

By Gwyneth Moore Basics Fashion Management 02 Fashion Promotion Building A Brand Through Marketing And Communicatio

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????????? ?????????????????????? ?????? | 87.9 ???
| 40036 1500????? | 2233 1500????? | 632 ???(%) | 5.58
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3000
| 87.6
| 38436 1500 | 1826 1500 | 439 (%) | 4.75
| 1.14 | 4.16 5 | 114
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The Famous Five
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The prince of prints: Pucci's vision and legacy
Emilio Pucci (1914-1992) had a passion for women, a visionary sense of style, and an eye for color and design. With these talents he created a fashion house unlike any other. By the early '50s his boutique on the isle of Capri was catering to wealthy sophisticates, heiresses and

movie stars buying his "Capri pants", silk scarves and lightweight separates. By the end of the decade, Jacqueline Kennedy and Marilyn Monroe were wearing his dresses, and by the mid-60s the label was synonymous with the gilded lifestyle of an international jetset. Today, the house remains as vibrant as ever – Victoria Beckham, Elizabeth Hurley, and Kylie Minogue are adherents. The Pucci story is a modern epic with its roots in renaissance Italy: the brand's founder, the Marchese Emilio Pucci di Barsento, was a charismatic aristocrat whose lineage extends back to the 14th century. It is a story of evolution: how a family company grew from one tiny store to an international brand with 50 boutiques worldwide (and a presence in 300 more). And finally, it is a tale of innovation: Pucci was one of the first brands to bear a logo, and a pioneer of diversification into interiors, athletic wear and accessories. It introduced free-moving, lightweight fabrics, pop art prints, and a new color palette into womenswear, and constantly pushed fabric and printing technologies. Featuring hundreds of photographs, drawings, and candid shots from the archive of the Emilio Pucci Foundation, this tome captures the breathtaking elegance and drama of a unique brand. Vanessa Friedman's text places Emilio's achievements in the context of fashion history, and provides insight into the remarkable Pucci dynasty. Available in four different cover designs, each depicting an original pattern from the Pucci collection. Your order will be filled with one of these designs. First published as a limited edition - now available in a standard TASCHEN edition!

?Jose corti???1958????

This book, drawn from the award-winning online Oxford Dictionary of National Biography, tells the story of our recent past through the lives of those who shaped national life.

From her Hollywood debut at the age of 19 to her latest venture, this biography traces the events and circumstances that have shaped Demi Moore's extraordinary character and propelled her from aspiring model to movie superstar. The book describes Demi's troubled childhood and her crusade to quit high school to find a career in modelling, as well as the trauma of her stepfather's suicide two years later. It reveals the truth behind her relationship with actor Emilio Estevez and why she broke off their engagement, her up-and-down relationship with husband Bruce Willis and her alleged affair with Leonardo DiCaprio. It also: relates how Demi's drug and alcohol addiction almost led to her departure from the set of "St Elmo's Fire"; looks at the history behind her nude appearances both on and off screen; and details behind-the-scenes information from the sets of her movies past and present, including her roles in "Indecent Proposal", "Striptease" and Woody Allen's "Deconstructing Harry".

Traditional Chinese edition of Ten Little Fingers and Ten Little Toes by Helen Oxenbury and Mem Fox. In Chinese. Distributed by Tsai Fong Books, Inc.

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This "guide to promoting a brand ... addresses the new ways in which brands engage with customers through the latest digital channels as well as traditional methods. Topics covered include developing a brand from an original idea, the impact of blogging and street style sites, digital fashion, online and offline marketing techniques, creating the vision behind a brand, and public relations. From marketing, PR, and collaboration to creating brand visuals, Fashion Promotion guides readers through the ways in which any brand--large or small--can embrace the opportunities brought about by developments in digital communication"--

Gwyneth Lewis is a bilingual virtuoso, publishing separate collections in English and Welsh. Chaotic Angels brings together the poems from her first three English collections, Parables & Faxes (1995), Zero Gravity (1998) and Keeping Mum (2003).

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????? | 85.1 ??? | 37961 1500????? | 1921 1500?????? |
574 ???(%) | 5.06 ??????????(%) | 1.51 ?????? | 3.35
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Famous Five??8????????????????Julian?????Dick???
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New York magazine was born in 1968 after a run as an insert of the New York Herald Tribune and quickly made a place for itself as the trusted resource for readers across the country. With award-winning writing and photography covering everything from politics and food to theater and fashion, the magazine's consistent mission has been to reflect back to its audience the energy and excitement of the city itself, while celebrating New York as both a place and an idea.

Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian.

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Prentice Hall

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40859 1500 | 2318 1500 | 515 (%) | 5.67
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 | 315 •Enid
Blyton“The Famous Five3
JulianDickAnneGeorge
GeorginaTimmyKirrin Co
ttageKirrin Island
•18971968“”50

Wow! Said the Owl. Little owl discovered something amazing while other owls are sleeping - colors! Tim Hopgood won the Best Emerging Illustrator Award of BookTrust Early Years Award, and is shortlisted by Red House Children's Book Award for "A Dog Called Rod" and nominated for Kate Greenaway Medal for "Here Comes Frankie!." In Chinese. Distributed by Tsai Fong Books, Inc.

In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

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