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About Basics Fashion Management 02: Fashion Promotion. ... Gwyneth Moore . Gwyneth Moore is a lecturer in Fashion Promotion at the University of South Wales, UK. She has worked for more than 15 years in the design, communications and media industries, managing a variety of campaigns ...

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In a world where British fashion has become synonymous with London, a blind eye is often turned to the style stakes of its neighbours. Eager to give Cardiff a voice, social media and PR consultant Gwyneth Moore founded her blog, Cardiff Fashion, at the beginning of last year as a platform to showcase emerging Welsh talent.

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Moore, Gwyneth. "Creating the Vision." Fashion Promotion: Building a Brand Through Marketing and Communication. London: Fairchild Books, 2012. 94-121.

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