



The End of Fashion: How Marketing Changed the Clothing Business Forever

By Agins, Teri

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So in the spirit of sharing, I've put together a recommended reading list for those who work in, want to work in, or simply love, fashion. In addition to my own thoughts, I've consulted Fashionista's contributors, sources and friends. This list is by no means comprehensive, but these books have taught me a lot about the industry's past--as well as it's future. *The End of Fashion*. Notify me when the book's added. Impression. Add to shelf. Already read. Report an error in the book. Share. Facebook. The time when "fashion" was defined by French designers whose clothes could be afforded only by elite has ended. Now designers take their cues from mainstream consumers and creativity is channeled more into mass-marketing clothes than into designing them. Indeed, one need look no further than the Gap to see proof of this. In *The End of Fashion*, Wall Street Journal, reporter Teri Agins astutely explores this seminal change, laying bare all aspects of the fashion industry from manufacturing, retailing, and licensing to image making and financing. "The End of Fashion is a watershed book which has pioneered a new realm of what fashion means to people. This is landmark book which reveals the complexities inside fashion in an original and entertaining way." -Andre Leon Talley, editor at large, "Vogue" No other writer has the combined wit, style, sources, and fashion industry savvy to match the "Wall Street Journal's Teri Agins, and it's all on display in "The End of Fashion." A very well written book that gives readers so much information about how the clothing industry has evolved. I loved reading about Ralph Lauren, Donna Karen and Tommy Hilfiger from a journalistic point of view not another PR story about them. Well done.