

The Economics of Fashion and Hybrid Creative Products

Delving into the Interplay of Art, Commerce, and Innovation

In a world where fashion transcends aesthetics and becomes a driving force in economic and cultural landscapes, understanding the economics of fashion is paramount.



The economics of fashion and hybrid creative products: A new way of thinking business models of creative manufacturing by Mogomotsi Moremi

★★★★★ 5 out of 5

Language	: English
File size	: 16174 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 469 pages
Lending	: Enabled



The book "The Economics of Fashion and Hybrid Creative Products" offers a comprehensive examination of this dynamic industry, delving into the intricate interplay between art, commerce, and innovation. Through an in-depth analysis, it uncovers the hidden mechanisms that shape the fashion world, revealing its influence on global markets and the evolution of consumer behavior.

Fashion's Economic Impact: A Global Phenomenon

The fashion industry has emerged as an economic titan, with its global market size estimated to reach \$3.3 trillion by 2025. This growth is driven by a multitude of factors, including:

- Rising disposable incomes and increased consumer spending
- Expansion of e-commerce platforms and global reach
- Demographic shifts and changing consumer preferences

The book explores the macroeconomic implications of the fashion industry, examining its role in job creation, economic growth, and international trade.

Hybrid Creative Products: Blurring Boundaries

In recent years, the fashion industry has witnessed the rise of hybrid creative products, a unique blend of fashion and other creative disciplines such as art, technology, and design.

These products challenge traditional notions of fashion and push the boundaries of creativity. They include:

- Interactive fashion installations
- Wearable technologies
- Fashion-inspired art objects

The book analyzes the economic factors behind the emergence of hybrid creative products, exploring their impact on:

- Brand differentiation and consumer engagement

- New business models and revenue streams
- The evolution of the creative economy

Innovation and Sustainability: Shaping the Future

In an industry characterized by rapid innovation, the book examines the role of technology and sustainability in shaping the economics of fashion.

It investigates:

- The impact of artificial intelligence on design and manufacturing processes
- The rise of sustainable fashion practices and consumer demand for ethical products
- The potential of blockchain technology for transparency and supply chain management

"The Economics of Fashion and Hybrid Creative Products" is an indispensable resource for anyone seeking to understand the complex dynamics of the fashion industry in the 21st century. Its insights are invaluable for business professionals, economists, researchers, and fashion enthusiasts alike.

Free Download Your Copy Today

Unlock the secrets of the fashion economy and the fascinating world of hybrid creative products. Free Download your copy of "The Economics of Fashion and Hybrid Creative Products" now and gain a deeper understanding of this captivating industry.

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DESIGN THINKING: A
CUSTOMER-CENTRIC
PROCESS FOR RAPID
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