

DAFTAR PUSTAKA

Sumber dan acuan buku :

- Barnard, Malcolm. 2007. "Fashion dan Komunikasi", Jakarta. Gramedia
- Kotler, P. 2002. "Manajemen Pemasaran (edisi 1)". Jakarta: Prenhallindo
- Nirupama Pundir. 2007. "Fashion Technology: Today and Tomorrow". Mittal, New Delhi
- Sistaningrum, Edyningtyas (2002). *Manajemen Penjualan Produk*. Yogyakarta; Kanisius.)
- Fandy Tjiptono, Manajemen Jasa, Penerbit Andi Yogyakarta 2000
- Goh, Sun T.H. (2003). *Marketing Wise, Pendekatan Inkonvensional Terhadap Strategi Pemasaran di Asia*. Cetakan Pertama. Jakarta; Gramedia.
- Kotler, Philip. 1997. *Marketing Management Analysis, Planning, Implementation, and Control. International edition. Upper Sadle River*. New Jersey: Prentice Hall Inc.

Sumber acuan internet:

- HAUTE COUTURE FASHION DESIGNERS (<http://sizzling-convention.blogspot.com/2010/10/haute-couture-fashion-designers.html> diakses Kamis 5 September 2013, 18:05:15)
- Freddy Rangkuti. 2004. "Flexible Marketing"
(<http://books.google.co.id/books?id=9GfAMWD9H7wC&lpg=PA17&dq=promosi%20menurut%20tjiptono%202000&pg=PA17#v=onepage&q=promosi%20menurut%20tjiptono%202000&f=true>. diakses Kamis 5 September 2013, 19:05:15)
- Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia. 2013
(<http://www.indonesia.travel/id/discover-indonesia/region-detail/31/> diakses Kamis 5 September 2013, 19:15:25)

(2005, 11). Fashion Trends. StudyMode.com. Retrieved 11, 2005, from
(<http://www.studymode.com/essays/Fashion-Trends-71805.html> diakses
Kamis 5 September 2013, 20:35:00)

[http://sizzling-convention.blogspot.com/2010/10/haute-couture-fashion-
designers.html](http://sizzling-convention.blogspot.com/2010/10/haute-couture-fashion-designers.html) diakses Kamis 5 September 2013, 18:05:15

<http://stylebaby.kopiblog.com/2010/11/j-crew-spring-2011-ready-to-wear/> diakses
Kamis 5 September 2013, 18:23:15

[http://shanghaicollected.typepad.com/.a/6a014e89944936970d01539237add3970b-
800wi](http://shanghaicollected.typepad.com/.a/6a014e89944936970d01539237add3970b-800wi) diakses Kamis 5 September 2013, 18:28:45

<http://annadika.blogspot.com/2012/02/indonesian-fashion.html>