



Matthias Spanke, Sonja Löbbel

Easy Branding in Fashion Retail **Schritt für Schritt zur Markenbildung im Modehandel**

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Successful brands are authentic, unique and offer customers a holistic emotional experience, whereby the POS is of key importance for customers and brand: It is here that your brand is tangible, here that you secure your long-term success. In this practical guide for fashion retail, you can find out:

- How to first define your target market
- How to custom-develop your brand
- How to create a good story for your brand
- The key touchpoints between you and your customers, and how to optimally stage these
- What you can learn from the best in your industry

With the help of a multitude of practical tips, expert opinions, visualisations and checklists, you can get started successfully building your brand immediately – and create a unique brand experience for your customers step by step.

With their full-service agency, **MATTHIAS SPANKE** and **SONJA LÖBBEL**, Managing Directors of INSPIRED Visual Merchandising, support renowned brands, such as Galeria Kaufhof, PME Legend, Porsche Design, Roland Schuhe and Wormland, in developing a successful brand presence.

Deutscher Fachverlag GmbH
Fachbuch
Mainzer Landstraße 251
60326 Frankfurt am Main

Telefon +49 69 7595-1972

buchverlag@dfv-fachbuch.de
www.dfv-fachbuch.de