Dear Writer,

I hope you will find the bellow information useful and be able to provide me with the professional high quality work, as I do not have time to do it myself due to my work commitments. Thank you in advance.

**Please read this properly, as well as the attached guidelines handbook in separate document.**

Area - Fashion management (although the topic is more about fashion marketing management I believe)

**Needed latest by 6th of May Saturday** as I must check it and put it together also write reflective statement and print – my final submission deadline is 9th of May.

Title is not established yet (would be great if you would come up with one in the end, if no I will make up one, once dissertation is written)

The dissertation needed for my submission must be about **“see now, buy now”** model in fashion. This model is applied when fashion brand shows their fashion show and customers can purchase collection immediately after the show. Some brands only offer **limited selection** for **“see now, buy now”** – like for example only certain type of bags are available to purchase immediately, but not all collection.

**Research and all dissertation must be focused on luxury fashion sector** (if it is too limited may be classified as premium sector and focus on premium as well as luxury brands) and focused **from brand perspective** – not from consumers (how it affects brands operations etc…)

**The aim** for the research is to discuss if the “see now, buy now” model is only a marketing trick to (perhaps) enhance sales and create a buzz or is it a new business model, which will eventually be a new way how fashion shows work. *(This is the general idea for the aim, however it must be written properly)*

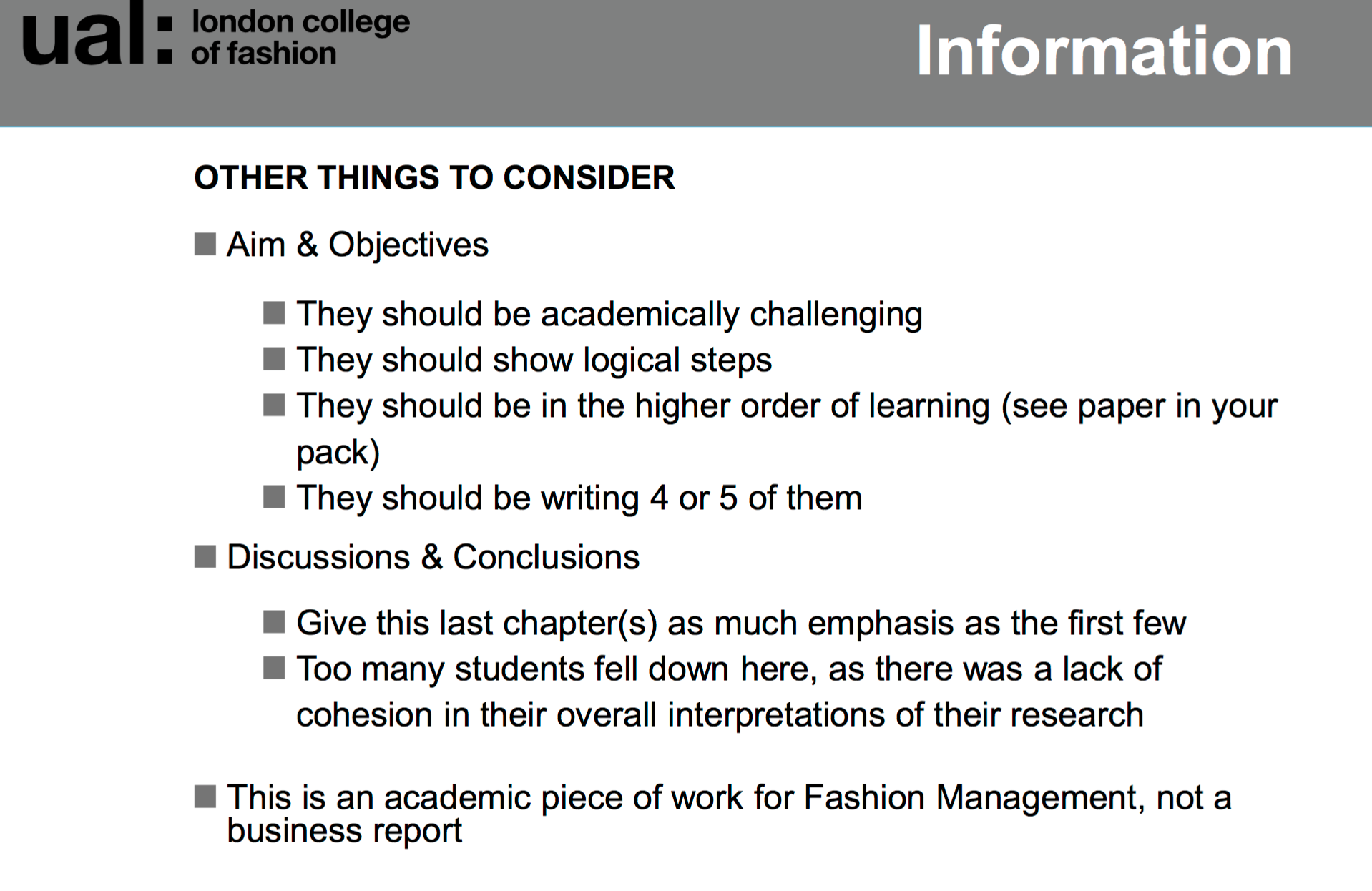
* **Explore the role of the catwalk.**
* **How does it affect business operations?**
* **How does it affect sales?**
* **Stock? Are items sold out quickly after shows? Which items?**
* **Is it a good way of testing which products sell out and which no – so companies can produce better collection later and increase turnover? (all answers can be found in secondary research and faked in interviews for desired results..)**
* **How does it affect elite customers who could get collection before anyone else?**
* **Does it make luxury too accessible and less desirable?**
* **Does it create space for limited exclusive collections?**
* **Or bespoke services could become more popular for elite clients?**
* **Is it a long term or is it just marketing idea?**
* **Is it good because high street brands do not have time to copy collections?**
* **Does it work like impulse buying and makes customers buy more?**
* **What about returns? Maybe it increases returns (answers from interviews)**

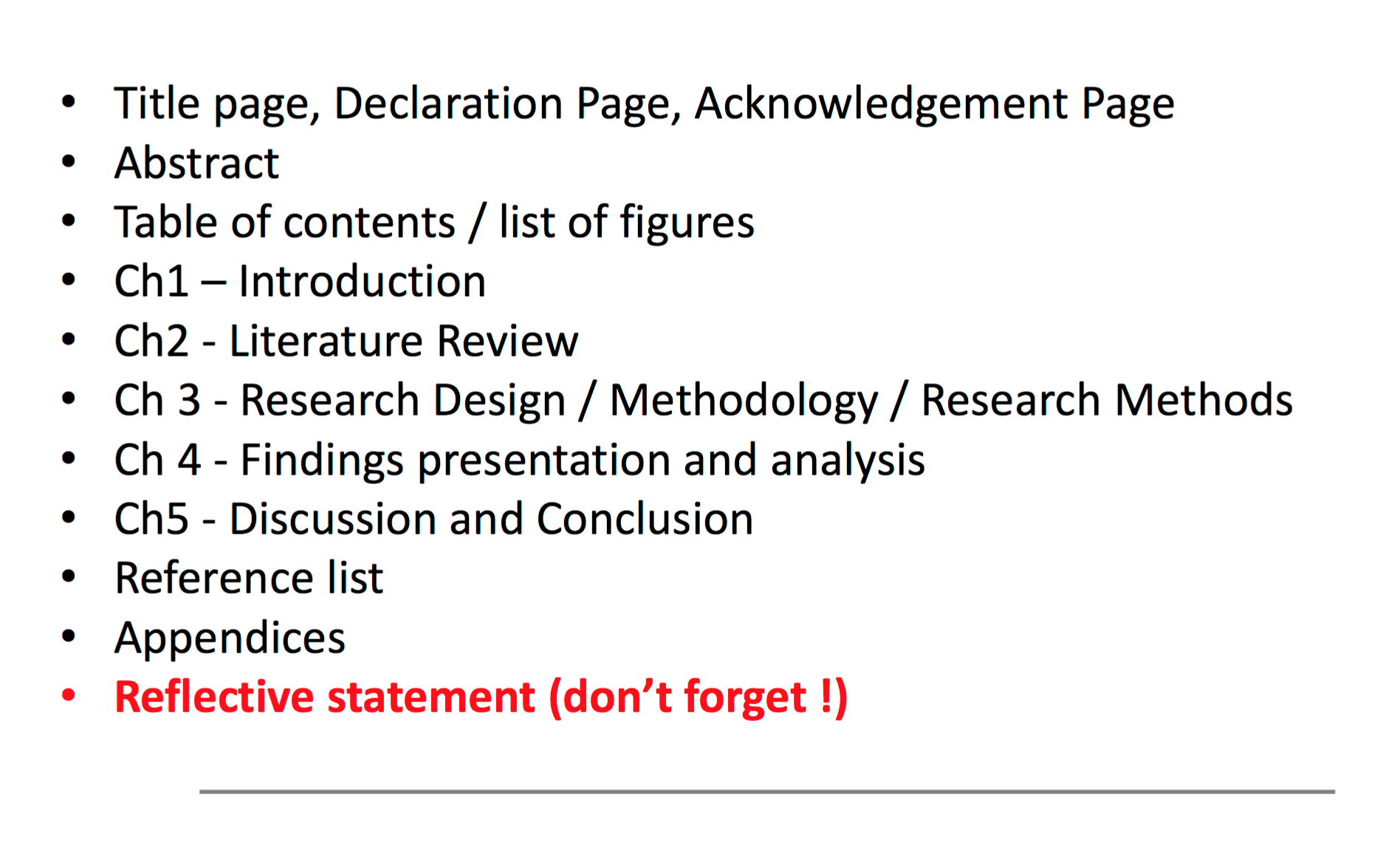
**Please cover as many as you can and which are relevant. All these questions are perfect for advantages and disadvantages.**

**Please mention limitations.**

**Objectives:** *(also must be rewritten properly)*

1. To identify what it is and theories around it.
2. Advantages of see now buy now for the brand.
3. Disadvantages.
4. Future of see now buy now.



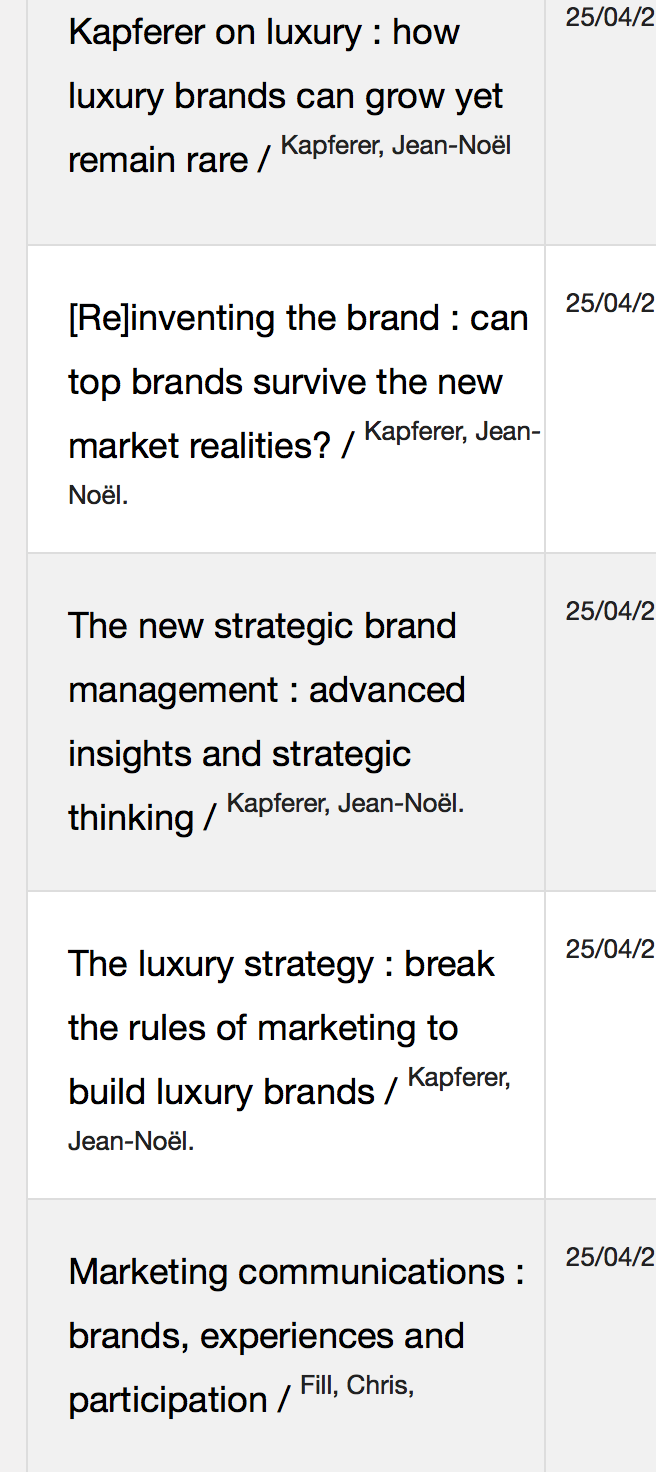


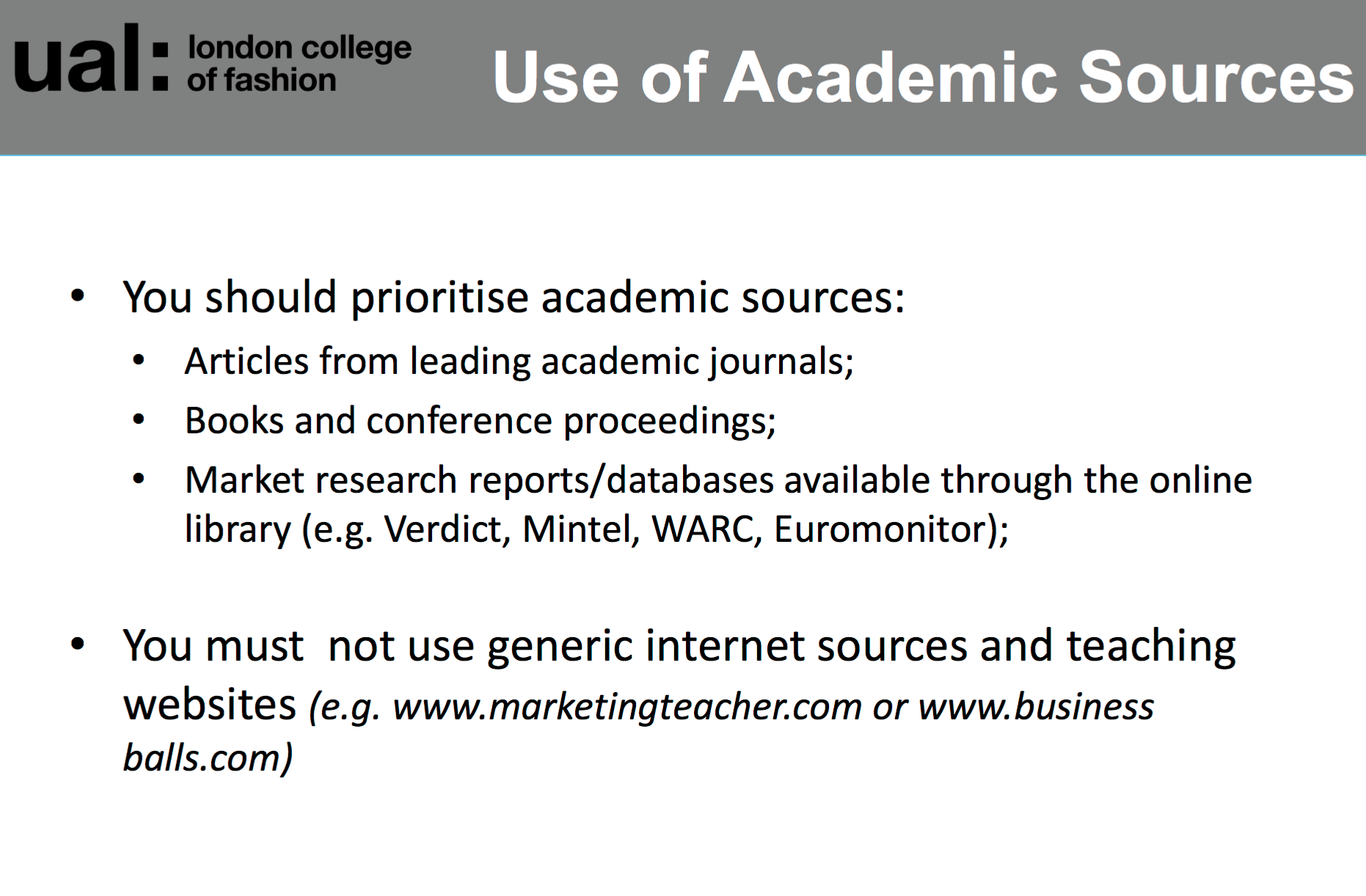
Reflective statement I will of course write myself ☺.

**Literature review:**

Please use appropriate theories. Especially have a look and include Kapferer, Bastian and Fill as they were suggested by my supervisor. In the picture bellow, there are some key books, which you can find in my e-library. There are log in instructions provided bellow as well.

Some suggestions for theories: Trickle down, instant gratification, hierarchies of shows, impulse buying,





**Log in: CER13405726**

**Password: A+Dissertation**

Link to library:

<https://libsearch.arts.ac.uk>

Link to Databases:

<http://arts.ac.libguides.com/az.php?a=m>

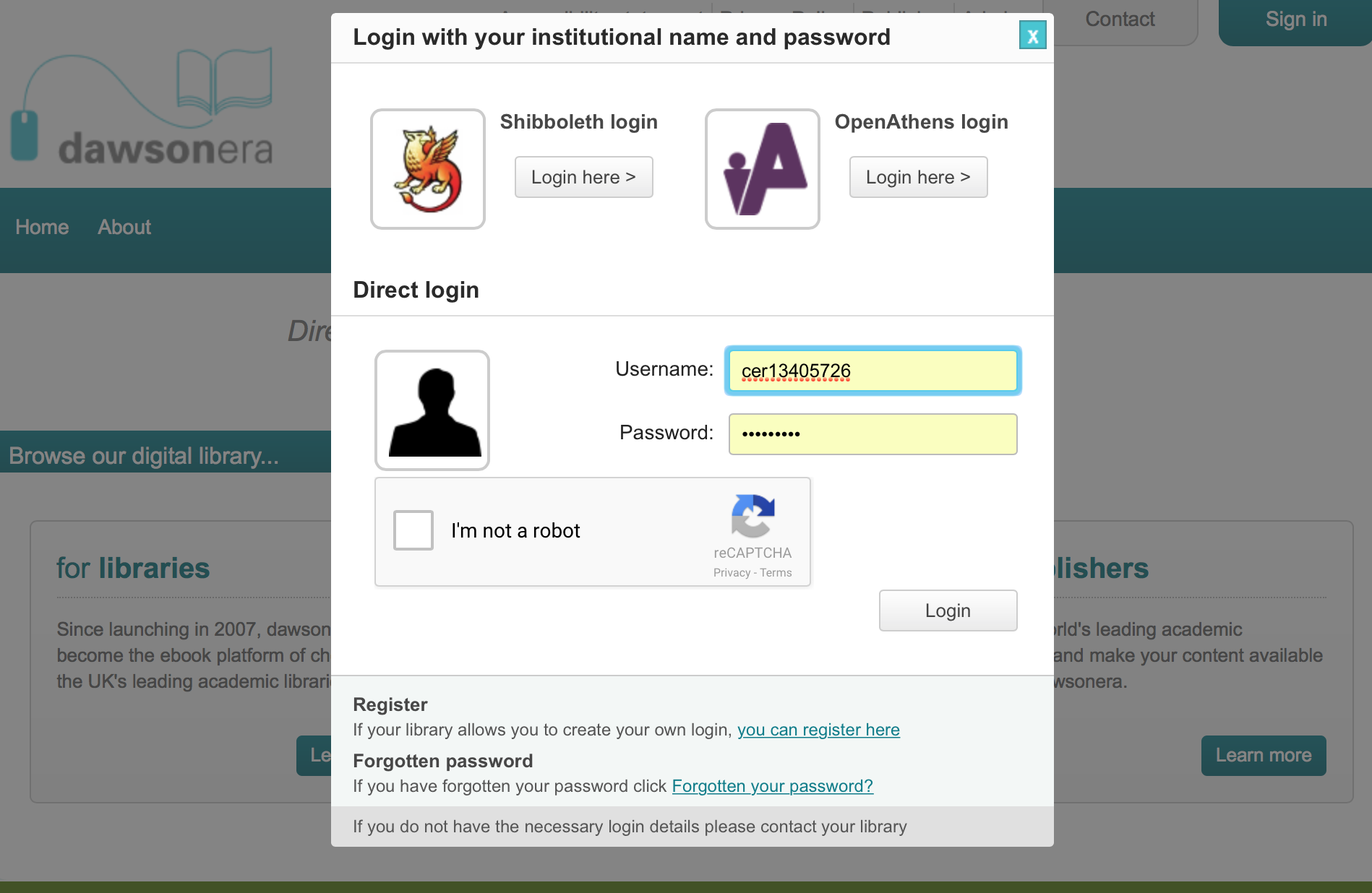
E-journals :

<http://bt2ha9xt3y.search.serialssolutions.com>

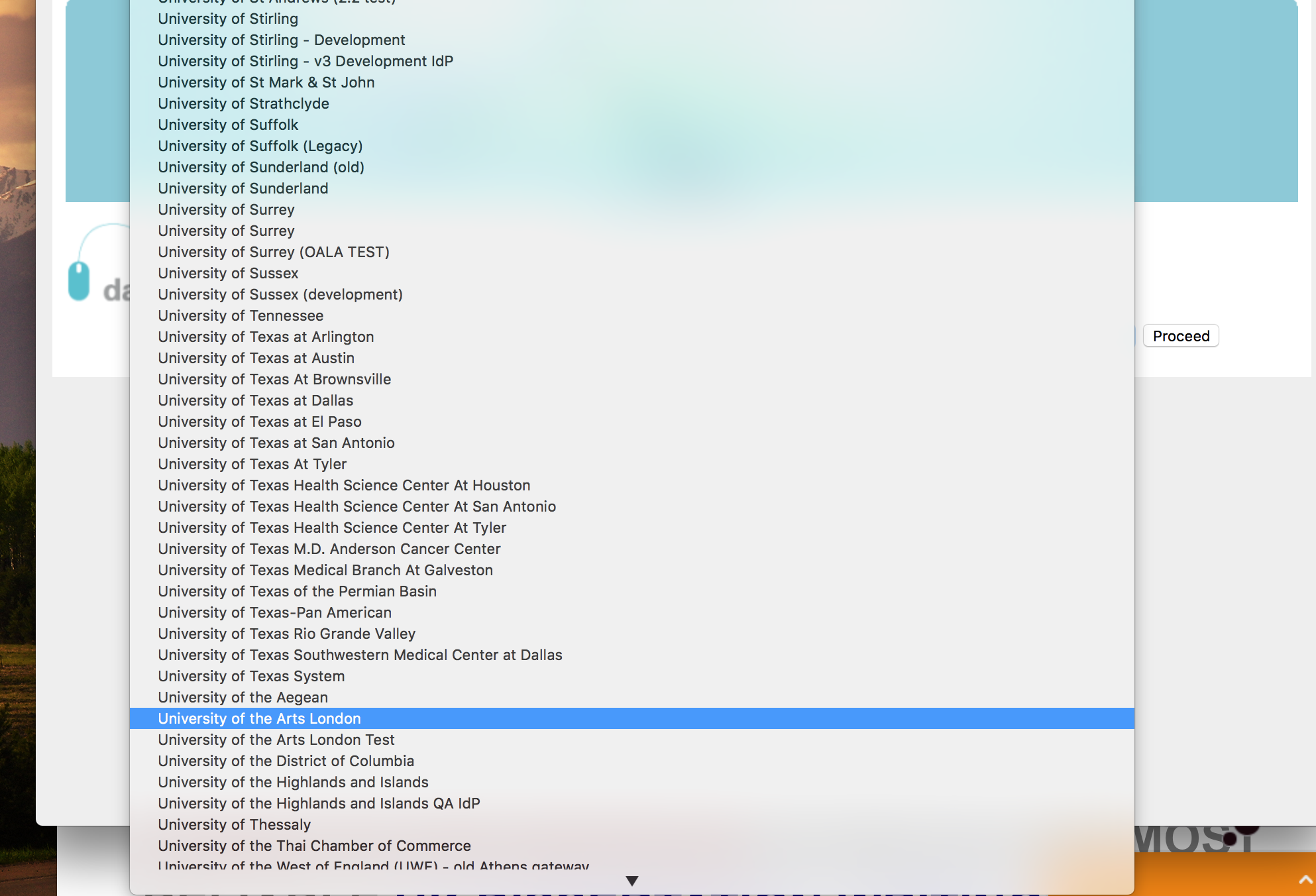
Most of e-books could be found on dawsonera:

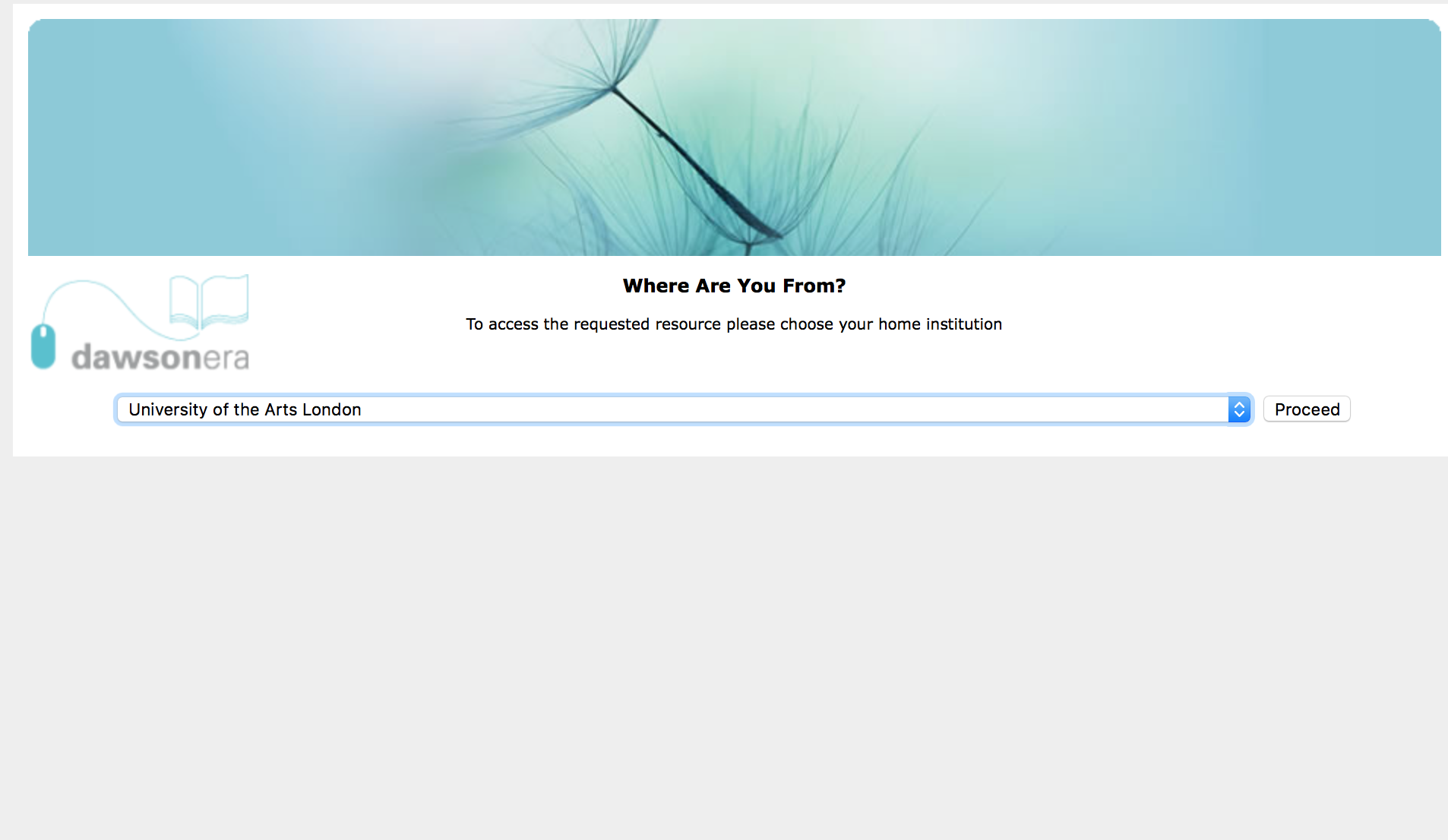
<https://www.dawsonera.com>

You have to press the corner with sign in then this window pops up and press **Shibboleth login**

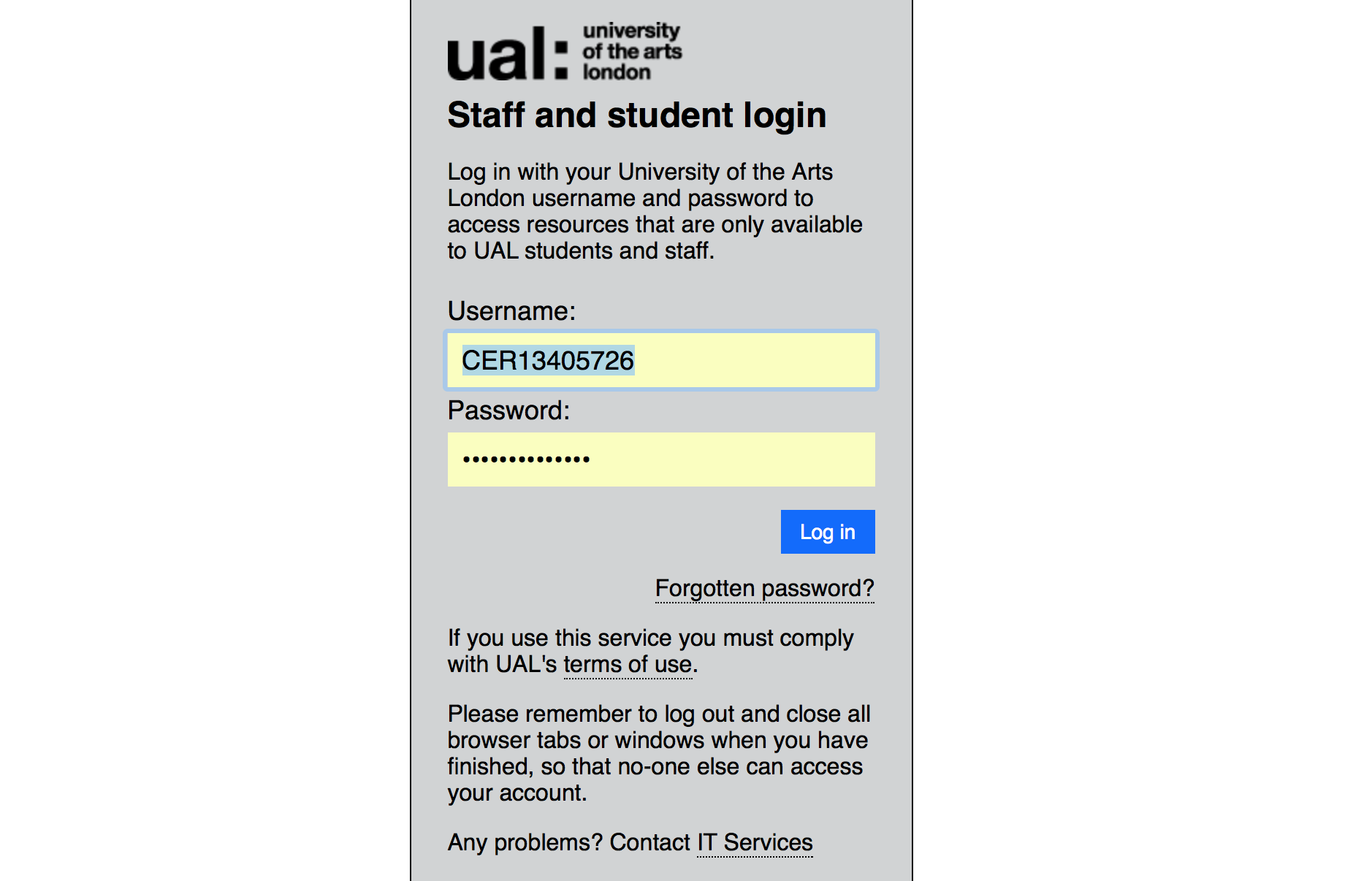


Then find university of the arts london





Log in as normal



**Methodology:**

My supervisor suggested interpretive (explore opinions, views)

Inductive research.

Qualitative approach.

Industry interviews 6 or 7 from store managers and any required head office people.

**Main focus – Burberry (I work for Burberry, so I will be able to help you with shaping interviews and adding names)**

**Tom Ford.**

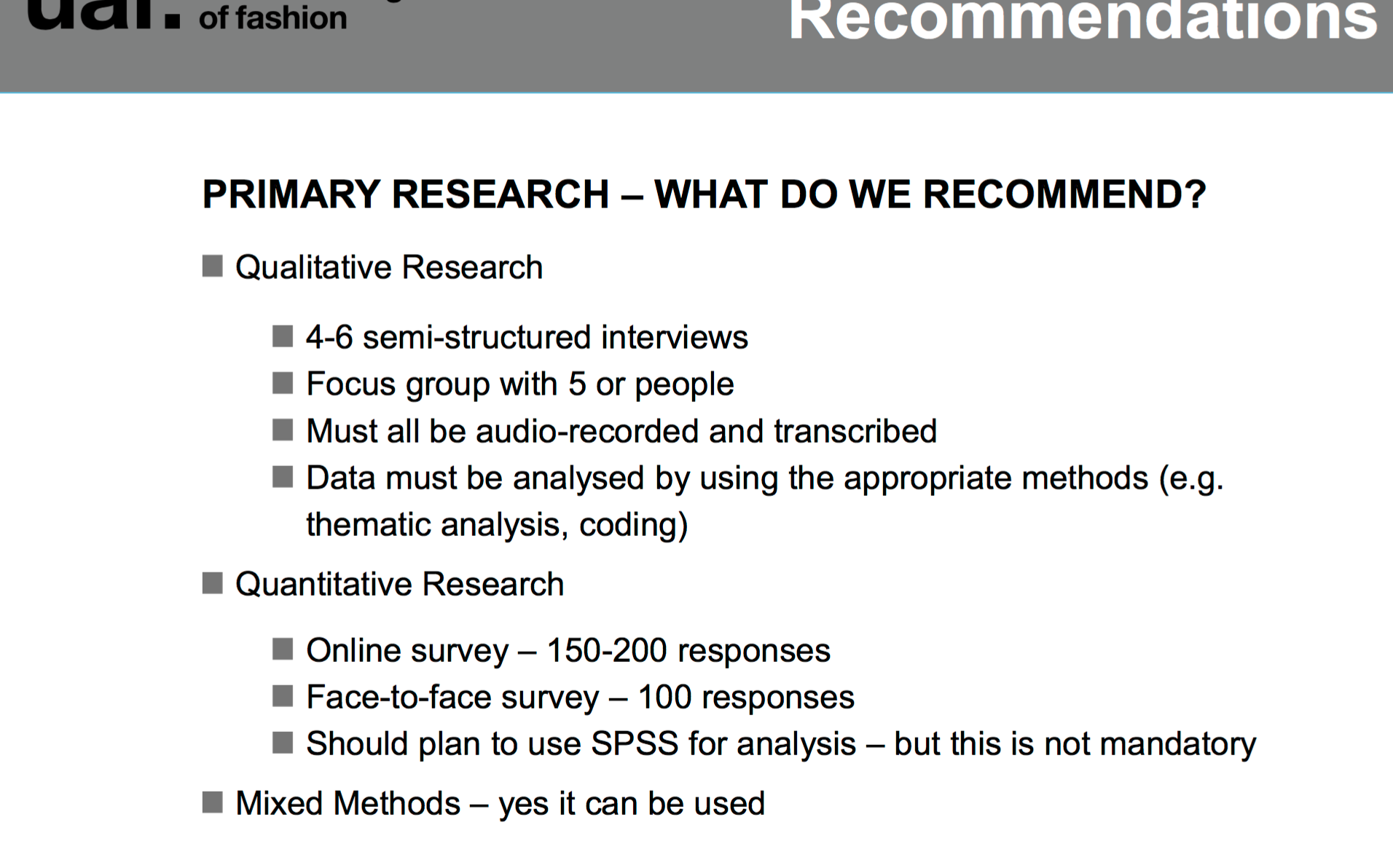
Interviews can be anonymous. **All interviews must be scripted and added into appendixes.**

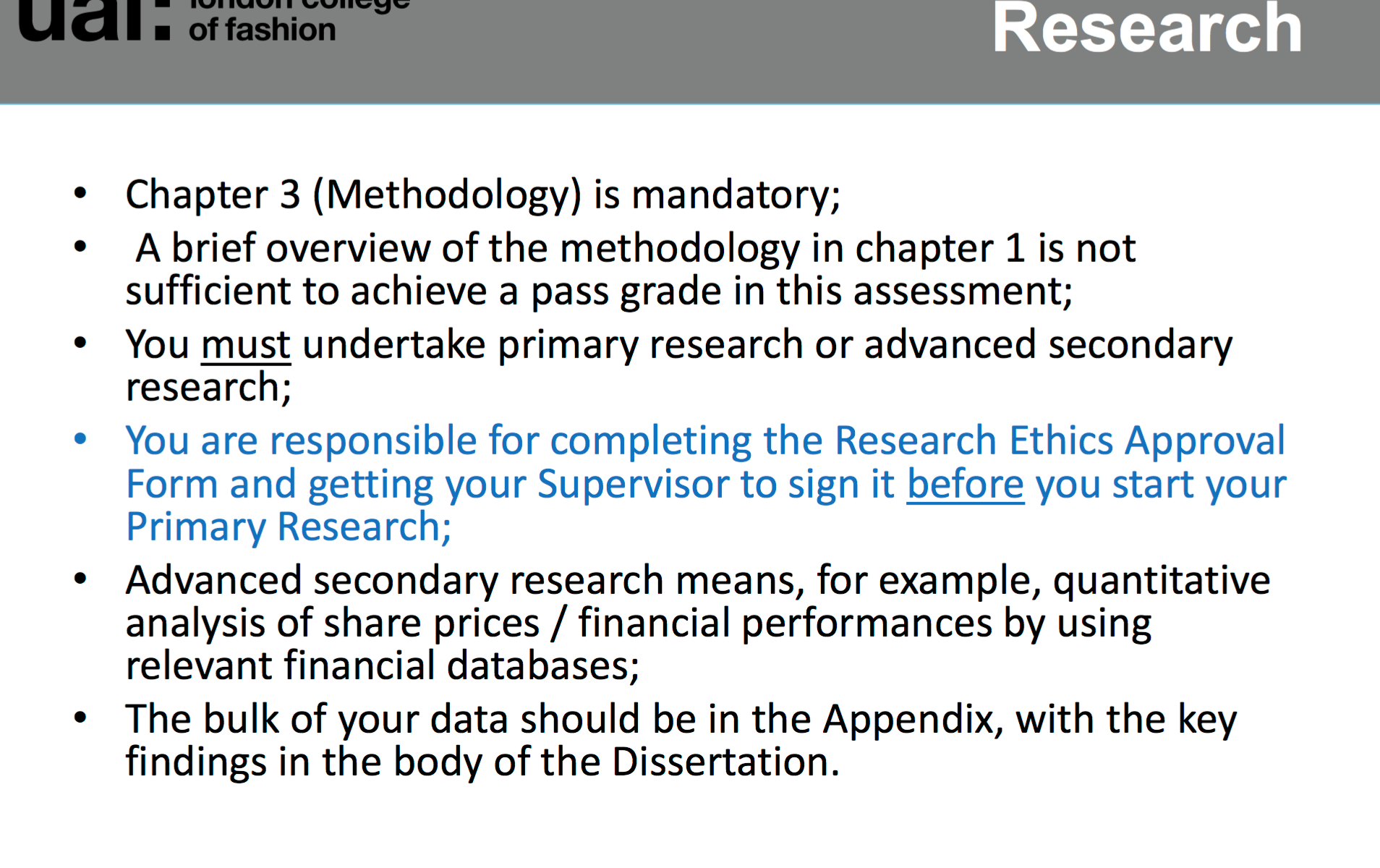
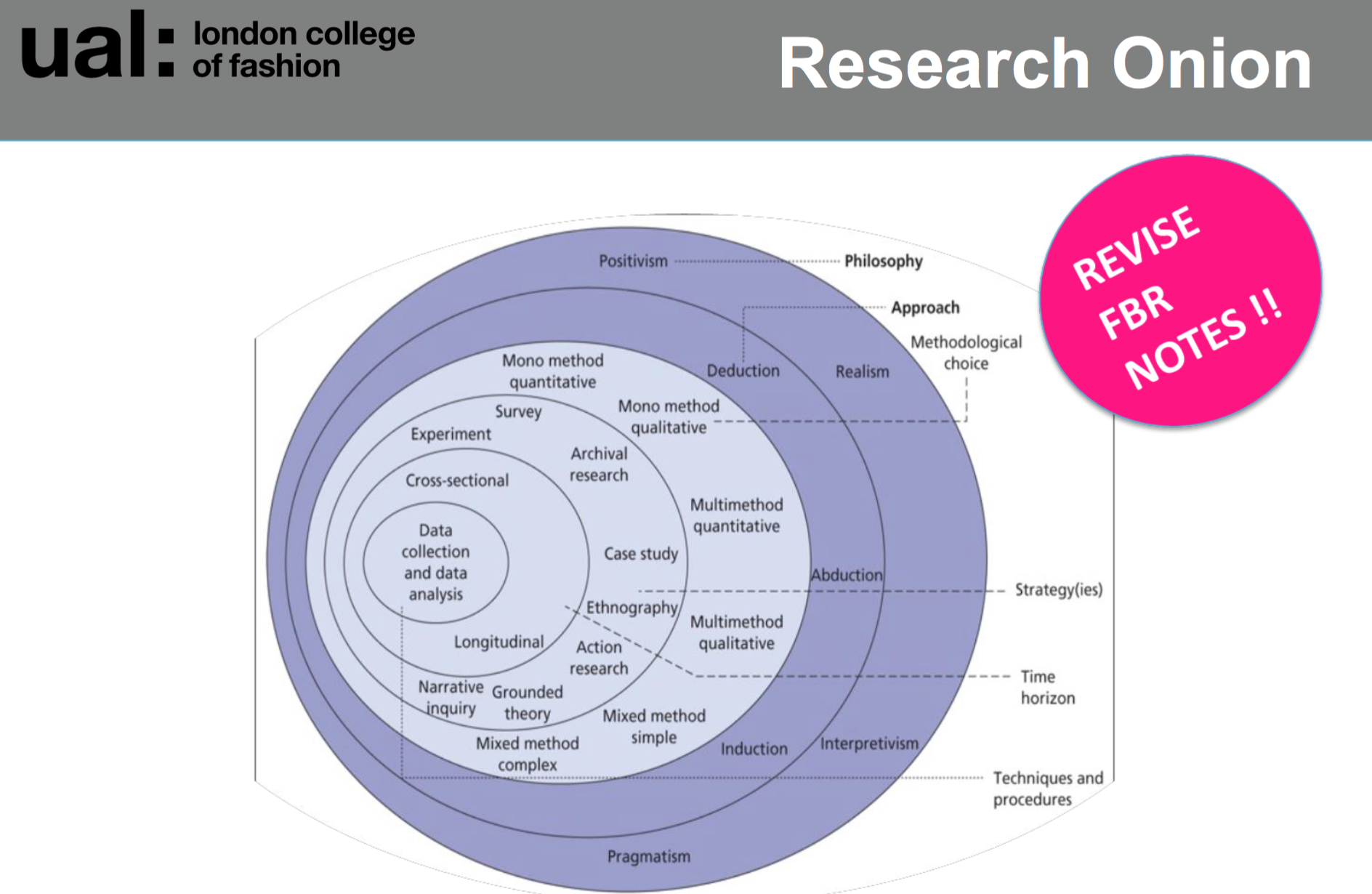
**I can guide you with answers needed as I do have knowledge about this as I am working in the industry. Just contact me anytime and we can come up with this together.**

I think Prada and LV do limited see now buy now stuff. Please find more.

Use authors **Bryman and Bell(!),** can be Ballantine et al, Saunders at al etc

Use secondary research to find out what brands did what, sales etc…..





**Outline limitations.**

**Then Findings presentation and analysis.**

**Discussion and Conclusion.**

*Good luck with the writing and please send me chapter by chapter along the way so I can read them and discuss needed changes or anything else with you. I hope it will not take very long to write it as I added as much guidance and information as I could. If you need anything else let me know anytime.*

*Thank you.*

*All the best.*

**D.**