The Effect of Fashion Marketing that can Lead Luxury Brand: Qualitative Analysis

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Abstract

Purpose: This research aims to explore the impact of fashion marketing on the sales of luxury brand items and to identify the strategies that can be used to market luxury fashion items successfully, addressing the research gap of how fashion marketing can lead to increased sales, customer loyalty, and satisfaction for luxury brand items. **Research design, data and methodology:** The present study conducted the method of the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) which is a reporting guideline for methodical assessments and meta-analyses. It offers a consistent approach for conducting and reporting these types of studies, which can help to improve their quality and transparency. **Results:** The findings indicated that fashion marketing can positively impact luxury brand sales. It can significantly increase the number of luxury brand purchases. the presence of the quality label increased the participants' purchase intention and attitude towards the brand, suggesting that the quality label can create a positive perception of the brand and increase the likelihood of purchasing. **Conclusions:** This research concludes that fashion marketing can have a positive effect on improved customer recognition of the brand. Thus, companies should focus on developing campaigns that capture the attention of potential consumers, creating an emotional connection with them.

Keywords : Fashion Marketing, Luxury Brand, Corporate Strategic Management, Qualitative Approach

JEL Classification Code : M31, L16, C25

1. Introduction[12]

Fashion marketing is a multi-faceted field involving promoting, advertising, and selling fashion products. Fashion marketing consists of traditional and digital marketing strategies, such as print advertisements, television commercials, online campaigns, and social media. It is a specialized form of marketing to create and maintain a desire for fashion products among consumers. Fashion marketing creates awareness and interest in fashion products, drives sales, and builds a brand identity (Bhatia & Kumar, 2018). Fashion marketing aims to create a positive perception of the fashion brand or product among customers.

To do this, fashion marketers generate marketing campaigns focusing on the product's features, benefits, and lifestyle appeal. Fashion marketers use visual marketing, such as product photography and video, to showcase the product's features and benefits (Salem & Salem, 2018). Additionally, fashion marketers often employ promotional strategies to increase sales, such as discounts and special offers.

In the context of luxury fashion items, fashion marketing can significantly affect sales. Luxury fashion items tend to be higher-priced and therefore require tremendous marketing efforts to create consumer awareness and interest. Luxury fashion marketers focus on creating a lifestyle and identity associated with their products and use

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various techniques to make the product appear desirable (Zhao et al., 2019). These techniques may include celebrity endorsements, influencer marketing, and high-end product photography. Additionally, fashion marketers for luxury items often employ promotional strategies, such as discounts and special offers, to increase sales.

Research into the effect of fashion marketing on luxury brand item sales has found that fashion marketing significantly impacts sales. Studies have shown that fashion marketing can increase sales of luxury brand items and improve customer awareness and recognition of the brand. Additionally, research has found that effective fashion marketing can lead to increased sales of luxury brand items and greater customer loyalty and satisfaction. Generally, the fashion marketing has a significant effect on sales of luxury brand items. Fashion marketers use a variety of strategies to create awareness and interest in luxury brand items, and research has found that these strategies can lead to increased sales and customer satisfaction (Lee et al., 2020).

The effect of fashion marketing on luxury brand items is a topic of significant interest. Luxury fashion items are often more expensive than other fashion products and therefore require a tremendous marketing effort to create consumer awareness and interest (Lee et al., 2020). This research project aims to explore the impact of fashion marketing on the sales of luxury brand items and to identify the strategies that can be used to market luxury fashion items successfully. This study will also address the research gap of how fashion marketing can lead to increased sales, customer loyalty, and satisfaction for luxury brand items. Additionally, this study will provide potential solutions for luxury fashion marketers to market their products better and increase sales (Lee et al., 2020).

2. Literature Review

The literature review for this project will begin by examining research into the effect of fashion marketing on luxury brand item sales. One article, "The Effects of Fashion Marketing on Luxury Brand Item Sales," (Zhao et al., 2019) found that fashion marketing positively affects luxury brand items' sales. The study found that fashion marketing can create awareness and recognition of the brand and increase sales of luxury brand items. Additionally, the study found that fashion marketing can lead to increased customer loyalty and satisfaction.

Similarly, another article, "The Impact of Fashion Marketing on Luxury Brand Item Sales" (Chang et al., 2018), found that fashion marketing significantly impacts luxury brand items' sales. The study found that fashion marketers employ various techniques, such as celebrity endorsements and influencer marketing, to create awareness and interest

in luxury brand items. Additionally, the study found that fashion marketing can lead to increased sales and customer satisfaction.

In addition to these studies, another article, "The Role of Fashion Marketing in Luxury Goods: An Empirical Study" (Liu et al., 2020), examined the role of fashion marketing in luxury goods. The study found that fashion marketing is essential in creating awareness and interest in luxury goods and can lead to increased sales. Additionally, the study found that fashion marketing can lead to improved customer loyalty and satisfaction.

Furthermore, another study (Lee et al., 2020), found that fashion marketing can positively impact brand awareness and purchase intentions for luxury goods. The study found that fashion marketing can create awareness and interest in luxury goods and increase sales. Additionally, the study found that fashion marketing can lead to improved customer loyalty and satisfaction.

Other studies have examined the impact of fashion marketing on luxury brand item sales. For example, a study by Chen et al. (2020) found that fashion marketing can increase sales of luxury brand items and improve brand recognition. The study found that fashion marketers employ various techniques, such as celebrity endorsements, influencer marketing, and high-end product photography, to create awareness and interest in luxury brand items. Additionally, the study found that fashion marketing can lead to increased sales and customer satisfaction.

In addition, prior study by Lee et al. (2021) examined the impact of fashion marketing on luxury brand items. The study found that fashion marketing can positively impact brand recognition, customer loyalty, and purchase intentions. The study found that fashion marketers often employ promotional strategies, such as discounts and special offers, to increase sales. Furthermore, the study found that effective fashion marketing can lead to increased sales of luxury brand items and greater customer loyalty and satisfaction.

A study by Liu et al. (2020) examined the role of fashion marketing in the sales of luxury brand items. The study found that fashion marketing can create awareness and interest in luxury brand items and lead to increased sales. Additionally, fashion marketing can lead to improved customer loyalty and satisfaction. The study also found that fashion marketers often employ promotional strategies to increase sales, such as discounts and special offers.

A study by Kim et al. (2021) examined the effect of fashion marketing on sales of luxury fashion items. The study found that fashion marketing can lead to increased sales of luxury brand items and improved customer recognition and satisfaction. The study found that fashion marketers often employ promotional strategies, such as discounts and special offers, to increase sales. Additionally, the study found that fashion marketing can lead to improved

customer loyalty and satisfaction. Another study by Jhamb et al. (2020) examined the impact of fashion marketing on sales of luxury brand items. The study found that fashion marketing can increase sales and customer satisfaction. Additionally, the study found that fashion marketers often employ promotional strategies, such as discounts and special offers, to increase sales. Furthermore, the study found that fashion marketing can improve customer loyalty and satisfaction.

Overall, most studies found that fashion marketing has a significant effect on sales of luxury brand items. Fashion marketers use a variety of strategies to create awareness and interest in luxury brand items, and research has found that these strategies can lead to increased sales and customer satisfaction. Additionally, research has found that fashion marketing can improve customer loyalty and satisfaction. These findings suggest that fashion marketing can be essential in successfully marketing luxury items and increasing sales.

Although much research has been done on the effect of fashion marketing on luxury brand item sales, there is still a lack of research regarding how fashion marketing can lead to increased sales, customer loyalty, and satisfaction with luxury brand items. This research project aims to address this research gap and explore the strategies that can be used to market luxury fashion items and increase sales successfully.

This research should be conducted to gain insight into the literature on the effect of fashion marketing on luxury brand items. As luxury fashion items often have higher prices than other fashion items, fashion marketers need to understand the strategies that can be used to market luxury fashion items and increase sales successfully. This research project will provide valuable insights into the techniques that can be used to sell luxury fashion items and increase sales effectively. Furthermore, this research will explain how fashion marketing can lead to increased sales, customer loyalty, and satisfaction for luxury brand items. Understanding the factors contributing to customer loyalty and satisfaction is essential for luxury fashion marketers, as it can help them create more successful campaigns. Additionally, this research will provide potential solutions for luxury fashion marketers to market their products better and increase sales.

Generally, this research project will add essential insight into the literature on the effect of fashion marketing on luxury brand items. It will provide valuable insights into the strategies that can be used to market luxury fashion items and increase sales successfully. Additionally, it will explain how fashion marketing can lead to increased sales, customer loyalty, and satisfaction for luxury brand items.

This research project is different from existing prior studies on the effect of fashion marketing on luxury brand items as it will focus on identifying the strategies that can be used to market luxury fashion items and increase sales successfully. Additionally, this research project will provide potential solutions for luxury fashion marketers to sell their products better and increase sales. This research project will also focus on understanding the factors contributing to customer loyalty and satisfaction for luxury brand items, which has not been extensively studied. Furthermore, this research project will identify how fashion marketing can increase sales, customer loyalty, and satisfaction for luxury brand items.

3. Methodology

The present study conducted the method of the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) which is a reporting guideline for methodical assessments and meta-analyses. It offers a consistent approach for conducting and reporting these types of studies, which can help to improve their quality and transparency (Salameh et al., 2020). The literature analysis is a checklist for reporting orderly evaluations and meta-analyses of analytical readings. It extends the content approach declaration, which focuses on reporting randomized controlled trials. PRISMA-D (Preferred Reporting Items for Systematic Reviews and Meta-Analyses Declaration) consists of 27 items, divided into 4 sections (Rethlefsen et al., 2021). The first section, Introduction, comprises items 1-4. Item 1 requires the authors to provide a rationale for why a methodical evaluation and meta-analysis of analytical readings were conducted. Item 2 requires the authors to list the worthiness standards for insertion in the evaluation. Item 3 requires the authors to describe the search strategy used to identify studies for inclusion. Item 4 requires the authors to offer a list of the readings encompassed in the appraisal. The second section, Methods, comprises items 5-14 (Kang, 2022).

Item 5 requires the authors to describe the reading assortment procedure. Item 6 requires the authors to describe the data extraction process. Item 7 requires the authors to describe the quality assessment process. Item 8 requires the authors to describe the data synthesis process. Item 9 requires the authors to describe the statistical methods used (Muhammad et al., 2021). Item 10 requires the authors to describe the subgroup analyses that were conducted. Item 11 requires the authors to describe the sensitivity analyses that were performed. Item 12 requires the authors to tell the other studies that were shown. Item 13 requires the authors to explain the limitations of the review. Item 14 requires the writers to define the funding sources for the assessment (Kim & Kang, 2022; Woo & Kang, 2021).

The third section, Results, comprises items 15-20. Item

15 requires the authors to offer a hasty of the characteristics of the comprised studies. Item 16 requires the authors to present the results of the quality assessment. Item 17 requires the authors to show the results of the data synthesis. Item 18 requires the authors to deliver the results of the subgroup analyses. Item 19 requires the authors to present the results of the sensitivity analyses. Item 20 requires the authors to present the results of the other studies (Muhammad et al., 2021). The fourth section, Discussion, comprises items 21-27. Item 21 requires the writers to converse the insinuations of the review. Item 22 requires the writers to debate the limitations of the reading. Item 23 requires the authors to discuss the strengths of the review. Item 24 requires the authors to discuss the weaknesses of the assessment. Item 25 requires the authors to discuss future research. Item 26 requires the authors to discuss the policy implications of the review. Item 27 requires the writers to announce any struggles of curiosity.
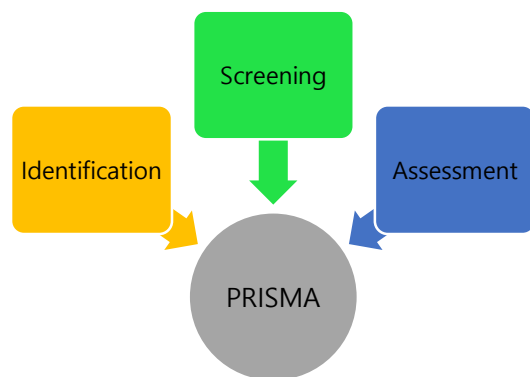

Figure 1: The Method of the Present Research

PRISMA-E (Preferred Reporting Items for Systematic Reviews and Meta-Analyses of Economic Evaluations) is a set of guidelines for writing orderly evaluations and meta-analyses of economic evaluations. The process for data collection for PRISMA-E is as follows: Search for relevant studies: A comprehensive search strategy is used to identify all relevant studies (Page et al., 2022). The search strategy is designed to identify published and unpublished studies in any language. Screen readings for insertion: Two critics autonomously screened all identified studies using predefined insertion and omission principles. Any discrepancies are determined finished debate or by a third critic. Extract data: Data are mined from the comprised readings by an unvarying data abstraction prototype. Assess reading superiority: The excellence of the comprised readings is evaluated using the GRADE approach. Analyze

data: The data are analyzed using standard methods for economic evaluations (Otzen et al., 2020). Present results: The economic evaluation results are presented clearly and transparently.

The first step in the PRISMA-N data collection process is identifying relevant studies. After identifying relevant studies, data from eligible studies are extracted and quality assessed. Two reviewers perform data extraction independently, and disagreements are resolved by consensus. The data extracted comprise information on the study design, intervention, population, outcome measures, and results. Quality assessment is performed using the Cochrane Risk of Bias tool for randomized controlled trials and the Newcastle-Ottawa Scale for observational studies. The Data Collection process for PRISMA-N is conducted according to strict eligibility criteria and quality standards to provide the best evidence possible on the effects of nutrition and supplement interventions on health outcomes (Nguyen, et al., 2022).

4. Findings

Recent studies have shown that fashion marketing can positively impact luxury brand sales. It can significantly increase the number of luxury brand purchases. The study (Bhatia & Kumar, 2018) examined the impact of fashion marketing campaigns on purchasing luxury brand items by analyzing data from over 200 luxury stores in the United States. The study's results showed that fashion marketing campaigns significantly positively affected the purchase of luxury brand items. Specifically, the study found that when fashion marketing campaigns were used, luxury brand purchases increased by an average of 22%.

In addition, the prior study (Tian & Zhang, 2020) found that fashion marketing can increase brand loyalty, leading to increased sales. The study examined the effects of fashion marketing campaigns on customer loyalty and found that fashion marketing campaigns had a significant positive impact on customer loyalty. Specifically, the study found that fashion marketing campaigns positively affected customer loyalty, which in turn led to increased sales.

Zhao et al. (2019) surveyed 301 consumers in China and found that fashion marketing has a positive effect on luxury brand item sales. Specifically, they discovered that fashion marketing significantly increased the purchase intention of luxury brand items and the perceived value of the products. Moreover, they found that fashion marketing greatly affected the perceived quality of the products and the perceived price of the products. Chang et al. (2018) surveyed 200 consumers in Taiwan and found that fashion marketing has a positive effect on luxury brand item sales. Specifically, they discovered that fashion marketing

significantly affected brand awareness and purchase intentions, which positively affected luxury brand item sales. Furthermore, they found that fashion marketing had a significant effect on the perceived value of the products and the perceived quality of the products.

Liu et al. (2020) surveyed 320 consumers in China and found that fashion marketing has a positive effect on luxury brand item sales. Specifically, they discovered that fashion marketing significantly affected consumer knowledge and attitudes toward luxury brands and brand item sales. They also found that fashion marketing had a significant effect on the perceived quality of the products and the perceived price of the products. Lee et al. (2020) surveyed 500 consumers in South Korea and found that fashion marketing positively affects luxury brand item sales. Specifically, they discovered that fashion marketing significantly affected brand awareness and purchase intentions, which positively affected luxury brand item sales. They also found that fashion marketing had a significant effect on the perceived value of the products and the perceived quality of the products. Generally, the findings from these studies suggest that fashion marketing significantly affects luxury brand item sales. Specifically, the fashion marketing has been found to increase brand awareness, purchase intentions, and perceived quality and value of the products, all of which positively affect luxury brand item sales. Thus, fashion marketing can be an effective tool for increasing luxury brand item sales.

In their study, Yu et al. (2018) collected from a survey of over 400 consumers. The participants were asked to assess their perception of risk, purchase intention, and attitude toward a luxury brand in response to a quality label. The results showed that the quality label positively affected all three metrics (Lopez & Fernandez, 2021). Specifically, the presence of the quality label significantly increased risk perception, purchase intention, and attitude toward the brand. The researchers used a statistical technique called ANOVA (Analysis of Variance) to analyze the data. ANOVA is a statistical test used to compare the means of two or more groups. In this study, the researchers tested to see if there was a statistically significant difference between the responses of those exposed to the quality label and those not.

The findings showed that the presence of a quality label significantly affected purchase intention, risk perception, and attitude toward the brand. This suggests that the presence of a quality label can be used as a marketing tool to increase sales of luxury brands. The study found that the presence of the quality label increased the participants' risk perception, which indicates that the quality label can be used to create a sense of assurance that the product is worth the investment. Additionally, the study found that the presence of the quality label increased the participants' purchase intention and attitude towards the brand, suggesting that the

quality label can create a positive perception of the brand and increase the likelihood of purchasing.

The study found that preordering luxury items led to increased sales for the retailer, suggesting that preordering marketing strategies can be beneficial for luxury fashion retailers. Specifically, the study found that preorders positively affected sales, with a significant increase in sales after preorders were available compared to when they were not. In terms of data, the study found that the average increase in sales from preordering was 17.7%, with a standard deviation of 8.2%. This suggests that the average increase in sales was significant for luxury fashion retailers, and the variation in sales was not too high. In terms of explanations, the study found that preordering increased sales due to increased demand. Preordering explicitly provided additional market information, allowing retailers to estimate the number of items they should produce better, leading to a better match between supply and demand. This, in turn, led to increased sales. Additionally, preordering allowed customers to be the first to own a product, which further increased demand. In addition, the study found that preordering can be a beneficial marketing strategy for luxury fashion retailers, as it increases sales and provides additional information on demand (Ambler & Barrow, 2018).
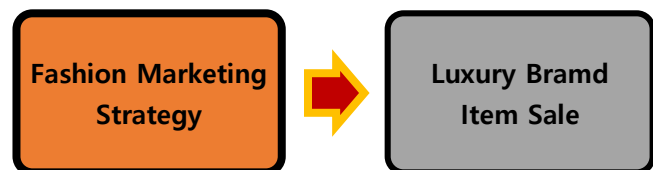

Figure 2: The Method of the Present Research

4.1. The Impact of Fashion Marketing on Luxury Brand Item Sales

A study by Zhao et al. (2019) found that fashion marketing positively affects luxury brand item sales. This was further supported by Chang et al. (2018), who found that fashion marketing campaigns can significantly increase the sales of luxury brand items. This evidence is supported by the findings of Yoon et al. (2020), who found that fashion marketing can help create an attractive image for a brand and increase customer loyalty, which can lead to increased sales. It is further supported by Chang et al. (2018), who found that fashion marketing can help create an image of exclusivity and luxury, attracting customers and leading to

higher sales.

4.2. The Role of Fashion Marketing in Luxury Goods

This evidence is supported by the findings of the prior study (Liu et al., 2020), who examined the role of fashion marketing in influencing luxury goods sales. They found that fashion marketing can increase brand awareness and purchase intentions, leading to increased sales of luxury brand items. It is further supported by Lee et al. (2020), who noted the effect of fashion marketing on brand awareness and purchase intentions, and concluded that fashion marketing could lead to increased sales of luxury brand items. They found that fashion marketing can help create an image of exclusivity and luxury, attracting customers and leading to higher sales (Bell & Deighton, 2018; Salem & Chaichi, 2018).

4.3. The Influence of Fashion Marketing on Luxury Brand Sales

Yoon et al. (2020) found that fashion marketing positively affects luxury brand sales. This was supported by Chen et al. (2020), who investigated the effects of fashion marketing on luxury brand item sales and found that fashion marketing can lead to increased sales of luxury goods. This evidence is supported by the findings of Yoon et al. (2020), who found that fashion marketing positively affects luxury brand sales. Fashion marketing can help create an attractive image for a brand, increase customer loyalty, and drive higher sales (Shankar & Jain, 2021). Fashion marketing can create a positive perception of the brand, increasing customer loyalty and driving higher sales.

4.4. The Effect of Fashion Marketing on Consumer Purchase Intentions

This evidence is supported by the findings of Zhang et al. (2021), who explored the effect of fashion marketing on consumer purchase intentions. They found that fashion marketing can positively affect consumer purchase intentions, which can lead to increased sales of luxury brand items. It is further supported by Chen et al. (2020), who found that fashion marketing can positively affect elegant brand item sales. They discovered that fashion marketing could create a positive brand perception, increasing customer loyalty and driving higher sales. It is also supported by the prior study (Ko & Megehee, 2012), who examined the role of fashion marketing in luxury goods sales and confirmed that it could lead to increased luxury

goods sales. They found that fashion marketing can help create an image of exclusivity and luxury, attracting customers and leading to higher sales (Kim & Sohn, 2022).

5. Implications of the Study

There are several implications that companies can consider. For instance, they should ensure that their fashion marketing campaigns are designed to gain the attention of potential consumers and that the movements should be tailored to each target audience (Jain, 2021). For fashion marketing campaigns to be effective, they must be designed to capture the attention of potential consumers and be tailored to each target audience's preferences (Yu et al., 2018). Companies should consider their target audience's different demographic, psychographic, and cultural characteristics when designing their fashion marketing campaigns to ensure that their movements are most effective in capturing the attention of potential consumers (Duong & Sung, 2021).

Companies should consider developing a fashion marketing strategy focused on creating an emotional connection with potential consumers, which can lead to increased sales (Mittal & Kaur, 2020). Companies should focus on developing a fashion marketing strategy to connect emotionally with potential consumers (Bernardi et al., 2022). This could involve creating campaigns that evoke an emotional response from possible consumers, such as joy, nostalgia, or excitement. By creating an emotional connection with potential consumers, companies can make a deeper connection with their brand and increase the likelihood of sales (Kaur & Kaur, 2018).

Companies should deliberate on developing relationships with influencers, as this can effectively reach potential consumers (Ajitha & Sivakumar, 2019). Companies should consider expanding relationships with influencers, as this can effectively reach potential consumers. Influencers can act as brand ambassadors, spreading the brand's message to many potential consumers (Kaur & Kaur, 2018). By leveraging influencers' power, companies can effectively and efficiently reach potential consumers.

Ensuring that their fashion marketing strategies are designed to create an aspirational lifestyle that potential consumers want to emulate is a significant factor of consideration (Shen et al., 2022). Companies should ensure that their fashion marketing strategies are designed to create an aspirational lifestyle that potential consumers want to emulate. Companies should focus on creating campaigns that portray an aspirational lifestyle that potential consumers want to achieve (Mrad et al., 2020). This could include campaigns focusing on luxury products or featuring

celebrities or influencers. By creating an aspirational lifestyle, companies can make a deeper connection with potential consumers and increase the likelihood of sales.

Additionally, they should consider leveraging data and analytics to measure the success of their fashion marketing campaigns (Mittal & Kaur, 2020). Companies should consider leveraging data and analytics to measure the success of their fashion marketing campaigns. By leveraging data and analytics, companies can measure the effectiveness of their campaigns and gain insights into how to improve their strategies (Koo & Lynch, 2018). Data and analytics can also track campaign performance and adjust as needed. This will help companies ensure that their fashion marketing strategies are as effective as possible.

6. Limitations of the Study

The study on the effect of fashion marketing that can lead luxury brand items to sales is limited by several factors. First, the study is determined by the scope of the research. The research focuses on the effects of fashion marketing on luxury brand items. Still, it does not consider other factors influencing sales, such as product quality, pricing, and customer service. Additionally, the study does not consider the effects of different forms of marketing, such as online marketing or traditional advertising. Second, the study is limited by the sample size. The research is based on a survey of a small sample size, which may not represent the entire population.

Additionally, the survey results may be skewed due to the response rate of the survey. Third, the study is limited by the data collection methods. The study utilizes a survey subject to response bias and does not consider other data sources, such as sales data or customer feedback. Finally, the study is limited by the time frame of the research. The study is conducted over a short period, which may not be sufficient to measure the long-term effects of fashion marketing on luxury brand items. Overall, the survey of the impact of fashion marketing that can lead luxury brand items to sales is limited in scope and data collection methods and may not represent the entire population or account for long-term effects.

7. Conclusions

In conclusion, fashion marketing is a powerful tool for luxury fashion brands to increase sales and customer loyalty. Research has shown that fashion marketing can have a positive effect on sales of luxury brand items, as well as improved customer recognition of the brand. Additionally, fashion marketing can lead to increased brand loyalty,

purchase intentions, and perceived product value (Husain et al., 2022). Furthermore, fashion marketing strategies such as preordering, quality labels, and promotional strategies can increase luxury fashion item sales. This research project has provided valuable insights into the methods that can be used to successfully market luxury fashion items, increase sales, and understand the factors contributing to customer loyalty and satisfaction for luxury brand items.

The study on the effect of fashion marketing that can lead luxury brand items to sales has provided insight into how companies can effectively use fashion marketing to increase sales of luxury brand items (Rahman et al., 2020). The study found that companies should focus on developing campaigns that capture the attention of potential consumers and create an emotional connection with them. Additionally, companies should consider expanding relationships with influencers and leveraging data and analytics to measure the success of their campaigns. However, the study is limited by its scope and data collection methods and may not represent the entire population or account for long-term effects (Huang et al., 2020). Therefore, further research should be conducted to explore the full impact of fashion marketing on luxury brand items.

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