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Fashion Marketing & Merchandising



Synopsis

Fashion Marketing & Merchandising brings to life the business aspects of the fashion world. It presents the basics of market economics, textiles, design, and promotion. This edition gives an in-depth view of the entire textile/apparel/retail soft goods chain and offers a comprehensive study of retail fundamentals and strategies for retail success. Hundreds of new color photos make the world of fashion come to life for fashion marketing and merchandising students.

- Describes the latest concepts in manufacturing, mass customization, and niche specialization; trends in globalization; and environmental issues.
- Explains computer technologies, such as robotic manufacturing, automatic replenishment of merchandise, and Internet retailing.
- Fashion in Action activities encourage students to apply many of the concepts learned in the chapter to real-life situations.
- Extensive glossary helps students learn terms related to fashion marketing and merchandising.

Book Information

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Customer Reviews

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examples, and appropriate readability are hallmarks of Goodheart-Willcox products.

It is now several years that I work in the commercial side of the fashion industry (trading). This book offers a scenic panorama of the fashion business processes from A to Z. Anyone working in the fashion business should have at least the basic knowledge of the merchandising cycle, from raw materials, to manufacturing, distribution and retail. I recommend it.

give outdated info; nonetheless, does give some basic frameworks to the old way of doing business - not applicable for today fierce market competitions, just archive knowledge that might be of use to someone.

Great

A lot of information

Not what it said it was.

Excellent

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