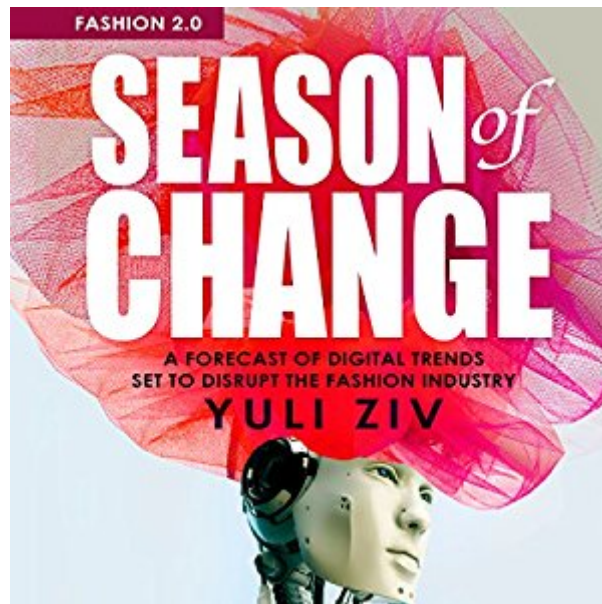


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Fashion 2.0: Season Of Change: A Forecast Of Digital Trends Set To Disrupt The Fashion Industry



Synopsis

In her controversial second book in the Fashion 2.0 series, *Season of Change*, serial entrepreneur Yuli Ziv analyzes major technology trends and forecasts their effect on the fashion industry. She questions why everyday objects such as clothes used by the entire human race see so little innovation. Her book, with a foreword by a visionary venture capitalist Lawrence Lenihan of FirstMark Capital, is a wakeup call to the outdated fashion industry. A must-listen for everyone involved in the business of fashion, from designers to company CEOs and marketers, Ziv's bold predictions, sure to incite debate, address the future of the industry in multiple areas including consumer, branding, retail, product and lifestyle. Her goal is to provoke thought and foster innovation by challenging the status quo: from seasonal collections to pricing models; production and manufacturing; traditional advertising; trend forecasting; fashion week and more. She also offers up ideas for fellow entrepreneurs seeking to make their mark on the industry. Ziv highlights trends that brands need to consider in developing a successful strategy to navigate this new environment of constant change, including: the rise of group consciousness and crowd sourcing; the shift from search to discovery; the power of suggestion; the monetization of influence; personal style as a commodity; personalization; interaction and engagement; efficiencies; and data as the new retail currency. She takes a critical look at luxury brands, stating that innovation is slowly replacing heritage as the new attribute of luxury for the future. Inspired by innovation leaders like Ray Kurzweil, Ziv applies his Singularity theory to fashion by viewing it as part of the bigger change we are experiencing. Ziv proposes taking a page from the consumer electronics industry in her overview of new technologies: from smart fabrics to interactive retail, wearable tech and social tools.

Book Information

Audible Audio Edition

Listening Length: 1 hour and 56 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Yuli Ziv

Audible.com Release Date: April 26, 2016

Whispersync for Voice: Ready

Language: English

ASIN: B01EQV1L6U

Best Sellers Rank: #11 in Books > Audible Audiobooks > Nonfiction > Lifestyle & Home > Crafts

& Hobbies #226 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales
#304 in Books > Crafts, Hobbies & Home > Crafts & Hobbies > Needlecrafts & Textile Crafts >
Fashion

Customer Reviews

Nice and easy recommended reading if you are interested in the combination of technology + fashion. Two of the reasons that prompted me to read this book were its powerful description: "A forecast of digital trends set to disrupt the fashion industry" and the interesting author's career, Yuli Ziv. The 4 key points I extracted- Influencers: empowered (by a significant number of followers) individuals that by sharing their fashion outfits are getting premium commissions from brands or networks (most of them fashion bloggers).- Social media provide a new way for brands to gather information and inspiration directly from final customers, allowing them to identify designs with the most commercial potential.- Personification: customers are willing to know more about who are the people behind the brands they like, and be able to directly interact with them to establish a real connection.- The decreasing importance of seasonal collections and trends

garbage in garbage out - this is by far the worse forecasting book I have ever read - perhaps the author should consider (1) organizing her book (2) get to the point quickly without turning a statement into a life journey that has absolutely nothing to do with the goal of the book and (3) promise to never write a book again in this discipline perhaps consider writing a biography or children's book instead. Do not waste your money or your time

Part treatise on the fashion industry and its future, part treatise on social media. Enjoyable read, but insights and observations are a bit obvious. Fashion is not alone. ALL industries are undergoing phenomenal change due to the internet, digital technologies, information, and so on. Even so, I'm sure the fashion "leadership" has its head in the sand, just like those in the music and newspaper industries, to name just two. Hopefully, Ziv's prodding will get industry "dinosaurs" thinking.

Yuli's second book, a great follow up to *Blogging Your Way to the Front Row*, picks up where the last book left off in the realm of being an innovator, forward thinking, and accepting of change. The old adage "adapt or die" holds true, and the brands and influentials that manage to do so are along for the long haul - Ziv extracts the great irony of the fashion industry of being predictable in its cynical nature, but truly in need of a few more disruptive ideas that this information age we live in

has now been known to be defined by. I found myself nodding my head in agreement to most things, that can only be delivered by someone with the insights, gained perspective, and fearlessness that Ms. Ziv possesses. A must read for any one that considers them a true follower of fashion, and curiosity about what is (and should) come in the future.

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