



Fashion: From Concept to Consumer, 7th Edition

By Gini Stephens Frings



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Fashion: From Concept to Consumer, 7th Edition By Gini Stephens Frings

For Introduction to the Fashion Industry, Introduction to the Fashion Business, Fashion Merchandising, Fashion Marketing, Fashion Manufacturing, Fashion Design, and Fashion Analysis courses. 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. It is a valuable tool for anyone who wants to know more about fashion and the fashion business.



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Editorial Review

From the Back Cover

LOOK WHAT'S NEW!

New and updated information in all four parts and 55 new photos:

FASHION FUNDAMENTALS

- Changing U.S. demographics
- New developments in globalization
- 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

- Newest fiber development including PLA corn fiber
- Trends in textile product development, production, and marketing
- Performance fabrics, digital printing, and new finishes
- New statistics and technical information
- New marketing strategies
- Garment packages
- New information on types of trims, threads, and elastics

MANUFACTURING

- Newest information on designers and international fashion centers
- New information on product development, merchandising, and scheduling
- Product data management systems
- Update on global sourcing and imports
- Mass customization
- Accessory designers and brands add apparel lines
- Accessories involvement with E-commerce and licensing
- New information on accessory product development and marketing
- New information on trade shows, updates on locations and timing of markets
- Runway vs. showroom
- Virtual showrooms
- Manufacturer/retailer relationships and automatic replenishment

RETAILING

- New information on categories, store ownership, and organization
- Retailing involvement in E-commerce
- Global expansion
- Newest buying strategies and procedures
- National brands vs. private label

- New retail marketing focus

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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 who work for manufacturers must work with textile producers to develop fabrics that they need for their apparel and accessories. Manufacturers must also understand the importance of selling 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.

Part One concentrates on fashion fundamentals. 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, information needed by everyone in the fashion business.

Part Two covers the development, production, and marketing of raw materials, including textiles, trimmings, leather, and fur—the 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 sales to retailers.

Part Four covers retailing: types of retail organizations, merchandising—the 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 appendices contain 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 too has much more information on men's wear and accessories. As computer technology has changed how fashion is produced and distributed, the book describes applications in every area. *Fashion* explains the changes in relationships between levels of the industry; 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 completely tells the story of the fashion business and is a valuable tool for any introductory course in fashion: 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 textile marketing, apparel manufacturing, accessory design, production and marketing, and advertising and promotion. This is a text for specialists as well as for 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.

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Users Review

From reader reviews:

Douglas Stevens:

This Fashion: From Concept to Consumer, 7th Edition is great reserve for you because the content which is full of information for you who also always deal with world and still have to make decision every minute. This book reveal it information accurately using great manage word or we can say no rambling sentences inside. So if you are read this hurriedly you can have whole details in it. Doesn't mean it only will give you straight forward sentences but tricky core information with wonderful delivering sentences. Having Fashion: From Concept to Consumer, 7th Edition in your hand like finding the world in your arm, details in it is not ridiculous one. We can say that no book that offer you world within ten or fifteen moment right but this publication already do that. So , this is good reading book. Hey there Mr. and Mrs. busy do you still doubt in which?

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Kenneth Armstrong:

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