



Fashion: From Concept to Consumer (8th Edition)

Gini Stephens Frings

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Fashion: From Concept to Consumer tells the entire story of how the fashion business works in sequential order from concept to consumer. 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. Part One concentrates on fashion fundamentals; Part Two covers the development, production, and marketing of raw materials, including textiles, trimmings, leather, and fur; Part Three discusses international fashion centers and traces the fashion manufacturing process from design and merchandising development through production and marketing to retailers; Part Four covers retailing. A valuable 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.

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