

## REPORT

<http://doi.org/10.15198/seeci.2018.45.151-152>

### FASHION MARKETING AND COMMUNICATION

Gema Martínez Navarro

ESIC, Madrid, 2017

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Fashion has accompanied humans throughout human history and it has been a visible reflection of the values of each historical moment. Fashion is art, it is culture, it gives us sensations, pleasures and emotions, it is part of our leisure time and helps us to express our personality, our values and our way of feeling and understanding life. Leaving the emotional side aside, the fashion industry represents a very important asset in the global economy and has become an important engine of economic growth in many countries. With these previous ideas, Gema Martínez Navarro presents us an interesting, current, original and necessary book. She establishes and systematizes scientifically an innovative plot: communication and marketing of fashion.

The fashion sector in Spain is very important and representative, both geographically and in the sub-sectors that make it up. It encompasses a considerable number of trades and specialties, with a production directed to diverse segments of the market. Activities include design, production, marketing and sales, with an important component of innovation and internationalization. In addition, Spanish fashion generates employment as it is one of the largest deposits of entrepreneurs and there are magnificent examples of fashion industries that have been making outstanding efforts to incorporate design, new technologies and innovation in all aspects of their business activity, both inside and outside our borders.

Currently, and as a result of adapting to new technologies, the sector has been profoundly transformed. There are many people and companies linked, one way or another. From designers, tailors, distributors, transport and logistics services, vendors to consumers or *influencers*. Due to this, as the author explains, fashion is an important focus of interest both for professionals of the sector and for academics and students interested in knowing how this exciting sector is and how it works.

Throughout seven chapters, Martínez Navarro gives a clear, simple and complete view of the different marketing strategies that are carried out in fashion and how each of the applied marketing and communication tools are used. She analyzes the fashion market from an analytical and very practical point of view. On the other hand, and given the complexity and breadth of the study area, the 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

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reach, more than the mind, the heart of consumers: the Hawkers sunglasses, the Similify app, the collaborations of great designers with *low cost* brands ...

The temporal and plot route 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 last two chapters show that this is only the beginning and are particularly encouraging, as future prospects for research and work: social networks, apps, blogs, *showrooms*, *slow fashion*, sustainable fashion, *coworking* and co-creation. As the author says, "fashion companies must adapt quickly to the vertiginous rhythm of the sector", which is "highly competitive, complex and changing".

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

Gema Martínez Navarro is a Professor of the Market Marketing Department of the Complutense University of Madrid. Previously, she was an associate professor at Carlos 3<sup>rd</sup> University of Madrid, for more than 15 years, and at ESIC Business & Marketing School. She is a bachelor of Business Administration and Management, Doctor of Economic and Business Sciences and Master of Marketing; as a professional with extensive experience, she has carried out strategic consulting, qualitative and exploratory research for numerous consume, cosmetic, fashion, companies and others.

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