

## DAFTAR PUSTAKA

Bocconi, University, Fashion Market Segmentation, [www.coursera.org](http://www.coursera.org), tanggal 4 April 2016 pukul 12.56 p.m.

Bui, Jeremy, (2013), Factors of High-End Retail Marketing: A Study Of Growth Opportunities For Clothing Retailers In The American Women's Apparel Industry; University of Connecticut, Connecticut.

Deil, Siska Amelia F, Perbandingan Gaji Pekerja RI dengan Negara Lain di ASEAN, [www.bisnis.liputan6.com](http://www.bisnis.liputan6.com), tanggal 4 April 2016 pukul 12.47 p.m.

Duncan, Jenepher (2007), Radical Elegance Yohji Yamamoto-Garments in Australian Collections: Art Gallerry Of Western Australia, Perth.

Imam, Segmentasi Pasar, [www.pengetahuantentangsegmentasipasar.blogspot.id](http://www.pengetahuantentangsegmentasipasar.blogspot.id), tanggal 4 April 2016 pukul 10.50 a.m

Marsh, June (2012), History Of Fashion New Look To Now; Vivays Publishing Ltd, London.

Martin, Richard, (1998), American Ingenuity Sportswear; The Metropolitan Museum Of Art, New York.

Pastoreau, Michael, (2008), Black The History Of Color; Princeton University Press, Princeton and Oxford.

Prakash, Ved (1986), Segmentation Of Women's Market Based on Personal Values and The Means-End Chain Model: A Framework For Advertising Strategy, Consumer Research, Volume 13, 215-220.

Roumeliotis, James.D, Unconventional Bussiness Wisdom For The Refined Entrepreneurial Mindset, [www.jdrazure.wordpress.com](http://www.jdrazure.wordpress.com), tanggal 4 April 2016 pukul 10.56 a.m

Riyanto, Arifah A, (2003), Desain Busana; Yayasan Pembangunan Indonesia, Bandung.

Suryabrata, Sumandi, (2008), Psikologi Kepribadian; PT Rajagrafindo Persada, Jakarta.