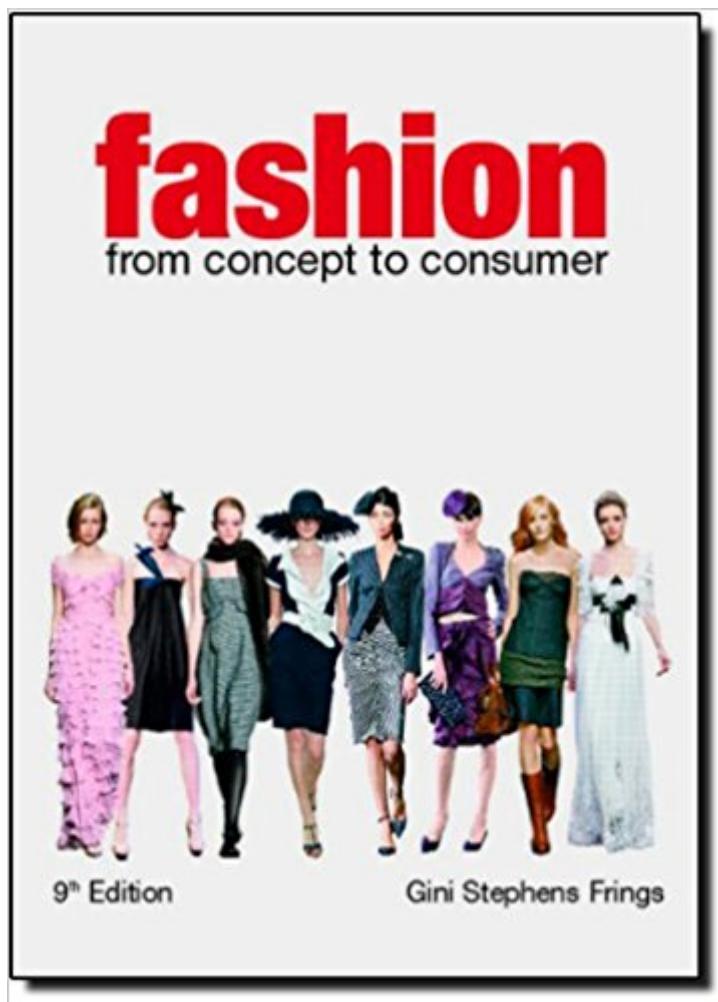


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Fashion: From Concept To Consumer (9th Edition)



Synopsis

An invaluable tool for anyone who wants to know more about fashion and the fashion business, retail store buyers and merchandise managers, or merchandisers and designers working for apparel manufacturers, *Fashion: From Concept to Consumer* tells the entire story of how the fashion business works. It includes the processes involved with producing raw materials, apparel, and accessories, as well as the retail businesses that sell fashion merchandise to the public. Each chapter contains a career focus, chapter objectives, review questions, terminology, and projects to aid in reviewing the subject matter. This edition includes new information on globalization, manufacturing technologies, branding, retailing and more!

Book Information

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 New marketing strategies Garment packages and imports

 New information on trims Manufacturing: Newest information on designers and international fashion centers New designer profiles The changing role of manufacturing Product data management systems Update on global sourcing and imports

 Brand extensions and acquisitions New information on accessory product development and marketing New information on trade shows, updates on locations and timing of markets Runway vs. showroom

 Manufacturer/retailer relationships Retailing: New information on categories, store ownership, and organization New information on shopping center categories Consolidations and acquisitions

 Global expansion Retailers as manufacturers

 National brands vs. private label New retail marketing focus

 Store planning and design Newest trends in retail marketing

Book I neeeeed for school. Boring!!!

This book was required for my university class, I've really enjoyed reading every chapter, it explains how the fashion industry operates today.

Extremely satisfied :)

Good purchase

My book was kind of in cruddy shape

this book is very interesting and FULL of great info!!!! It is required reading for my fashion design business class but would buy it even if it wasn't just for the information it contains. GREAT READ!!!

This book is really good, even though it is used it still has its quality and everything as a brand new

book. I would recommend this book to any fashion related course. I needed this book for one of my classes.

received book in a fast manner and came as described. Looking forward to the class in July.

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