

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:

Cooke, A. (2018) *Graphic design for art, fashion, film, architecture, photography, product design, and everything in between*. Munich: Prestel.

Niessen, S. (2020). 'Fashion, its Sacrifice Zone, and Sustainability', *Fashion Theory*, 24(6), pp.859–877.

Schramme, A. and Verboven, N. (eds) (2024) *Technology, Sustainability and the Fashion Industry: Can Fashion Save the World?* Abingdon: Routledge.

Sikarskie, A. (ed.) (2020) *Storytelling in Luxury Fashion: Brands, Visual Cultures, and Technologies*. Oxford: Taylor & Francis Group.

Recommended:

Bendoni, W. (2017) *Social media for fashion marketing: storytelling in a digital world*. London: Bloomsbury.

Fletcher, K. (2014) *Sustainable fashion and textiles: design journeys*. Oxford: Taylor & Francis.

Le Bon, C. (2015) *Fashion marketing: influencing consumer choice and loyalty*. New York: Business Expert Press.

FCP

BA2A

Useful sources of information

Further:

- [The Business of Fashion](#)
- [WGSN](#)

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

Email: library@norwichuni.ac.uk

Course guides: <https://library.norwichuni.ac.uk/course-guides>

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

Email: library@norwichuni.ac.uk

Course guides: <https://library.norwichuni.ac.uk/course-guides>