
REPORT**MARKETING Y COMUNICACIÓN DE MODA****Gema Martínez Navarro****ESIC, Madrid, 2017****Graciela Padilla Castillo:** Universidad Complutense de Madrid. España.gracielp@ucm.es

This book offers a clear, simple and complete vision of the different marketing strategies that are carried out in fashion and how each of the applied marketing and communication tools are used. It analyzes the fashion market from an analytical but also very practical point of view. On the other hand, and given the complexity and breadth of the study area, this work has a practical approach, including examples and readings for the debate with cases of fashion brands that, with innovative business ideas or strategies, have managed to reach, rather than the mind, the heart of consumers. The prologue summarizes the soul of its pages and the relevance of the publication: "Fashion is art, it is culture, it is a way of living and expressing values. Through fashion we let others understand how we feel, how we see ourselves and also what image of ourselves we want to give".

The temporal and plot tour is valuable and profound, from the French Court of the 18th century to the current social networks. It is the tangible proof of thorough research, many years of academic experience and great passion for the author's sector. The seven chapters include: *The fashion market*, *Behavior of the fashion consumer*, *Fashion market segmentation*, *Product and fashion*, *Distribution and price strategies in the fashion market*, *Communication in the fashion market*, and *New trends in fashion marketing*. All of them make up a most interesting, current, original and necessary book.

Likewise, it is unavoidable to refer the didactic structure of each chapter, with history, definitions, illustrations, examples, infographics, summaries and recommended readings. Faculty, students, researchers and professionals of the sector will find, in these pages, the history and origin of current phenomena, tools for their daily work, and future prospects for research and analysis at many levels. For example, the third chapter, on market segmentation, delves into the optimization of resources, the preparation of new offers, and the new segmentation criteria of the fashion market: general and specific, traditional and current, from luxury to low cost, from personality to fidelity, among many others. At all times, the author offers and discusses paradigmatic cases, which support her explanations.

As another example of the worth and topicality of the book reviewed, the sixth chapter studies and reflects on communication in the fashion market. It defines and researches conventional media (television, magazines, outdoor advertising) and new media (corporate websites, social networks, apps, online magazines, blog, public relations, specialized press and fashion events). As the author illustrates: "Fashion brands must make important efforts in communication, especially in a sector where

trends and changes are constant. It is necessary to project an adequate image and be in continuous contact, both with clients and with the different media. "

With this, she talks about customs, beliefs, tastes, social values, stakeholders, engagement, loyalty, social networks, online stores ... And, of course, influencers, with great power in their opinions, that make them leaders, designers, models, celebrities. The strategies and tools of fashion marketing and communication are numerous and growing; and the sector will continue adapting to them because fashion is a fundamental part of our culture.

Synthesis of the professional curriculum of the author of the reviewed book

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