

## Fashion Buying Helen Goworek

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Dr Helen Goworek Lecturer in Creative Marketing Contact details ... I joined the University of Leicester full-time as Lecturer in Creative Marketing in 2014. I am a fashion marketing graduate with several years' experience in buying and design management for retailers and manufacturers in the UK, in liaison with overseas suppliers ...

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### **Helen Goworek - Associate Professor in Marketing - Durham ...**

I specialise in research into retail buying and design in the fashion industry, with an emphasis on sustainability. Before becoming an academic I was employed as a fashion designer and buyer.

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