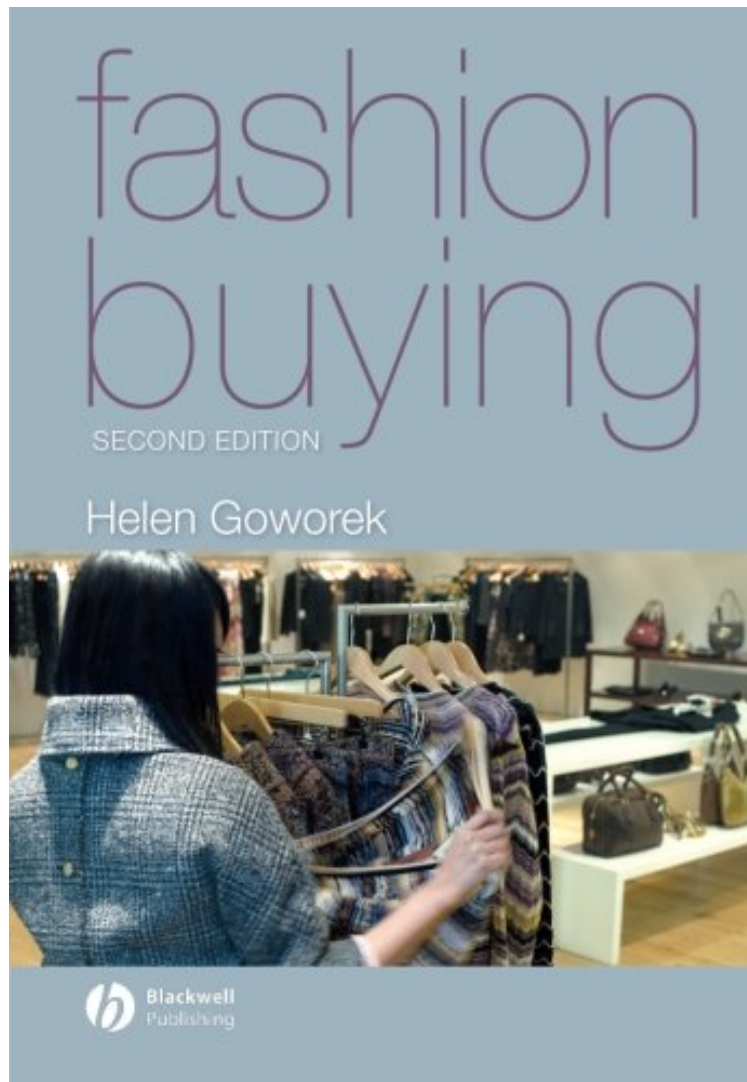


(Ebook free) Fashion Buying

## Fashion Buying

*Helen Goworek*

*\*Download PDF / ePub / DOC / audiobook / ebooks*



 Download

 Read Online

#2054184 in Books Wiley-Blackwell 2007-06-05 2007-05-22 Original language: English PDF # 1 9.53 x .42 x 6.831, .97 #File Name: 1405149922200 pages | File size: 64.Mb

**Helen Goworek : Fashion Buying** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashion Buying:

27 of 27 people found the following review helpful. Informative Look at Fashion BuyingBy StyleSnobFashion Buying by Helen Goworek is a small textbook focusing in on the fashion buying aspect of retail/fashion careers. The book does a wonderful job of covering every aspect of fashion buying. Helen discusses the cycles of fashion, fashion trends, fashion pricing, and gross profit calculations. She also goes over the main points of a fashion buyer's career such as liaising with suppliers, manufacturers, traveling, etc. She also details the various differences for the buyer in a small company, a big company, as well as mail order and internet retailing. A portion of the book is also dedicated to

interviews with buyers from stores in the UK as they detail their day to day life and what they enjoy or don't enjoy about fashion buying. This is a British book and all the research and examples used are for British companies and currencies. It doesn't affect the knowledge gained from the book since buying is essentially an international job that translates across all countries but some readers may be more comfortable reading about math and examples for stores they are familiar with in their own countries.

Fashion buying, a key component in fashion retailing, is second only to design as a career option for fashion graduates. The buyer has a central role in influencing what consumers choose to wear and in determining whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourcing and budgeting. This comprehensive textbook describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, give a clear insight into this exciting and challenging role. The new edition has been revised throughout, includes more emphasis on buying for the internet, and all the interviews have been updated or replaced.

From the Back Cover Fashion buying, a key component in fashion retailing, is second only to design as a career option for fashion graduates. The buyer has a central role in influencing what consumers choose to wear and in determining whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourcing and budgeting. This comprehensive textbook describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, give a clear insight into this exciting and challenging role. The new edition has been revised throughout, includes more emphasis on buying for the internet, and all the interviews have been updated or replaced. About the Author Helen Goworek is senior lecturer in fashion buying, merchandising and product development at Nottingham Trent University. Her experience in industry includes having worked in both buying and design for several major UK fashion retailers.