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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.

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About Basics Fashion Management 01: Concept to Customer. Highlighting the skills and considerations needed to manage products, this book will also help readers to understand processes such as product development, the supply chain and branding. It examines traditional and newer roles within the industry, discussing the roles of buyers, retailers and merchandisers. Interviews, photographs and ...

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The Denim Industry's New Normal, From Concept to Consumer Wednesday, June 3, 2020.
11:00 AM - 12:00 PM: US Eastern: 10:00 AM - 11:00 AM: US Central: 9:00 AM - 10:00 AM: US Mountain: 8:00 AM - 9:00 AM: US Pacific: 3:00 PM - 4:00 PM : UTC: About This Event. Denim, the most familiar staple in closets around the world, has never stopped evolving. Its very timelessness comes from its ability to ...

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Organized according to the product development and marketing process accepted in the fashion industry, the new edition of this introductory text follows products from design concept through to consumer purchase. This complete coverage includes a complete description of global influences on the entire fashion industry.

This text explains the entire fashion business, from concept to consumer. Early chapters concentrate on fashion fundamentals such as consumer demand, market research, and design resources. Later chapters cover the development, production, and marketing of raw materials, then move on to describe inte

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-renowned Dorling Kindersley (DK) products to your classroom. Instantly recognized by their fascinating, full-color photographs and illustrations on every page, DK titles will add meaning to expository text and make learning accessible and, fun. Other DK hallmarks include cross-section views, 3D models, and text to visual call-outs to help readers comprehend and enjoy the wealth of information each book provides. With Pearson, you can see DK in a whole new way! For a complete listing of titles, please visit: <http://us.dk.com/pearson>

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