



The Dynamics of

FASHION

ELAINE STONE



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The Dynamics of Fashion



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Incorporating the knowledge of the writer and her five previously editions of Fashion Merchandising: An Intro, this book covers item development, home fashions, retailing strategies, and examines how communication trends and technological advances influence the fashion world. This text supplies the foundation for an array of careers in the fashion business.



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Completely Amazing (from my first look) I ordered this publication because I found it was a textbook for an Into to Style course at Match. Although I am not a student, I plan on applying there in 2014. Super satisfied Great Read and Resource This book is great. Out of the few I've examine so far this seems probably the most appealing to read for a nonstudent. Often times, students purchase textbooks for the training course and sell them after the semester, but I'd highly recommend keeping this book as it is a fairly modern book that seems to do good job at touching on the past and present of style. Photos abound in this rather large text book therefore be prepared for images from Chanel's S/S 2008 couture show, among many other delightful images. I wouldn't sell it back because it is such a great resource even for people who don't intend to pursue a fashion career. I bought it for a style industry overview class, and overall it was a fascinating and informative read. product fashion book helped me a lot with my studying. Great Teaching Reference Purchased this as a teaching reference for style marketing. Amazing I purchased it used, nonetheless it was simply like brand new. Many facets of the style sector are engagingly and succinctly provided. This text is especially helpful for using to instruct college students about the breadth of the market, its origins in the States, in particular, with the relevant, complete highlights about designers, suppliers, brands, and much more! Quality!! I am really content with this text! Amazing quality! In the mean time I have ordered and read several fashion textbooks. Therefore in short I recommend this for anyone seriously considering a profession in fashion and seeking to get a leg up or a good introduction to the business. Five Stars Satisfied with buy & As I have only browse the first chapter I cannot touch upon the entirety of the textbook with regards to chemical, but as of now it is very interesting and readable. This content, pictures, format, grammar, punctuation, and writing design is pleasing for just one who's particular about all the above. For those that require this book for college, I recommend you keep it for later. wish I approved the class but it was a great book. love it Five Stars Perfect text book Five Stars Excellent book, looks brand new even though I'm renting it used good good Three Stars ok Three Stars Ok



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