

1. Record Nr.	UNINA9910153091903321
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Titolo	Fashion, from concept to consumer // Gini Stephens Frings
Pubbl/distr/stampa	Harlow, England : , : Pearson Education, Limited, , [2014] Â©2014
ISBN	1-292-05305-4
Edizione	[Ninth edition.]
Descrizione fisica	1 online resource (493 pages) : illustrations, tables
Collana	Always learning
Disciplina	687
Soggetti	Fashion merchandising Clothing trade Fashion
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Table of Contents -- 1. Fashion Development -- 2. Consumer Demand and Fashion Marketing -- 3. Fashion Change and Consumer Acceptance -- 4. Fashion Research and Resources -- 5. Textile Fiber and Fabric Production -- 6. Textile Product Development and Marketing -- 7. Trims, Leather, and Fur -- 8. International Fashion -- 9. Product and Design Development -- 10. Apparel Production and Global Sourcing -- 11. Accessory and Fur Manufacturing -- 12. Wholesale Marketing and Distribution -- 13. Retailing -- 14. Retail Fashion Merchandising -- 15. Retail Fashion Marketing -- 16. Fashion Industry Terminology -- 17. Appendix: Career Guidelines -- Index.
Sommario/riassunto	For courses in Introduction to the Fashion Industry, Introduction to the Fashion Business, Fashion Merchandising, Fashion Marketing, Fashion Manufacturing, Fashion Design, and Fashion Analysis. 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! Pearson Education is proud to bring world-

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