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# Basics Fashion Management 01: Fashion Merchandising



## Synopsis

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.

## Book Information

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## Customer Reviews

This book was assigned for my Introduction to Fashion class. I like the layout, it's aesthetically pleasing. While it's informative on the given subject, the book is not well written. In case it's not in the description, this book uses UK English. I don't really have a problem with UK English, but my classmates and I are constantly confused by the text, especially when answering the discussion questions. A lot of it could be worded differently. There are a lot of typos, and the brands they write about for examples are almost all strictly European. They mostly mention Primark, Marks and Spencer and Topshop. All in all, it's sufficient for the subject, but I will be reselling after I'm finished with the class. I can't see having to refer back to it later on in my education.

Interesting Content, I wish there were more case studies but besides that I highly recommend the book. I would also recommend with this purchase in Fashion, which is more of an extensive

perspective on different roles within the fashion industry.

Great price and quick delivery.

Excellent!

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