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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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By (author) Harriet Posner. Share. Marketing and fashion branding inform many of the strategic and 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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