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Fashion marketing is the management of advertising campaigns and promotions to sell fashion brands and products. Although when most people think about the fashion industry they immediately think of fashion design, but there's actually so much more that needs to happen in order for the latest designs to get to the customers who will wear them.

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Fashion marketing and management involve the core functions of selling products and managing supply. Those on the marketing and management end of the fashion industry are tasked with the unique challenge of merging their creative aptitude and business acumen in order to generate brand awareness, which in turn generates sales.

### **What Is Fashion Marketing and Management? | Career Trend**

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