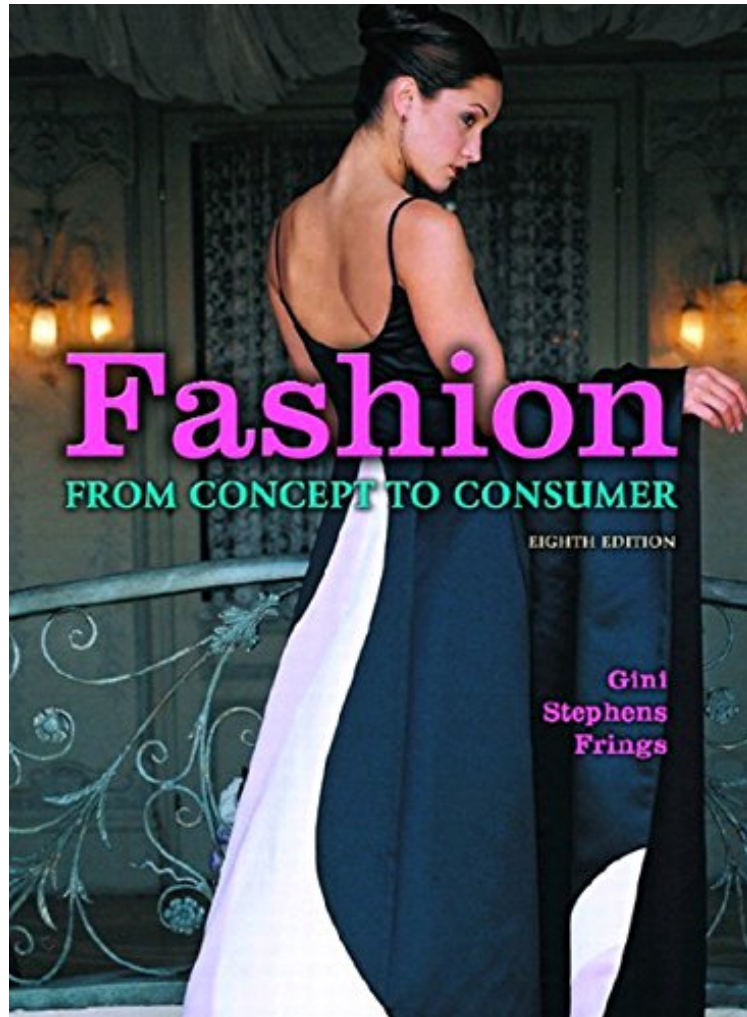


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Fashion: From Concept to Consumer (8th Edition)

Gini Stephens Frings

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Gini Stephens Frings : Fashion: From Concept to Consumer (8th Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashion: From Concept to Consumer (8th Edition):

0 of 0 people found the following review helpful. Five StarsBy PABLO SUMANVery good condition1 of 1 people found the following review helpful. Awesome book ! I Prefer the hardcover copy.By CheriI was introduced to this book as a student @ Fashion Institute of Design and Merchandising (FIDM). I often referred to this book to enhance my skills in the fashion industry. I currently misplaced this book and my heart is broken. I love this book.10 of 11 people found the following review helpful. thoroughly covered materialBy student 09I used this textbook in a college course called Survey of the Fashion Industry. The text covers all aspects of merchandising, with a strong focus on fashion design (entire chapters on textiles, etc). Good photos and lots of material!

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, chapter objectives, review questions, terminology, and projects to aid in reviewing the subject matter. Part One concentrates on fashion fundamentals; Part Two covers the development, production, and marketing of raw materials, including textiles, trimmings, leather, and fur; Part Three discusses international fashion centers and traces the fashion manufacturing process from design and merchandising development through production and marketing to retailers; Part Four covers retailing. A valuable 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.

From the Back Cover **NEW VISUAL FOCUS!** 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 Latest 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 Latest high-tech fiber development, including PLA, spider silk, and casein Trends in textile product development, production, and marketing Nanotechnology and "Smart" or "Performance" fabrics New statistics and technical information New marketing strategies Garment packages and imports New information on trims
MANUFACTURING Latest 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, location updates, 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 Consolidation and acquisitions Global expansion Retailers as manufacturers National brands vs. private label New retail marketing focus Store planning and design Latest trends in retail marketing Excerpt. Reprinted by permission. All rights reserved. The purpose of this book is to tell the whole story of how the fashion business works, in sequential order from concept to consumer. The fashion business is a series of buying supplies, creating and developing a new product, and marketing the product. The fashion business includes all the processes involved with producing raw materials, apparel, and accessories and the retail stores that sell fashion merchandise to the public. It is important for executives in the fashion industry to know how all of these processes interrelate. Fashion designers and merchandisers work with textile producers to develop fabrics that they need for their apparel and accessories. Manufacturers must know how to create garments and accessories that sell on the retail level. Retail fashion buyers should understand how garments and accessories are designed so that they can be creative merchandisers and make wise buying decisions. They may also have to develop products and source production themselves for private label merchandise. The entire marketing chain has become interconnected. **PART ONE** concentrates on fashion fundamentals, information needed by everyone in the fashion business. Chapter 1 traces the development of fashion and the fashion industry as a background to understanding today's business. Chapter 2 shows how consumer demand affects fashion marketing. Chapter 3 explains fashion change and consumer acceptance. Chapter 4 covers market research, fashion analysis, and design resources. **PART TWO** covers the development, production, and marketing of raw materials, including textiles, trimmings, leather, and furthe supplies needed for fashion manufacturing. **PART THREE** discusses international fashion centers and traces the fashion manufacturing process from design and merchandising development through production and marketing to retailers. **PART FOUR** covers retailing: types of retail organizations, merchandisingthe buying and selling process, and marketing. Each chapter contains a career focus, chapter objectives, review questions, terminology, and projects to aid in reviewing the subject matter. The appendix contains information on career guidelines and a glossary of fashion terminology. Just as the fashion industry has changed dramatically over the last 20 years, each edition of Fashion: From Concept to Consumer changes with it. As the industry has become more marketing oriented, so has this book. As the industry has seen a tremendous growth in men's wear and accessories, this book has much more information on both. As computer technology has changed how fashion is produced and distributed, the book describes applications in every area. As production has moved offshore, this book has new information on global sourcing. Fashion explains the changes in relationships between levels of the industry: how some textile companies are producing full-garment packages, how manufacturers have become retailers and retailers have become manufacturers. Fashion: From Concept to Consumer describes how these major changes have affected every aspect of the fashion business. This book tells the complete story of the fashion business and is a valuable tool for any introductory course in fashion, including Introduction to Fashion Design, Introduction to the Fashion Industry or Manufacturing, Introduction to Fashion Merchandising or Retailing, or Introduction to the Fashion Business. There is also important information for trend research, textile marketing, apparel manufacturing, accessory design, production and marketing, and advertising and promotion. This is

a text for specialists as well as those who are taking only a single course in fashion. In fact, it will interest anyone who wants to know more about fashion and the fashion business'