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Perspectives

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Fashion Marketing in Emerging Economies: An Introduction

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Abstract

The fashion industry is increasing in emerging markets. Marketing strategies, tools and technologies have also evolved. There is a growing demand for additional research, information, recommendations, insight from practitioners, entrepreneurs, students and academics. This chapter provides an overview of the book on fashion marketing in emerging economies. It documents a portfolio of sixteen published papers from twenty-seven authors who have presented their contributions to theories, knowledge and discussions around fashion marketing in developing markets. This chapter provides an understanding of effective marketing strategies employed by multinational fashion corporations within emerging markets. This academic research shines the light on the relatively neglected area of marketing activities happening in emerging markets and the growth of emerging economies in their entirety. This book provides timely information for managers and policymakers on the growing areas of fashion such as sustainability, luxury, digitalisation, trends and psychology.

Keywords

- **Fashion marketing**
- **Emerging economies**

- **Developing countries**
- **Edited book**
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