

# Cross-gender extension potential of luxury brands: a se

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#	ARTICLE	IF	CITATIONS
1	Journal of Brand Management: year end review 2018. Journal of Brand Management, 2018, 25, 494-499.	2.0	1
3	Embracing the organic way: is consumer preference the same for all brands?. International Journal of Retail and Distribution Management, 2020, 48, 453-464.	2.7	2
4	Can dissimilarity in product category be an opportunity for cross-gender brand extension?. Journal of Business Research, 2021, 135, 348-357.	5.8	6
5	The IT Strategy in the Luxury Sector: The Case of a Fashion Company. Springer Proceedings in Business and Economics, 2020, , 211-226.	0.3	2
6	Understanding Role of Fonts in Linking Brand Identity to Brand Perception. Corporate Reputation Review, 2022, 25, 272-286.	1.1	4
7	It is better with a shade of blue! Consumer evaluation of unisex extension of brands. International Journal of Consumer Studies, 0, , .	7.2	1
8	In search of fit or authenticity? A product-type consumer decision in celebrity brand extensions. Journal of Product and Brand Management, 2022, 31, 841-853.	2.6	13
9	Poison or remedy? Masculinity in a pathos-based sustainable brand story. Asia Pacific Journal of Marketing and Logistics, 2022, ahead-of-print, .	1.8	1