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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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