

Zahraniční zdroje šedé literatury

2

Martina Machátová

Aktualizace: 4. března 2024

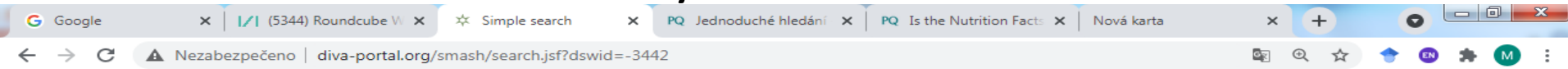
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marketing fashion

Search

All publications Research publications Student theses

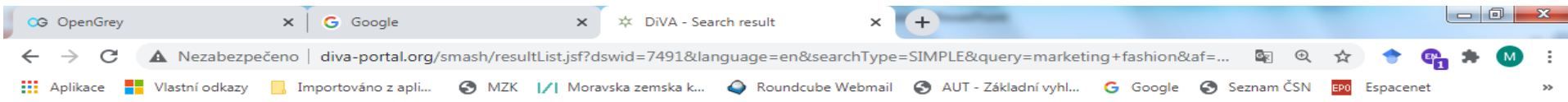
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Simple search Result list (marketing fashion)

Refine search result

Document type

Full-text in DiVA (403)

Full-text not available in DiVA (158)

Publication type

Student thesis (420)

Article in journal (64)

Conference paper (41)

Chapter in book (14)

Doctoral thesis, monograph (5)

Show more

Subcategory

Published paper (27)

Oral presentation with
published abstract (8)

Oral presentation only (5)

Cite Export

1 2 3 4 5 6 7

1 - 50 of 561

[Link to result list](#)

Rows per page 50 Sort Author A-Ö Title A-Ö

Select

all on this page

250 onwards

Clear selection



1. Agerup, Ulf

Accessible luxury fashion brand building via fat discrimination

2018

In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p. 2-16

Article in journal (Refereed)

Publisher's full text

[Abstract \[en\]](#)

2. Agerup, Ulf

Intermediate Luxury Fashion: Brand Building via Fat Discrimination

2016

In: 11th Global Brand Conference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing, 2016, p. 23-28

Conference paper (Refereed)

[Abstract \[en\]](#)

3. Agerup, Ulf

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Stahování seznamu vybraných záznamů

The screenshot shows the DiVA search results page for the query "marketing+fashion". The page is in English. The search results are displayed in a list format. The "Export" button is highlighted in red, and a red arrow points to it from the "Cite" button. The search results list includes the following entries:

- 1. Agerup, Ulf
Accessible luxury fashion brand building via fat discrimination
2018
In: Journal of Fashion Marketing and Management, ISSN 1361-2026, E-ISSN 1758-7433, Vol. 22, no 1, p. 2-16
Article in journal (Refereed)
Publisher's full text
Abstract [en]
- 2. Agerup, Ulf
Intermediate Luxury Fashion: Brand Building via Fat Discrimination
2016
In: 11th Global Brand Conference / [ed] Stuart Roper, Saltaire, UK: Greenleaf Publishing, 2016, p. 23-28
Conference paper (Refereed)
Abstract [en]
- 3. Agerup, Ulf

The page also shows the search filters on the left, including "Document type" and "Publication type". The search results are sorted by "Author A-Ö" and displayed in 50 rows per page. The "Export" button is located in the top right corner of the search results area, next to the "Cite" button.

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Výběr formátu pro export vybraných záznamů

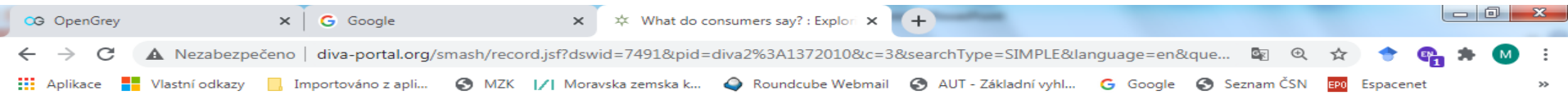
The screenshot shows the DiVA search results page. The browser address bar displays the URL: `diva-portal.org/smash/resultList.jsf?dswid=7491&language=en&searchType=SIMPLE&query=marketing+fashion&af=...`. The page title is "Digitala Vetenskapliga Arkivet". The search results are for "marketing fashion". The "Export" dropdown menu is open, showing the following options:

- BibTex
- CSL-JSON
- CSV 1
- CSV 2
- CSV 3
- CSV 4
- CSV 5
- CSV all metadata
- CSV all metadata version 2
- RIS
- Mods
- MARC-XML
- ETDMS

The page also shows search filters on the left, sorting options (Author A-Ö, Title A-Ö), and a list of search results. The first result is "on brand building via fat discrimination" by Stuart Roper, published in 2016.

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Záznam



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Change search

Simple search ▶ Result list (marketing fashion) ▶ Full-text in DiVA ▶ What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

Cite Export

1 2 3 4 5 6 7 3 of 403

[Link to record](#)

[Back to result list](#)

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What do consumers say?: Exploring Consumers' Opinion on Femvertising in Fashion

- ▼ Acharya, Anjali
University of Borås, Faculty of Textiles, Engineering and Business.
- ▼ Ristimäki, Lycke
University of Borås, Faculty of Textiles, Engineering and Business.

2019 (English)


Independent thesis Advanced level (degree of Master (Two Years)), 20 credits / 30 HE credits

Student thesis

Abstract [en]

Fashion advertising has long been repudiated for fostering narrow and stereotypical imagery of women. Today consumers demand advertisements to be inclusive and real in their portrayals. As a result, there is an increasingly visible marketing phenomenon, called Femvertising, which merges the feministic ideology of empowerment and liberty with brand image and sales. The purpose of the study is to explore consumers' opinions about femvertising by fashion brands. Within this, the thesis seeks to explore how consumers feel about these advertisements and the outcome they perceive these to have. Through snowballed sampling focused on reaching diverse people connected via social media, a wide array of thoughts and perspectives on femvertising is sought to fulfill the purpose.

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By organisation

[Faculty of Textiles, Engineering and Business](#)


On the subject

[Economics and Business](#)

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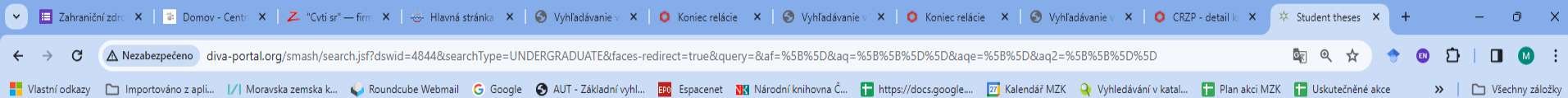
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Pokročilé vyhledávání VŠKP



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English Svenska Norsk



Free text

- AND -

OR NOT

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Limit the search further

Full text Only documents with full text in DiVA

Publishing year From To

Organisation(id)

Category(id) [Browse](#)

Thesis level

Artistic work

External cooperation

Kontakt

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