

The End of Fashion: How Marketing Changed the Clothing Business Forever By Teri Agins I write book reviews every month on the blog :-)]A few days ago I decided the theme for the next chunk of books I plan on reading is fashion.

But how did the players come out and what changes in society in the late 90's were positioning to expand fashion? 9780060958206 Required reading for anyone getting into the fashion industry. Well researched with personal interviews conducted by the author.

I had to read this book for a project and I found it really interesting despite the fact that I'm not really into high fashion. I think this book ended up being a good place to start and would be an interesting read for a range of people from fashion industry newbies like me to more serious fashion fans and aficionados. The book written by a fashion journalist Teri Agins looks at fashion in the last couple of decades and how mass marketing and changing consumer trends have changed the fashion industry. It is a really interesting story starting from the haute couture (a term I didn't know until I read the book) French fashion houses and along the way examining Emanuel Ungaro Ralph Lauren & Tommy Hilfiger Armani department stores DKNY and Zoran. This book actually completely changed my views on fashion and updated my very naive and uneducated understanding of why brands are famous and how fashion has evolved over the last few decades. Initially fashion was dictated from these fancy old French fashion houses like Dior or YSL or Chanel and fashion trends were birthed from the runway and from fancy seasonal collections. This is the kind of runway fashion that I typically think of if someone asks me where fashion comes from; thin Europeans wearing crazy clothes designed by trendsetting designers (like Zoolander and Mugatu). Dispensing with the conception that fashion designers are crazy geniuses isolated from commerce and marketing Agins explains how changing consumer tastes for cheaper and more comfortable clothes and lessened importance on fashion forced designers to focus on marketing their brand. Fashion houses were no longer able to dictate the trends of fashion from the runway and to secure profits and retain customers in a world no longer enamored by haute couture they had to resort to strategies like bridge brands boutiques licensing and marketing through movie stars. Previously fashion houses were too snobby to market to movie stars thinking their more deserving clientele to be royalty and aristocrats- The evolution of department stores from actual departments (menswear sportswear etc. ) to the collection of boutiques that we see now- The homogenization of department stores (into the same few collection of boutiques) because the products they sell are safer- The volatility and fragility of these companies and how 1 bad season or 1 bad clothing line can lose millions and drive away business- The steak vs the sizzle in fashion and the disconnect between the runway and the consumer especially in Isaac Mizrahi's case where he was hyped up by the fashion press but his clothes never sold well on racks- The catfight between Ralph Lauren and Tommy Hilfiger- Zoran and his success in the fashion industry by NOT changing his clothes too much by changing colors rather than hemlines and shapes- I wonder if innovation will be stifled because designers are not as free to explore just as movie directors are not as free to explore with bigger and bigger budgets and new designers will have a hard time breaking in because marketing is so expensive and so crucial to success(as a side note I kinda like the idea of Miscellaneous parts that I liked maybe I will do that for all the books in the future)Instead of my original conception of fashion giants and entrenched emperors the fashion industry seems more like one gigantic wild game of capture the flag with all these companies running around frantically to keep their brand afloat amongst a sea of fickle consumers. 9780060958206 The title is wrong for this book but the writing is great and Teri Agins offers a great analysis and interesting review of the relationship between commercialism industry and fashion with a capital 'F'. My favorite section was about Zoran Ladicorbic the Serbian fashion designer who made his name making simple clothes in a very limited range of sizes in the very best fabrics imported from Europe. 9780060958206 The fashion industry has changed so quickly and dramatically in the past few years that many of the ideas in this book (published in 1999) are already out of date. Agin's thesis -- mostly because she never gave us her definition of the word/concept

fashion (this sounds ridiculous but such an ephemeral concept like fashion which means different things to different people needs to be defined). The author caught an astute picture of where fashion had been where it was and where it was going and it's fascinating to see how her predictions and analysis mesh with my experience of fashion growing up and what the apparel business looks like today. The primary argument of this book is that the commercialization of fashion is fundamentally at odds with the art form in which it's rooted but the causes and implications of that are many and varied and deserve the time and page space Agins devotes to them. The author seems to assume perhaps correctly that her readers already have some knowledge about fashion and she tends to explain the history of any given house by jumping around to give reference points in terms of other designers. 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. Here as well are fascinating insider vignettes that show Donna Karan fighting with financiers the rivalry between Ralph Lauren and Tommy Hilfiger and the commitment to haute couture that sent Isaac Mizrahi's business spiraling:

The book is not about the end of fashion but about the end of high fashion as known at its beginning, The book has 7 chapters and each of them is about a different brand and really detailed: It gives insights on events and relates them with the historical context which I found very useful. I skipped parts that were not of my interest but still is a really good book to use as reference or if you are interested in this world: It's not so much about the clothes but how they are marketed, The power is in the consumer to decide what's in and what's out, The rise of "cheap chic" has seriously injured the old school fashion system: These are some of the statements (paraphrased) in Agins' book, This book is thoroughly researched and Agins' writing style is engaging and her message is easy to grasp, I've read this book >5 times and always learn something new from it, Her ideas can be applied to other forms of consumerism as well, 9780060958206 Truly impressed with the breadth of research that went into this work, The first third of the book is about classic designers like Dior and Chanel and their workrooms centered in Paris in the late 60s: The second third focuses on modern designers like Tommy Hilfiger and Ralph Lauren - exploring how their causal style could possibly take over the reigns from the likes of Dior: The last third explores the inner workings of fashion in department stores and how so many large stores failed and why: The combination of retail insight and fashion history was irresistible for me, As some say the title may lead to wrong expectations so I dutifully googled good fashion books and this was one on the top of a list so I started with this one, I only knew about half the names on this list but apparently Ungaro and Zoran are pretty famous: Many brands now sell the same or similar clothes to a public with increasingly homogenized tastes differentiated only by their marketing and brand name & reputation, Miscellaneous parts that I liked:- Armani making a fortune by marketing to movie stars and Oscars being referred to as Armani's night, It is an interesting story of a shifting balance of power and how these fashion companies have either struggled to adapt or perished in the last few decades: What suffers in this book is that it is dated only because it's assumption that the impact of the 80's and 90's were resolute in fashion and industry forever, The book is 12 years old and so much has changed to bring fashion at a different place due to a new focus on consumers instead of exclusive clients: My only criticism is that being a WSJ reporter certain events in fashion aren't written more in depth such as Arnault's acquisition of LVMH: At the time it was the first corporate take over of fashion and luxury brands that had not been seen before, At the time that it was happening it did seem like the end of fashion the writing is engaging but doesn't attempt to speak above the reader with insider lingo: He avoided the pitfalls of over growth by being focused on maintaining his high standards for a limited client base: The ones selected don't make logical sense for what the author had described throughout the pages, I feel that if you spend a chunky paragraph describing a garment or a magazine advertisement those should be the featured images, The images selected were random pictures of designers in their studios which did not add to the comprehension of the ideas presented: 9780060958206 I thought that she was spot on considering that she wrote it in the 1990's. It is even

more relevant nowadays even though had she written it today she would have been more specific about the role of marketing and the fading role of the designer: I thought it was a good thesis but I agree with other readers when they say that the vignettes were too long and centered too much around the individual couturiers. I would have liked it to be more to the point: I don't care what Pierre Cardin did every minute of his life don't care about dialogues between Armani and his boyfriend: 9780060958206 This is an incredibly well researched and written account of European and American fashion in the second half of the 20th century: The book covers brands like Dior LVMH DKNY Ralph Lauren Tommy Hilfiger and others including fashion retailers. The plot of the book goes to show how the business of fashion changed over 50 years going into the new millennium. I would say I understand retail and fashion a lot better now that I've read this. 9780060958206 This book gives a tremendous account of the fashion industry and the vast history behind it, Teri Agins filled this book with ripe anecdotal examples and evidence of how Haute couture slowly died off starting in the 90s: Failure of designers to adapt and honestly know their consumers like Issac Mizrahi's fall of his eponymous label: The book gives insights into designers like Yves Saint Laurent Giorgio Armani Donna Karen Balenciaga Givenchy Tommy Hilfiger Ralph Lauren and so many others, This book has given me so much knowledge in the fashion industry in which my interest grows larger by the day, This is an excellent read for anyone that is working on a degree in marketing as it offers prime examples of why knowing the markets and consumers is VITAL. Reading about how Ralph Lauren and Armani began their empires and how they manage to keep them was intriguing but I wasn't entirely sure of Ms: 9780060958206 This book is an incredibly interesting look at the changing trends throughout the latter half of the twentieth century and around the turn of the millennium, It's journalistic in a mildly sensational way; it dives deep but never quite sacrifices the gloss and glamor of the fashion industry: It's highly engaging and readable even with wordiness and way-too-compound sentences here and there. It's certainly equal to the task of profiling players in an industry full of big personalities and it always has enough detail without getting repetitive, One paragraph might start off talking about the 90s and then end with a note about Calvin Klein in 1967. The result is a remarkably nuanced analysis of a very complicated social and business landscape across several decades but it takes some time to get enough of it to see that. It's a book where you have to pay attention to keep track of details which was actually a pleasant surprise. The dates are scattered but the message never is; the complexity is a result of the author trying to paint a full picture not of sloppiness: Each chapter is neatly organized and conveys both a case study and a piece of the larger trend toward commercial marketing: This is my favorite kind of fashion media: a behind the scenes look that doesn't shy away from the ugly sides of the machine required to maintain the glamor. It's packed full of fashion history and pop culture and it's impressively cohesive for a book that covers so many industry players in such detail.

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A solid hard-hitting and uncompromising journalistic look at the fashion industry: 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: The End of Fashion: How Marketing Changed the Clothing Business Forever.

. 9780060958206 [original blogpost here. We all look for value. Fashion is no longer exclusive to the upper crust. Fashion for the masses is the only profitable fashion. I wish the book had a larger section of images. There are only 5 pages of glossy black and white photos. The writing style is fun above all else. The chronology can be challenging to follow. I enjoyed this book immensely. It's highly informative. It's fun to read. It's good writing! An excellent piece of nonfiction