

Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

You will find everything you need by searching the catalogue via the [Library webpages](#).

For more information on how to search the catalogue [watch this short video](#)

Required:

Cope, J, and Maloney, D. (2016) *Fashion Promotion in Practice*. London: Fairchild Books.

Read: chapter 6: [Fashion film: from Hollywood to Hoxton](#)

Harris, C. (2017) *The Fundamentals of Digital Fashion Marketing*. London: Bloomsbury Visual Arts.

Read: Chapter 4: [Fashion and film](#)

Rees-Roberts, N. (2016) *Fashion film: art and advertising in the digital age*. London: Bloomsbury Publishing.

Sheridan, J. (2010) *Fashion, media, promotion: the new black magic*. Chichester: John Wiley & Sons.

Recommended:

- [Drapers](#)
- [i-D Film](#)
- [NOWNESS](#)
- [SHOWstudio](#)
- [The Business of Fashion](#)

Website: <https://library.norwichuni.ac.uk>

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FCP

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