



## **Fashion: From Concept to Consumer (6th Edition)**

*By Gini Stephens Frings, Frings*

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This thoroughly revised survey examines the entire fashion industry from product development in textiles, apparel, and accessories, to marketing, wholesale distribution, and retailing. Featuring 125 exceptional color illustrations and 25 historic photographs, this edition starts readers off with a foundation in fashion fundamentals. It covers the development, production, and marketing of raw materials and traces the fashion manufacturing process from design and merchandising development through production and sales to retailers. It also provides information on every major designer and manufacturer including: Tommy Hilfiger, Donna Karan, Calvin Klein, Ralph Lauren, Isaac Mizrahi, and many more. The Sixth Edition now includes all-new sections on demographics, psychographics, globalization, marketing strategies, computer technology, and women's, men's and children's apparel and accessories. For professionals in the fashion industry, or individuals who want to learn more about it.

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