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Luxury brands are not about banal retro styling or taking refuge in past glories; they are brands with a heritage that still chimes with contemporary culture. Luxury Fashion is a

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unique tribute to the world's most hallowed fashion brands. Glossy and highly informative, it provides in-depth feature portraits of fifty of the finest luxury fashion brands (renowned heritage labels and hidden gems) as well as an essential directory of a further 150 brands, which includes details of key items and ...

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Luxury fashion : a global history of heritage brands.

[Caroline Cox;
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Cameron Silver] --

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Global fashion brands: Style, luxury and history Article (PDF Available) in Global

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Luxury goods

percolated through the

classes, and

luxuriousness as we

know it today emerged

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from the austerity of the 1920s, also known as the Roaring Twenties, when the industry benefitted from technologies like assembly lines and mass production.

A Brief History of Luxury: How did Luxury Evolve to What ...

Founded in 1961 by Yves Saint Laurent, the French luxury fashion house is in tenth place

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on our list of the world's oldest luxury brands. Only five years after launching his brand, Yves Saint Laurent introduced his famous 'le Smoking'. Other iconic items include the sheer blouse and the jumpsuit.

THE 10 OLDEST LUXURY BRANDS STILL IN OPERATION

Thus when the craft of haute couture (fitting

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clothing to a specific client) flourished in the late 19th century, seamstresses and tailors had no choice but to establish their premises in France. Charles Frederick Worth, the Englishman credited with developing a haute couture industry, was the first to open his business on Paris's Rue de la Paix, with several other fashion houses following ...

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**How France Became
the Fashion Capital
Of The World**

The History of Luxury
Whenever people and
civilizations get
degenerate and
materialistic, they
always point at the
outward beauty and
riches and say that if
what they were doing
was bad, they wouldn't
being doing so well,
being so rich and
beautiful. -Andy

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Warhol, The Philosophy
of Andy Warhol
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**Luxury Studies: The
History of Luxury**

Examining the new
lessons that can be
deciphered from
archaeological findings
and theoretical
advancements, the
book shows that
fashion history should
be understood as a
global phenomenon,
originating well before
and beyond the

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fourteenth century
European court, which
is continually, and
erroneously, cited as
fashion's birthplace.

**Fashion History: A
Global View (Dress,
Body, Culture ...**

Great Britain is
fortunate to have some
of the most iconic
luxury fashion
designers in the world,
such as Burberry, Lulu
Guinness, Stella
McCartney and

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Westwood. However, there are many other lesser known British luxury fashion brands that should be on your radar.

20 British Luxury Fashion Brands To Know About | Luxury

...

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style, luxury & history.
[Joseph Hancock; Gjoko
Muratovski; Veronica

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Manlow; Anne Peirson-
Smith;] -- Fashion

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branding is more than
just advertising. It
helps to encourage the
purchase and
repurchase of
consumer goods from
the same company.
While historically
fashion branding has
primarily focused on ...

**Global fashion
brands : style,
luxury & history
(Book ...**

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Today, the luxury fashion industry is undergoing large-scale changes. The reason being is because consumer behavior has been forced to adapt to the rise of the global leader; technology ...

How Millenials Are Changing Age-Long Traditions Of Luxury

...

The fashion industry has the least amount of patience for hanging

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around. Textile innovation can take many years, even if we look at some of the great innovators of the 20th century—people like ...

15 Designers, Scientists, and Environmental Activists—From ...

The gangster era gave the world some of the greatest fashion ever conceived, but there was also plenty of stuff

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that didn't make it into
the James Cagney

movies — and for good
reason. Although

shoulder pads are

often considered a

fashion disaster of the

1980s, designer Elsa

Schiaparelli introduced

them in the 1930s.

30 Most Regrettable Fashion Trends in History

But the luxury fashion
industry still has work

to do. A report released

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earlier this year by
Ordre, which
specializes in online
showrooms, reveals
how unsustainable
fashion weeks really
are, for ...

**9 common myths
about ethical and
sustainable fashion -
CNN ...**

The Global Fashion
Luxury Cashmere
Clothing Market Report
2020-2026 (Forecast
Period) Offers An In-

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Depth Study Of Market

Growth Factors, Future

Evaluation, Country-

Level Analysis, Fashion

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Clothing 2020

Market Key ...

Global Fashion Weeks

Adapt to Post-

Coronavirus Landscape

Fashion weeks outside

the Big Four are

developing new

formats and cultivating

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local audiences to make up for the absence of overseas guests.

Global Fashion Weeks Adapt to Post-COVID-19 Landscape - WWD

Tmall, a Chinese online destination for high-end and designer brands, announced new features to bolster luxury brands' connections with China's gen-z

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consumers, a digital-first fashion-forward customer base that is fast becoming a driver of global luxury consumption.

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