyri, founder of Trendstop Volker Ketteniss, Head of Menswear, WGSN Sandy MacLennan, founder of East Central Studios Ember Todd Colour and Trend Manager for Chaco Brand, Wolverine Worldwide Barbara Vinken, Chair of Comparative and French Literature, University of Munich Geraldine Wharry, founder of Trend Atelier

Menswear Trends

Discover the secrets of the future of fashion with MODE MAVEN: Fashion Forward: Unlocking the 2023 Trendsetters and Gender-Inclusive Styles by Mr. Big Wealth. This groundbreaking book takes you on a journey into the world of fashion, showcasing the upcoming trends and styles that will define the year 2023. Written by the renowned fashion expert, Mr. Big Wealth, this book is a comprehensive guide to staying ahead of the curve and setting new trends. Explore the pages filled with cutting-edge insights, stunning visuals, and expert analysis that will inspire and empower fashion enthusiasts, designers, and trendsetters alike. Unleash your creativity and embrace gender-inclusive styles with MODE MAVEN. This book celebrates individuality and inclusivity, encouraging readers to break free from traditional fashion norms. With its focus on diversity and innovation, it is a must-have for anyone passionate about fashion and pushing boundaries. Whether you are a fashion enthusiast or an aspiring trendsetter, MODE MAVEN: Fashion Forward is your ticket to unlocking the future of fashion. Get ready to redefine your style and become a true fashion maven with this definitive guide to the 2023 trendsetters and gender-inclusive styles.

MODE MAVEN 2023 Fashion Forecast: Trends, Brands, and Gender-Inclusive Styles

"Explores the world of trends and sales and the roles media and marketing play into fashion trends"--Provided by publisher.

Fashion Trends

"It's a great, strong read. Lots of information if you don't have background knowledge of this topic." Carmen Carter, El Centro College, USA "The text is a thorough view of fashion forecasting that helps students understand this segment of the industry as well as identify the steps and skills required

to pursue a career as a fashion forecaster." Amy Harden, Ball State University, USA Learn how to anticipate emerging trends and how to prepare and present your own fashion forecast. Three new chapters on fashion eras, world cultures, and subcultures show you influences on fashion innovation yesterday and today, so that you can spot those of tomorrow. New Influencer profiles focus on trend creators, rather than trend popularizers, to show you how to find key people from many creative fields who shape popular fashion. A new appendix covers how to create a fashion forecast and a streamlined chapter organization is concise without sacrificing depth. Includes 125 color illustrations.

Fashion Forecasting

The most current fashion trends are those that feel easy to wear but still look as though you made just enough effort to do whatever it is you do during these strange, strange days and nights. Whether that's daily Zoom meetings and a few essential errands, the occasional (safe!) outdoor dinner, weekend park outings, or in-person work, we all could use clothing that makes us feel a distinct sense of ease and comfort. While forecasting fashion trends that originate on the runway isn't a total exercise in futility-it will always hold influence-it seems designers and retailers are more frequently looking to social media, youth culture, nostalgia, street style, and celebrities for inspiration about what's cool and what's current.

Manual Style Fashion

Forty of the fashion industry's most acclaimed designers present their visions for clothing and accessories in the new millennium. 100 color illustrations.

Fashion Forecasting

Fashion Buying: From Trend Forecasting to Shopfloor explores what this key role entails in terms of the activities, process and people involved - from the perspective of the fashion buyer.

Millennium Mode

This book dissects the Buly 1803 universe from A to Z, revealing the stories, tricks and (almost) all its secrets.

Fashion Buying

What have been the hottest trends in clothing over the last 50 years? How much does the average pair of shoes cost? What is the most popular fabric colour in your part of the world? Find the answers to these and many more questions and find your own fashion sense!

The Beauty of Time Travel

Fashion Forward demystifies the exciting career of a fashion forecaster and fosters skills that will benefit any design professional. The book begins with an overview of fashion forecasting theories and concepts and then leads readers through a step-by-step guide to creating and presenting a forecast. The authors reveal the inner workings of global fashion forecasting through real-world examples and interviews with both influential forecasters and the designers who rely upon them. Fashion Forward enables readers to start spotting tomorrow's trends today and compellingly communicate them-both visually and verbally-to inspire fashion innovators. New to this Edition - Current images and examples. Updated fashion photos to include current and trending images, professional presentations and forecast examples, plus new interviews and quotes. - Covers the latest methods and technology. New coverage of social media, technology and data analytics practices in fashion forecasting. - Enhanced global perspective. New content addressed the global apparel industry, emphasizes international forecasting firms, includes interviews with global forecaster and trend specialists, and more diverse images and examples throughout the book. - Practical career information and hands-on application. Updated and expanded career opportunities sections and enhanced activities provide real-world simulations and insights. - New online STUDIO resources offer students self-study quizzes, flashcards, additional projects and online resources. PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501328350.

Fashion Guru

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Fashion Forward

Sharp, in-depth and highly visual, this is the fully revised textbook and teaching aid for students, tutors and in-house learning and development teams keen to know more about the world of trends, forecasting, innovation thinking and strategic foresight. Designed and written as a practical 'how to' guide for design, marketing, brand and innovation studies students, updated chapters include the latest research and industry case studies on superforecasting, three horizon scanning, scenario planning, foresight framework building and the creation and running of your own trend and innovation sprints. Students also have a chance to mix and merge the worlds of forecasting with future studies as we look at how techniques and processes such as the Delphi Method, cross-impact analysis, futures wheels and backcasting are being used by next generation forecasters to expand the ways they map, assess and define the needs and behaviours of tomorrow's consumers.

Fashion Forecasting

A comprehensive text on how to develop, market, and sell your own product lines as independent labels or brands.

The Trend Forecaster's Handbook

The term globalization has brought huge competition in all industries specifically in the Fashion Industry of textiles and Apparel Industry & more textile materials are used in all place, especially in Fashion sectors of Apparel Industry. The term Fashion and its Business is becoming more competitive and the customers expect higher Quality for fewer prices to survive and perform in this business scenario, companies and Fashion Industry have to reduce the costs through various ways to sale their product in the market. Fashion incorporates all features of the business procedures that include design, manufacturing, distribution, financial, customer services and sales. By take part business procedures and individuals anywhere in your company, you can get pleasure from more well-organized work flow and enhanced productivity. Fashion assists business procedure flow more effortlessly and enhances the competence of fulfillment procedure. It leads to concentrated inventory. Ultimately, it lessens the overall business cost. This book will be good guides to do effective and efficient to know the types of home textile materials that are present in a day-to-day Fashion life style & for the Fashion textile organizations. The term "FASHION BUSINESS" describes the process and activities undertaken by Fashion Forecasters. Fashion Business is a distinct factor of textile production contributes to the economic development of a style with latest trends.

Guide to Fashion Entrepreneurship

Fashion forms an integral part of everyday life. We have to teach it with freshness and variety to make it meaningfully applicable to life. Fashion and garments provides a comprehensive overview of the fundamental topics one might be expected to cover when teaching or researching fashion and garments, ranging from design principles and elements to merchandising, through to apparel production, marketing and retailing. This book is ideal for college and undergraduate students studying textiles or fashion courses. I cannot claim that all the materials I have written in this book are mine. I have learned the subject from many excellent books. This text books is designed to meet the everyday requirements of students at college and the general readers of fashion. Suggestions for improvement are welcome

Fashion Business

From the designer suits of yuppie men and women to ripped jeans to the mini-crinoline craze to the eloquent fashion sense of Princess Diana, the 1980s encapsulates a time when it became fashionable to make money and dress well. This work explores the enthralling history of fashion as it recreated itself through the popular trends of the eighties.

Apparel Industry Pre & Post Processes

This text is designed to introduce undergraduate students to the central concepts of fashion trend analysis and forecasting. Exploring the roles of both consumers and industry personnel as product developers, gatekeepers, and promoters of fashion trends, the book demonstrates how and why forecasting is vital to successful product and brand development. *Fashion Trends: Analysis and Forecasting* covers a wide range of key topics, such as the impact of fashion consumption on the environment, economic development, and socio-cultural change, as well as the impact of social responsibility and the digital consumer on current fashion trends. Designed to aid teaching and learning, each chapter includes key words, summaries, engaging case studies, discussion questions, and suggested class activities. Using this book as a guide, students will develop an understanding of the process, methods, and influence of trend analysis and forecasting for the fashion business, and will be encouraged to think through the core issues creatively. An essential text for students of fashion and design.

Fashions of a Decade

Denim Dudes is a street style book with a difference. As well as featuring key players in the global denim business, such as Jason Denham (Denham), François Girbaud, (Marithé + François Girbaud), Adriano Goldschmied (Diesel, 7 For All Mankind) and Kenichi and Kenji Shiotani (Warehouse Japan), it also explores the very best and latest denim styling on the street, from bikers to vintage dealers and store owners. Exclusive photography for the book was shot in Paris, Tokyo, London, New York, LA, Milan, San Francisco, Amsterdam, Stockholm, Barcelona, Melbourne, Gothenburg, and Sydney. This inspirational title will appeal not just to designers and fashion professionals but to a public increasingly obsessed with the world of denim. It offers unrivalled insight into the stylish and sometimes eccentric "dudes" involved in this fascinating and diverse industry.

Fashion Trends

A collection of international contributions from renowned academics and practitioners from the US, UK, China, the second edition of *Fashion Marketing* has been completely updated, revised and expanded to reflect the major changes in the fashion industry since 2001 and covers all of the key themes and issues of the area. Key themes and areas covered include globalization, fast fashion, luxury fashion, offshoring, business-to-business, forecasting, sourcing, supply chain management, new product development, design management, logistics, range planning, color prediction, market testing, e-commerce, and strategy.

Denim Dudes

This book provides the thoughtful writings of a selection of authors illustrating a central concept: Sustainable Development in Creative Industries, which utilizes a monetary equilibrium addressing issues, particularly those associated with the use of an integrated area in cyberspace and physical space, and their effect on the creative industries. 15 universities from Asia and Europe have participated in the 9th Bandung Creative Movement, where this topic was explored. Sustainability issues are now at the forefront of progress. The book covers four main areas. The first section, entitled "Art, Culture, and Society," delves into the various sectors that contribute to building a more sustainable environment, including the arts and culture. Whereas, "Design and Architecture" is referring to cutting-edge practices in the fields of manufacturing, transportation, interior design, and building construction. The third section "Technology and New Media" delves into the transformation of technology into a new medium for the development of the creative industries. The final section, "management and Business," discusses an innovative perspective on the state of the market and management in the sector. Anyone interested in the intersection of creative industries, sustainability, and digital cultures would benefit intellectually from reading this book. The Open Access version of this book, available at <http://www.taylorfrancis.com>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives (CC-BY-NC-ND) 4.0 license. Funded by Telkom University, Indonesia.

Fashion Marketing

The clothing industry employs 25 million people globally contributing to many livelihoods and the prosperity of communities, to women's independence, and the establishment of significant infrastructures in poorer countries. Yet the fashion industry is also a significant contributor to the degradation of natural systems, with the associated environmental footprint of clothing high in comparison with other products. Routledge Handbook of Sustainability and Fashion recognizes the complexity of aligning fashion with sustainability. It explores fashion and sustainability at the levels of products, processes, and paradigms and takes a truly multi-disciplinary approach to critically question and suggest creative responses to issues of: • Fashion in a post-growth society • Fashion, diversity and equity • Fashion, fluidity and balance across natural, social and economic systems This handbook is a unique resource for a wide range of scholars and students in the social sciences, arts and humanities interested in sustainability and fashion.

Sustainable Development in Creative Industries: Embracing Digital Culture for Humanities

The Fundamentals of Fashion Management provides an in-depth look at the changing face of today's fiercely competitive fashion industry. Providing invaluable behind-the-scenes insights into the roles and processes of the industry, this book combines creative and business approaches for all those seeking to gain a solid understanding of what it means to work in the fashion sector. Packed with new visuals, case studies and exercises, The Fundamentals of Fashion Management also contains new interviews with key players from different sectors in the global fashion industry, including with a fashion forecaster, a brand account manager, a fashion buyer, a digital marketing manager, fashion journalist, and a fashion entrepreneur. With an additional new chapter on entrepreneurship and management, this a must-have handbook for all those looking to create successful business practice in fashion management, marketing, buying, retailing and related fields.

Routledge Handbook of Sustainability and Fashion

Trend forecasting is a science: tomorrow is predictable. Understanding consumer trends means the difference between corporate success and failure, as trends affect every sector and every market. The success or failure of global brands from Dove to Apple, McDonalds to Coca Cola is increasingly recognised as being trend-driven. For companies to survive, they will need to understand how to take advantage of these changes, rather than just react to them. The Next Big Thing reveals how trends work, how to spot them, and then how to use that knowledge to gain financial and competitive advantage. Full of examples of trends and comments from industry insiders, it also includes case studies of companies that benefited from spotting trends and those who lost out by not spotting them. The Next Big Thing will enable you to anticipate, prepare for and benefit from trends.

The Fundamentals of Fashion Management

This book offers a multidisciplinary perspective on research and developments at the interface between industrial design, textile engineering and fashion. It covers advances in fashion and product design, and in textile production alike, reporting on smart and sustainable industrial procedures and 3D printing, issues in marketing and communication, and topics concerning social responsibility, sustainability, emotions, creativity and education. It highlights research that is expected to foster the development of design and fashion on a global and interdisciplinary scale. Gathering the proceedings of the 5th International Fashion and Design Congress, CIMODE 2022, held on July 4-7, 2022, in Guimarães, Portugal, this book offers extensive information and a source of inspiration to both researchers and professionals in the field of fashion, design, engineering, communication as well as education.

The Next Big Thing

Advances in Fashion and Design Research

A Passion for Fashion Inc.

296K Followers, 257 Following, 5852 Posts - PASSION FOR FASHION (@passiionforfashion) on Instagram: "Get inspired (I don't take any credit for the posts • passiionforfashiion@hotmail.no"

A Passion for Fashion | Next Avenue

by SMC Loureiro · 2017 · Cited by 86 — Fashion products which are accepted by friends, important others and groups of belonging, or even worn by celebrities or those who create trends in blogs, increases the desire to have them. Therefore, it is expected that social influence will positively affect passion for fashion products (see Figure 1) ...

Why Are You Passionate About Fashion?

Purpose The purpose of this paper is to explore the effect of social influence and individual vanity on passion for fashion of clothes and accessories and the mediating role of exhibitionist tendency. **Design/methodology/approach** The study was conducted in two phases. The first was exploratory (n =109), ...

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A Passion for Fashion

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A Passion for Fashion

A passion for fashion: The impact of social influence, vanity ...

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A passion for fashion: The impact of social influence, vanity ...