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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.

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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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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.

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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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@inproceedings{Frings1982FashionFC,
title={Fashion, from concept to consumer},
author={Gini Stephens Frings}, year={1982} }
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Business; I. THE FUNDAMENTALS OF FASHION. 1. Fashion Development. 2. Consumer Demand and Fashion Marketing. 3. Fashion Change and Consumer Acceptance. 4. Fashion Research and Resources. II. THE RAW ...

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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, ...

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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.

In *From Concept to Consumer*, renowned product developer Phil Baker reveals exactly what it takes to create great products and bring them to market. Baker's product successes range from Apple's PowerBook to the Stowaway portable keyboard, the most successful PDA accessory ever created. Here, he walks you through the entire development process, showing how to develop products holistically, reflecting the crucial linkages between product design, engineering, testing,

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manufacturing, marketing, and distribution. You'll discover what makes a winning product, and why great ideas are just 5% of the process...the easiest 5%! You'll find practical guidance for planning, establishing teams, creating marketing requirements, avoiding "feature creep," prototyping, protecting intellectual property, market testing and positioning, preparing for customer service, implementing the optimal distribution strategy, and much more. After you've delivered your first breakthrough product, Baker shows how to follow up with another winner! Optimize your entire product development process Make everything work together seamlessly: from planning and engineering through distribution and marketing Get breakthrough industrial design without overpaying for it Deliver products that create a powerful emotional bond with your customer Time product delivery for maximum competitive advantage Make sure you don't reach your market too late—or too early, either Leverage Asian manufacturing without falling victim to its pitfalls Successfully coordinate even the most complex worldwide product delivery programs

Highlighting the skills and considerations needed to manage products, Virginia Grose introduces key processes such as product development, the supply chain and branding to help you quickly get to grips with the business side of fashion. Examining

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traditional and newer roles within the industry, discussing the roles of buyers, retailers and merchandisers interviews and case studies give insight into the realities of this competitive industry. This second edition has all new case studies, interviews and projects as well as coverage of sustainable practice, the use of social media, the circular economy and slow fashion. There's also more on digital storytelling, online and offline retailing and elements of retail entertainment for customers plus the impact of fast fashion throughout the industry.

This informative, full-color text takes students step-by-step through the decision-making involved in the pre-production processes of apparel product development---planning, forecasting, fabricating, line development, technical design, pricing, sourcing, and distribution. It demonstrates how these processes must be coordinated to get the right product to market, when consumers want it, and at a price they are willing to pay. The 4th Edition has been edited around a new metastructure to maximize student learning. It continues to build on the themes of sustainability, business ethics, and the

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impact of fast fashion and social media while seeking to address opportunities for both large and small companies, and entrepreneurs. The text advances its discussion of how new technologies continue to shorten the product development calendar. Chapters have been updated to include current examples, updated charts and graphs, and more case studies. There are updated references to contemporary developments with examples relevant to today's student. New to this Edition · Includes international examples and case studies that address the effects of globalization · Advances the discussion of the pros and cons of fast fashion vs. slow fashion · Revised, easier-to-read charts and graphs and 30% new color photographs · Thoroughly revised Chapters 12 (Sourcing) and 13 (Costing and Pricing) updated with most recent info on trade laws, changes in sourcing criteria and wages in international sourcing countries Beyond Design STUDIO · Study smarter with self-quizzes featuring scored results and personalized study tips · Review concepts with flashcards of essential vocabulary · Watch videos that bring chapter concepts to life PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501315480. STUDIO Instant Access can also be purchased or rented separately on

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BloomsburyFashionCentral.com.

A comprehensive text on how to develop, market, and sell your own product lines as independent labels or brands.

This book explores how clothing consumption has changed in Russia in the past 20 years as capitalism has grown in a postsocialist state, bringing with it a "consumer revolution." It shows how there has been and continues to be a massive change in the fashion retail market and how ideal lifestyles portrayed in glossy magazines and other media have contributed to the consumer revolution, as have shifts in the social structure and everyday life. Overall, the book, which includes the findings of extensive original research, including in-depth interviews with consumers, relates changes in fashion and retail to changing outlooks, identities, and ideologies in Russia more generally. The mentioned changes are also linked to the theoretical concept of fashion formed in postsocialist society.

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