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Fashion From Concept To Consumer

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

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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.

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This course will use this framework to link these concepts to the apparel and accessories markets also known as the "fashion industry." Learners will look at how products are created from the design concept to the consumer while paying particular attention to the relationship between various departments (design, production, sourcing, costing) within an individual organization.

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The concept is not entirely new, of course. Fast-fashion retailer Zara is a master of offering consumers a near-constant stream of newness. Several Internet-born retailers have also embraced a faster fashion cycle. Everlane, a San Francisco-based start-up selling minimalist basics, drops one or two new products every week or so.

From Fashion Cycle to Fashion Feed | Intelligence | BoF

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Part one: The fundamentals of fashion --Fashion development --Consumer demand and fashion marketing --Fashion change and consumer acceptance --Fashion research and resources --Part two: The raw materials of fashion --Textile and fabric production --Textile product development and marketing --Trims, leather, and fur --Part three: Fashion ...

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