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by Teri Agins : **The End of Fashion: How Marketing Changed the Clothing Business Forever**

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PDF-cd4dd | The time when "fashion" was defined by French designers whose clothes could be afforded only by elite has ended. Now designers take their cues from mainstream consumers and creativity is channeled more into mass-marketing clothes than into designing them. Indeed, one need look no further than the Gap to see proof of this. In *The End of Fashion*, Wall Street Journal, reporter Teri Agins astutely e... *The End of Fashion: How Marketing Changed the Clothing Business Forever*

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