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Marketing Fashion: Strategy, Branding and Promotion

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Harriet Posner is Course Leader for fashion communication and promotion at Norwich University of the Arts, UK. After graduating from Central Saint Martins College of Art & Design in London, she established her own knitwear label selling in major stores worldwide.

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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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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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