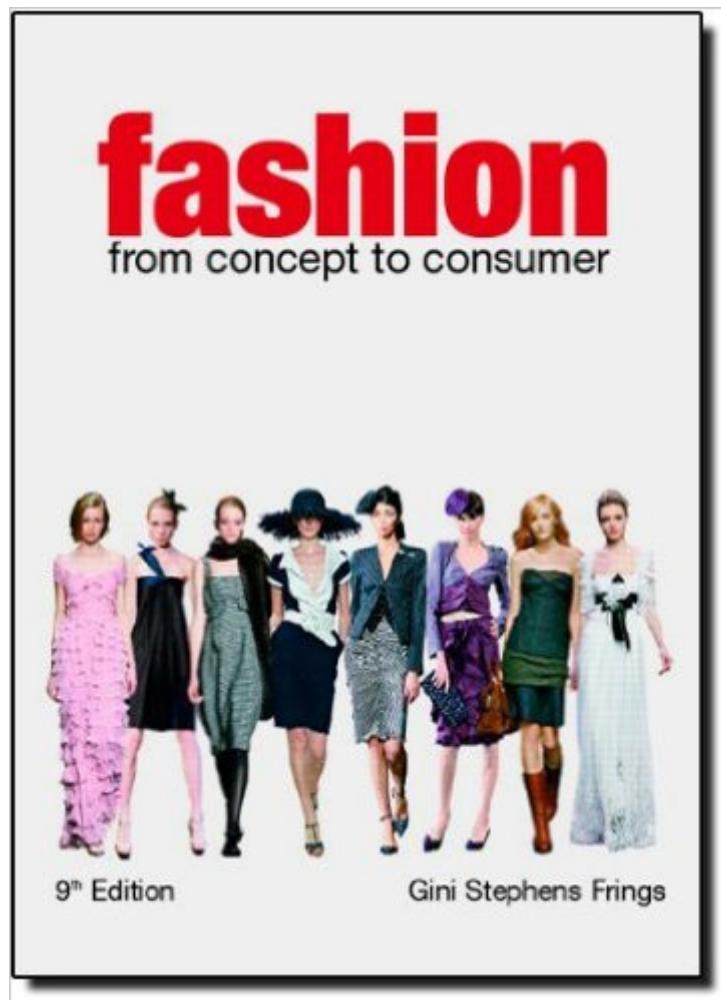


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Fashion: From Concept To Consumer (9th Edition)



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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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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!!!

It's a great book.. I will definitely recommend to everyone who wants start your own fashion line...

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