



Beyond Design: The Synergy of Apparel Product Development

By Myrna B. Garner, Sandra Keiser

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This practical text takes students step-by-step through the pre-production processes of apparel product development: planning, forecasting, fabricating, line development, technical design, pricing, and sourcing. 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. Now in full color, this 3rd Edition includes a greater focus on sustainability and business ethics, fast fashion calendars and their impact on product development, and the effect of social media on design and distribution. The text also includes a discussion of how technologies-such as color matching, body scanning, and the use of avatars for fitting and patternmaking-have advanced in their accuracy and commercial applications. Chapters have been updated to incorporate current practices in sourcing, pricing, and costing with a more focused point of view on how increasingly sophisticated distribution channels impact the product development process.

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Editorial Review

From the Inside Flap

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About the Author

Sandra J. Keiser is associate professor and chairperson of the Fashion Department of Mount Mary College.

Myrna B. Garner is associate professor in the Department of Family and Consumer Sciences at Illinois State University and a member of the Graduate Faculty.

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