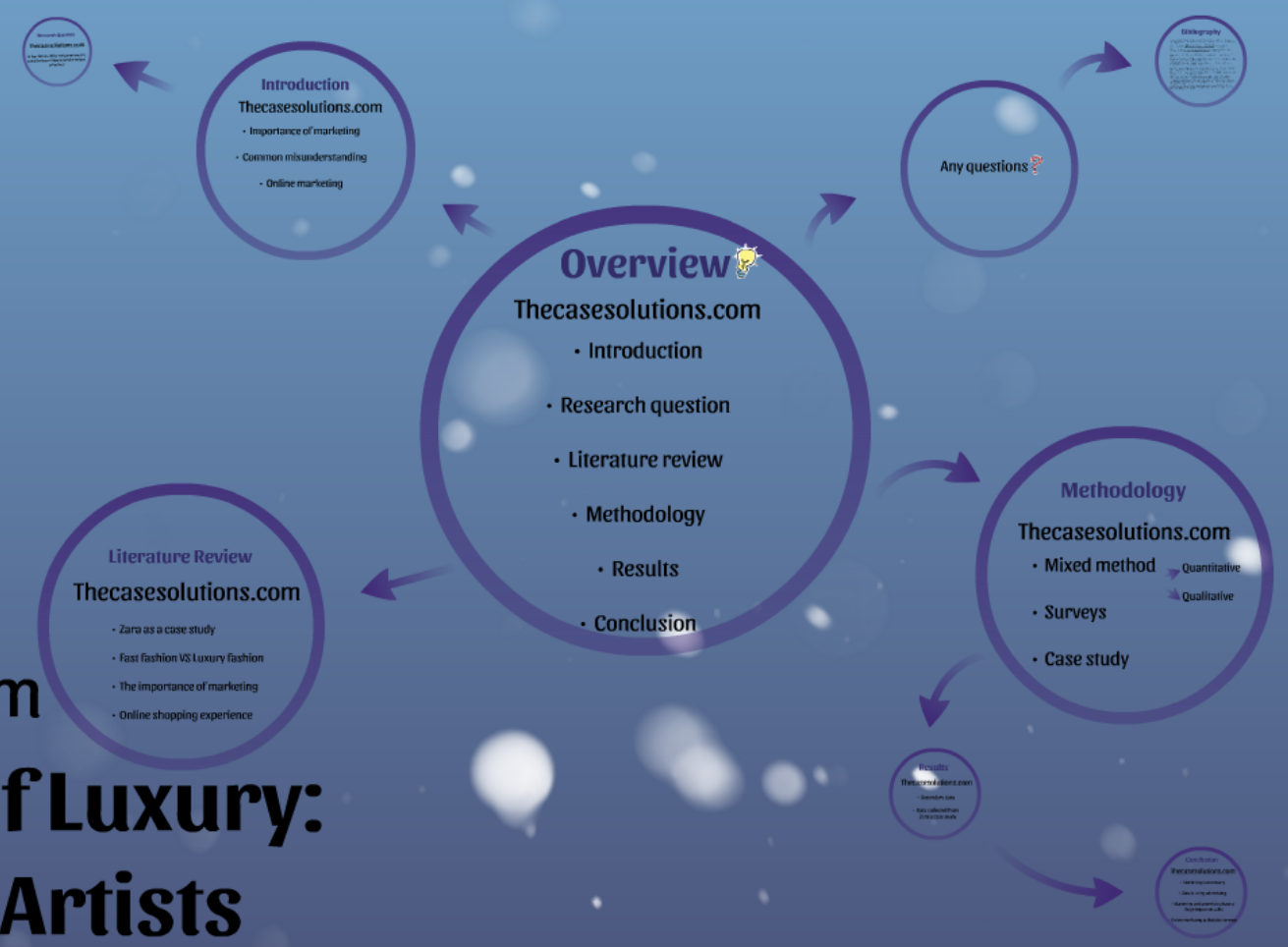


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The Artification of Luxury: From Artisans to Artists



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The Artification of Luxury: From Artisans to Artists

Literature Review

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- Zara as a case study
- Fast fashion VS Luxury fashion
- The importance of marketing
- Online shopping experience

- Intro
- Research
- Literatu
- Metho
- Re
- Conc

Overview

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- Introduction
- Research question
- Literature review
- Methodology
 - Results
- Conclusion

Introduction

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- **Importance of marketing**
- **Common misunderstanding**
 - **Online marketing**

Research Question

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**In the current online consumerism era,
can a fashion company survive without
advertising?**

Literature Review

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- Zara as a case study
- Fast fashion VS Luxury fashion
- The importance of marketing
- Online shopping experience



Methodology

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- **Mixed method**
 - Quantitative
 - Qualitative
- **Surveys**
- **Case study**

Results

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- Secondary data
- Data collected from Zara's case study

Conclusion

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- Marketing is necessary
- Zara is using advertising
- Marketing and advertising have a huge impact on sales
- Online marketing is likely to increase