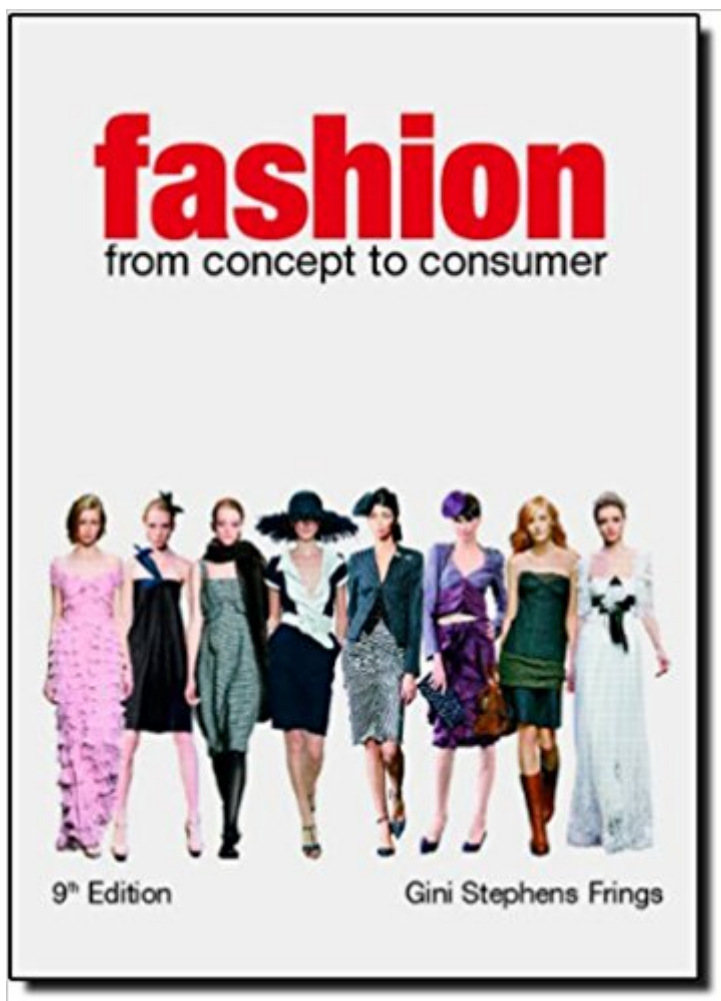


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# Fashion: From Concept To Consumer (9th Edition)



## 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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## Customer Reviews

9th Edition *FASHION From Concept to Consumer* By Gini Stephens Frings New and updated information in all four parts and 190 illustrations: Fashion Fundamentals : Changing U.S. demographics New developments in globalization, sourcing, imports, and quota elimination The newest trade agreements Latest technological advances in garment and textile production, fashion business communications, E-commerce, database marketing, and merchandise information systems New resources for color and design New information on fashion forecasting and market

research      Updates on fashion services, web sites, and publications      Textiles:      Newest high-tech fiber development including PLA, spider silk, and casein      Trends in textile product development, production, and marketing      Nano-technology and "Smart" or "Performance" fabrics      New statistics and technical information      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 neeeded for school. Boring!!!

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