

Preface

In fashion business, the luxury sector is very critical. In recent years, many luxury fashion brands have made significant gains in both established and emerging markets. With the global financial instability, in luxury fashion retailing, proper operations and strategic management are very crucial items on senior management's agenda. In fact, owing to the recent global financial tsunami and the European debt crisis, many luxury fashion companies are getting more conservative about their product offerings and development. Undoubtedly, the importance of luxury fashion and the recent global economics volatility all mean that there is a need to examine innovative management models and frameworks for supporting luxury fashion retail management. However, there is currently an absence of such a reference source in the literature. As a result, this book carefully selects and features related studies and the respective insights into an edited volume.

This book includes three important parts, namely: (i) reviews and discussions, (ii) quantitative research, and (iii) qualitative research. All the featured papers are peer-refereed, and the topics covered include the following:

- Introduction to luxury fashion retail management
- Evolution of luxury fashion brands
- A review on the evolution of luxury fashion retailing in China
- A review on how self-concept and brand personality affect luxury consumers' purchasing decisions
- Consumer's willingness to pay more for luxury fashion apparel made in sweatshops
- Exploring the luxury fashion brands' personality
- Optimal timing of brand extension in a stochastic market
- Using social media for luxury fashion management
- Luxury fashion and creativity
- Luxury fashion and social media in China
- Fashion luxury brands: bridging the gaps between cutting-edge fashion and corporate social responsibility concerns

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