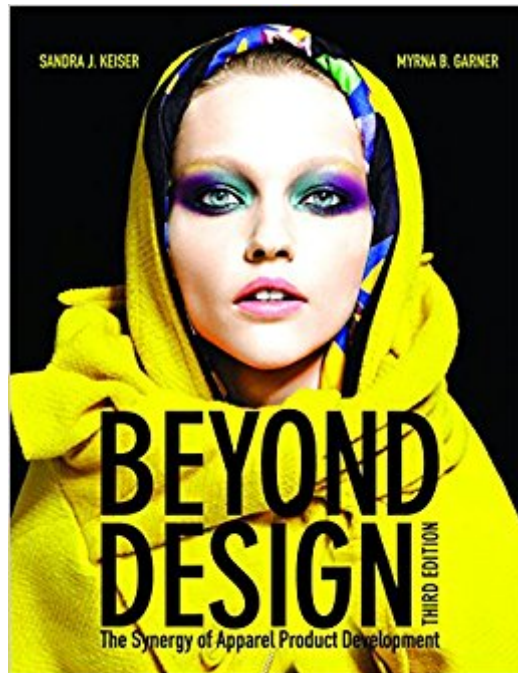




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# Beyond Design: The Synergy Of Apparel Product Development



## Synopsis

This practical text takes students step-by-step through the pre-production processes of apparel product development: planning, forecasting, fabricating, line development, technical design, pricing, and sourcing. It demonstrates how these processes must be coordinated to get the right product to market, when consumers want it, and at a price they are willing to pay. Now in full color, this 3rd Edition includes a greater focus on sustainability and business ethics, fast fashion calendars and their impact on product development, and the effect of social media on design and distribution. The text also includes a discussion of how technologies-such as color matching, body scanning, and the use of avatars for fitting and patternmaking-have advanced in their accuracy and commercial applications. Chapters have been updated to incorporate current practices in sourcing, pricing, and costing with a more focused point of view on how increasingly sophisticated distribution channels impact the product development process.

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## Customer Reviews

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Sandra J. Keiser is associate professor and chairperson of the Fashion Department of Mount Mary College. Myrna B. Garner is associate professor in the Department of Family and Consumer Sciences at Illinois State University and a member of the Graduate Faculty.

I only bought this book because I had to for class. I would say that it was one of the better books in my class however it was also the most expensive. I sort of wished the teacher wouldn't have required us to buy this one.

There's nothing I don't love about this book. It is heavy and it will hurt your back going back&forth from class to studio, BUT it is so worth it and I am keeping mine forever.

I enjoyed this book and it is a good reference for styles and style names. There will be a new edition coming out, if it hasn't already. I would suggest purchasing the new edition because there were many references/ examples that could be outdated in this version and there will be more up to date references/ examples in the newer edition. There is a vast amount of knowledge to be gained from this book, but if given a choice I would go for the third edition.

Loads of information

Required book that I have used numerous times for my college apparel analysis class.

Purchased for my daughter great price with fast shipping thank you.

The previous edition is not much different. The only major difference is that all the pictures are in color in the new addition.

Loaded with information i love it

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