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The Big Issues Facing Fashion in 2019 - Forbes

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Unlike traditional marketing in which a celebrity endorses a fashion brand e.g. Kenzo ' s La Collection Momento Spring/Summer 2018 campaign endorsed by Britney Spears, influencers make lateral shifts, showing how a fashion item is integrated into their lifestyle, for example, how they wear their fashion to work, to a bar, a music venue, to the gym, in the kitchen, thereby blurring the ...

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