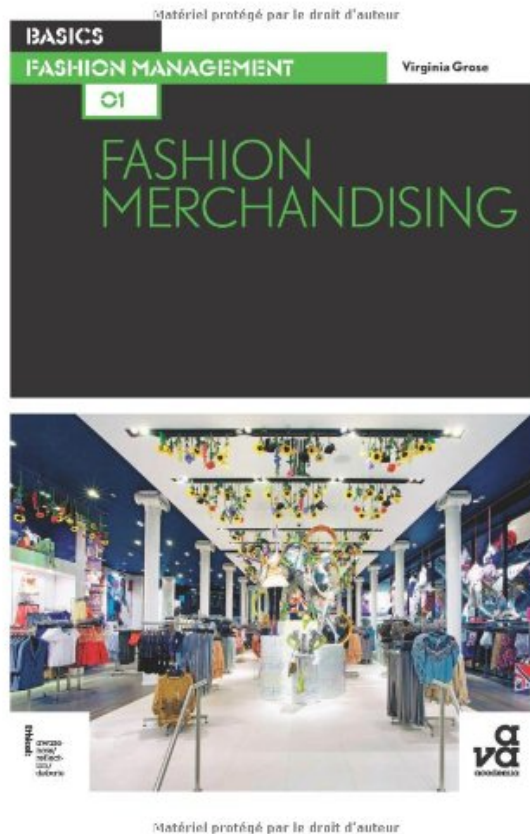


BASICS FASHION MANAGEMENT 01: FASHION MERCHANDISING BY VIRGINIA GROSE



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Review

'It explores the intricate process of design from imagining all the way to established brand. It specifically examines key steps like concept, product development, retail strategy, the supply chain and branding. After reading and returning to it, I think this should be a textbook given to every fashion student.

[Fashion Merchandising] uses modern case studies and includes interviews from fashion gurus to establish a thorough understanding of each phase of development. I've been planning a commercial line for a while now and this book gave me amazing insight. Even when you eat, sleep and breathe fashion, there's always new information to consider and so many spheres within, not to mention the knowledge you might have forgotten! This book serves as a great resource for any fashion employee in the different departments as it aptly demonstrates what a well-oiled symbiotic machine the industry is. It's always wise to be aware of how one's own position fits into the ecosystem of one's chosen ambitions. There's always room to adapt to a new role, fashion will never be obsolete as it continually evolves and remains a fast-growing industry.

I enjoyed the examples in Concept to Customer because everything is helpful and easy to follow, no verbosity in sight. I especially responded to the case studies examined in every section, they drive home and expand on the information gathered in the chapter by matching it to a relevant company; the focus on Topshop was my favorite. I can speak for myself and say this book will be an important reference guide in my ongoing journey though fashion. The bottom line is, Concept To Customer is a fast read that contains a goldmine of information for a novice and holds important considerations for the professional.'

www.safashiongirl.com, May 2012

'I will be recommending this book to my class for spring. I will be suggesting students purchase some other AVA books from the Basics series as well ... I like the case studies and interviews included in the books.'
Mitzi Cook, Appalachian State University, USA

'Having spent the last 16 years in Buying & Merchandising I found the book to be a very good reflection of

the overall process of getting a product to the customer ... It is refreshing to see books that are very current on the subject area, with some great relevant examples.'

Paul Mackie, University of Southampton, UK

'Excellent, really a beautiful book.'

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'It's a great book and perfectly summarises what our course is all about, as well as being visually stimulating, which I feel is important for a Creative Industries course.' Karen Cross, The Robert Gordon University, UK

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Highlighting the skills and considerations needed to manage products, this book will also help readers to understand processes such as product development, the supply chain and branding. It examines traditional and newer roles within the industry, discussing the roles of buyers, retailers and merchandisers. Interviews, photographs and case studies combine to make this an exciting and current career guide.

- Sales Rank: #715058 in Books
- Brand: Brand: Fairchild Books
- Published on: 2011-12-28
- Released on: 2011-12-28
- Original language: English
- Number of items: 1
- Dimensions: 9.09" h x .60" w x 6.34" l, 1.20 pounds
- Binding: Paperback
- 184 pages

Features

- Used Book in Good Condition

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