



Fashion Brand Internationalization: Opportunities and Challenges (Palgrave Studies in Practice: Global Fashion Brand Management)

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The first volume in the Palgrave Studies in Practice: Global Fashion Brand Management series, this book provides a comprehensive view on the internationalization of fashion brands, offering unique academic and managerial insights into how fashion brands in diverse sizes can build and sustain their businesses in competitive global marketplaces. It explores the theories and trends occurring within the fashion industry, one of the most active sectors of internationalization.

The majority of global fashion brands operate beyond their home countries, yet not much is known about the ventures that generate more than half of their revenues. This book takes a critical look at the global-by-nature fashion industry through a collection of actual cases from multiple countries and cultural backgrounds.

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