The Artification of Luxury: From Artisans to Artists
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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
- 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