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Emerging Economies in Fashion Global Value Chains: Brand Positioning and Managerial Implications

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Abstract

Looking at the fashion global value chain (GVC), there is not much vertical integration in the overall industry; most production processes are outsourced to large factories in developing countries. However, beyond just production, there leaves a gap in the market for independent fashion brands in the emerging countries that can take responsibilities for the design, production and marketing of their brands, albeit on a small scale, not competing with global fashion brands. This chapter theoretically examines fashion marketing in emerging economies, recognising the inherent challenges with these economies and how it can influence fashion marketing. This study extends the Smile Curve of high-value activities in global value chains, focusing on independent fashion brands in developing countries. The study also provides theoretical contributions relevant for academic researchers, scholars and students. In addition, there are pertinent managerial implications for business owners, fashion tech developers and policymakers.

Keywords

- **Fashion marketing**
- **Value chain**
- **Emerging economies**
- **Fashion brands**
- **Brand positioning**

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