



Fashion: From Concept to Consumer (9th Edition)

By Gini Stephens Frings

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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!

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Editorial Review

From the Back Cover

9th Edition

FASHION From Concept to Consumer

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New and updated information in all four parts and 190 illustrations:

Fashion Fundamentals :

- Changing U.S. demographics
- New developments in globalization, sourcing, imports, and quota elimination
- The newest trade agreements
- Latest technological advances in garment and textile production, fashion business communications, E-commerce, database marketing, and merchandise information systems
- New resources for color and design
- New information on fashion forecasting and market research
- Updates on fashion services, web sites, and publications

Textiles:

- Newest high-tech fiber development including PLA, spider silk, and casein
- Trends in textile product development, production, and marketing
- Nano-technology and "Smart" or "Performance" fabrics
- New statistics and technical information
- New marketing strategies
- Garment packages and imports
- New information on trims

Manufacturing:

- Newest information on designers and international fashion centers
- New designer profiles
- The changing role of manufacturing
- Product data management systems
- Update on global sourcing and imports
- Brand extensions and acquisitions
- New information on accessory product development and marketing
- New information on trade shows, updates on locations and timing of markets
- Runway vs. showroom
- Manufacturer/retailer relationships

Retailing:

- New information on categories, store ownership, and organization
- New information on shopping center categories
- Consolidations and acquisitions

- Global expansion
- Retailers as manufacturers
- National brands vs. private label
- New retail marketing focus
- Store planning and design
- Newest trends in retail marketing

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Heather Roberts:

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Sheila Seim:

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