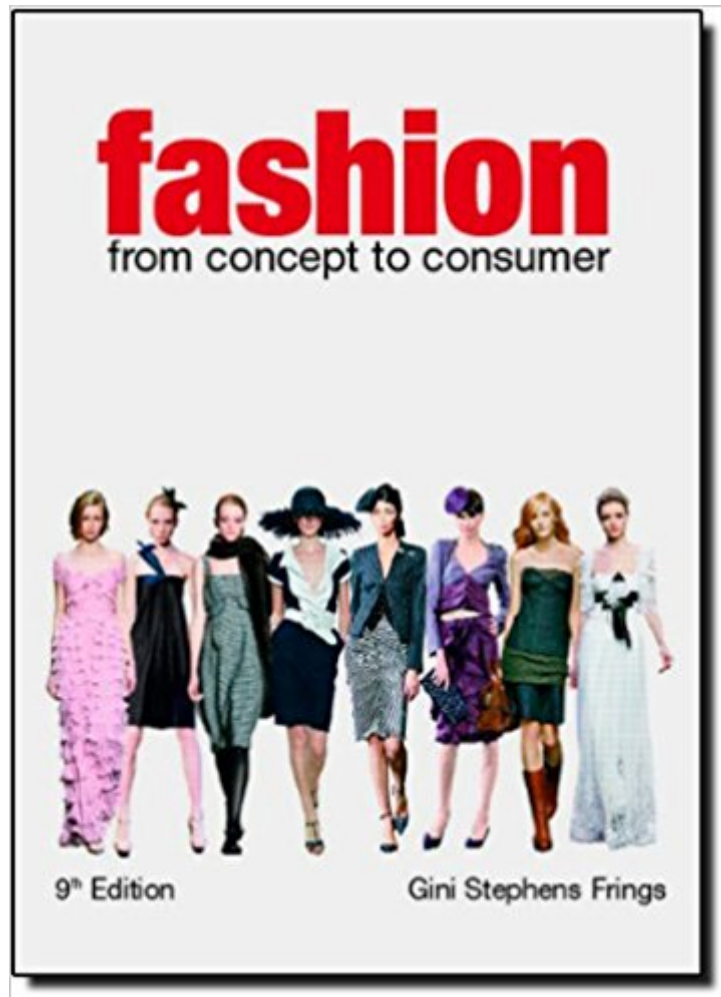# Fashion: From Concept To Consumer (9th Edition)

Synopsis

An invaluable 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, Fashion: From Concept to Consumer tells the entire story of how the fashion business works. 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. This edition includes new information on globalization, manufacturing technologies, branding, retailing and more!

Book Information

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Customer Reviews

this book is very interesting and FULL of great info!!!! It is required reading for my fashion design business class but would buy it even if it wasn't just for the information it contains. GREAT READ!!!

It's a great book.. I will definitley recommend to everyone who wants start your own fashion line...

I needed it for interviews. Has the basics and takes you through the process. Isn't cheap though. This is a Haute Couture book. See what I learned!

This book is really good, even through it is used it still has its quality and everything as a brand new book. I would recommend this book to any fashion related course. I needed this book for one of my

classes.

Lots of fun facts and useful information. The chapters are long but its still a pretty easy read. good book

I am so happy that you can rent Textbooks from , it saved me a lot of money. The on campus book store sold it for tons more new, they had no used textbooks.

This book was required for my university class, I've really enjoyed reading every chapter, it explains how the fashion industry opreates today.

I liked having this book because I bought it used and even though I can tell it was used, it wasn't damaged bad and was great to use.

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History Is Changing Our Concept of Religion