

guest designer

When an influential figure, celebrity or designer is invited by a high street retailer to design a range or a single piece, they are referred to as a 'guest designer'. This process is usually a collaboration between the retailer's design department and the individual. The product can then be endorsed with the unique selling point of being made by someone other than the retailer's design team. Publicity can be generated around this process because the designs are usually made as limited editions. {March 2012}

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guest designer {see also *author, branding*}

