



# Branding the Man: Why Men Are the Next Frontier in Fashion Retail

*Bertrand Pellegrin*

Download now

[Click here](#) if your download doesn't start automatically

# Branding the Man: Why Men Are the Next Frontier in Fashion Retail

*Bertrand Pellegrin*

## **Branding the Man: Why Men Are the Next Frontier in Fashion Retail** Bertrand Pellegrin

Men are purchasing more clothes, shoes, health and beauty products, and personal care services than ever before. The world of men's retail has remained a kind of bug in amber, frozen in time, with the same century-old style of merchandising and selling. A store must not simply provide, but educate the male customer, who is growing hungry for something more than the usual Blue Plate Special of khakis and polo shirts. To better attract this new wave of interested consumers, products in the U.S. must be merchandised and sold in a completely different manner. The design and branding of a man's store ought to make men want to go shopping. Branding the Man offers retailers, buyers, and marketers strategic solutions to revolutionize men's retail via some relatively simple conceptual strategies. Author Bertrand Pellegrin utilizes his years as a retail strategist to help retailers understand classic men's environments—ones where men are most naturally inclined to spend time—and leverage the opportunities which arise from these “comfort zones” to engage and sell to the male customer. Branding the Man immerses the reader in a discussion of men's retail environments spanning every level: store design, buying/sourcing, merchandising, marketing and advertising, and promotion and lays out a blueprint for how men can be developed as the “next frontier” in retail.

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

 [Download Branding the Man: Why Men Are the Next Frontier in ...pdf](#)

 [Read Online Branding the Man: Why Men Are the Next Frontier ...pdf](#)

## **Download and Read Free Online Branding the Man: Why Men Are the Next Frontier in Fashion Retail Bertrand Pellegrin**

---

### **From reader reviews:**

#### **Teddy Mendoza:**

As people who live in typically the modest era should be change about what going on or info even knowledge to make all of them keep up with the era which can be always change and move forward. Some of you maybe can update themselves by reading through books. It is a good choice in your case but the problems coming to you is you don't know which one you should start with. This Branding the Man: Why Men Are the Next Frontier in Fashion Retail is our recommendation to help you keep up with the world. Why, as this book serves what you want and need in this era.

#### **Luther Ritenour:**

The book with title Branding the Man: Why Men Are the Next Frontier in Fashion Retail has a lot of information that you can learn it. You can get a lot of profit after read this book. This book exist new understanding the information that exist in this e-book represented the condition of the world currently. That is important to you to understand how the improvement of the world. This book will bring you with new era of the the positive effect. You can read the e-book on the smart phone, so you can read the item anywhere you want.

#### **Lawrence Gibbs:**

Are you kind of occupied person, only have 10 or 15 minute in your day time to upgrading your mind proficiency or thinking skill actually analytical thinking? Then you have problem with the book than can satisfy your short space of time to read it because all of this time you only find e-book that need more time to be study. Branding the Man: Why Men Are the Next Frontier in Fashion Retail can be your answer because it can be read by an individual who have those short spare time problems.

#### **Jennifer Evans:**

What is your hobby? Have you heard that will question when you got students? We believe that that concern was given by teacher to their students. Many kinds of hobby, All people has different hobby. So you know that little person like reading or as studying become their hobby. You need to know that reading is very important and also book as to be the point. Book is important thing to incorporate you knowledge, except your teacher or lecturer. You get good news or update concerning something by book. A substantial number of sorts of books that can you take to be your object. One of them is actually Branding the Man: Why Men Are the Next Frontier in Fashion Retail.

**Download and Read Online Branding the Man: Why Men Are the  
Next Frontier in Fashion Retail Bertrand Pellegrin  
#Z6D94JFVOUR**

## **Read Branding the Man: Why Men Are the Next Frontier in Fashion Retail by Bertrand Pellegrin for online ebook**

Branding the Man: Why Men Are the Next Frontier in Fashion Retail by Bertrand Pellegrin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Branding the Man: Why Men Are the Next Frontier in Fashion Retail by Bertrand Pellegrin books to read online.

### **Online Branding the Man: Why Men Are the Next Frontier in Fashion Retail by Bertrand Pellegrin ebook PDF download**

### **Branding the Man: Why Men Are the Next Frontier in Fashion Retail by Bertrand Pellegrin Doc**

**Branding the Man: Why Men Are the Next Frontier in Fashion Retail by Bertrand Pellegrin Mobipocket**

**Branding the Man: Why Men Are the Next Frontier in Fashion Retail by Bertrand Pellegrin EPub**