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The death-wish list of luxury fashion branding is the following: 1 Do not have a clear brand identity and image. 2 Do not fight counterfeiters. 3 Believe that you don't need to reinforce your brand aura. 4 Do not have a strong web presence. 5 Do not have an e-boutique. 6 Retail your goods through low-end retail locations. 7 Do not track ...

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The fashion industry today has come of age in the 21 st Century and has experienced significant growth, but at the same hand, the industry has been faced with various challenges especially for the competing brands. Due to many emerging trends among the consumers in the fashion industry, many manufacturers have been forced to make changes on their brands that suit the demand of the consumer.

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