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Harriet Posner is an Associate Lecturer in Fashion Business and Marketing at the London College of Fashion, UK. After graduating from Saint Martins College of Art & Design, she set up her own-label women's and men's knitwear brand selling in major stores worldwide.

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Harriet Posner specialises in marketing and branding for fashion, and is the author of Marketing Fashion: Strategy, Branding and Promotion (2015), used by fashion scholars around the world. Harriet has had a long and varied career in the industry and in education. As a designer, Harriet launched her own label, selling in prestigious stores such as Harvey Nichols in London and Saks Fifth Avenue in New York. She has worked for a number of high-profile global fashion brands in Europe and Asia.

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Marketing and fashion branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry supply chain and an understanding of its importance and role is essential for those planning a career in fashion.

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