



The Dynamics of

FASHION

SECOND EDITION

ELAINE STONE

Elaine Stone

The Dynamics of Fashion



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Featuring the most recent facts and figures, and probably the most current theories in fashion development, creation, and merchandising, this book provides a broad basis for learners hoping to become a portion of the industry. Fashion today is fast-paced, technologically savvy, and global--and this fourth edition of *The Dynamics of Style* has been updated to be on the leading edge. Hundreds of illustrations make the business enterprise aspect fun. Apparel, components, cosmetics, home fashions, green style, and more are explored at length. Fresh, forwards, challenging, and comprehensive, Elaine Stone's classic text is for all those in fashion who wish to become both in the now and in the know.

New to This Edition:- More than 150 new full-color photographs highlighting individuals, principles, practices, and techniques of the style business- Updated coverage of the latest industry trends, including developments in sustainability, e-commerce, and the usage of social media for fashion marketing- Revised charts and illustrations with up-to-day data- Updated glossary with an increase of than 500 industry terms

New content and illustrative examples within the following features:

- Fashion Focus reports on the interesting people and events which are influencing fashion correct now-
- Then and today highlights the cyclical nature of fashion as seen through yesterday's classics and today's emerging trends



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Certainly Amazing (from my first look) I ordered this reserve because I found it had been a textbook for an Into to Fashion course at FIT. Quality! For those that need this book for school, I recommend you retain it for later. So in short I recommend this for anyone seriously considering a profession in fashion and seeking to get a leg up or an excellent introduction to the business. Often times, students order textbooks for the program and sell them following the semester, but I'd 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 fashion. This text is particularly helpful for using to instruct learners about the breadth of the sector, its origins in the States, specifically, with the relevant, detailed highlights about designers, suppliers, brands, plus much more! As I've only browse the first chapter I cannot comment on the entirety of the textbook with regards to substance, but as of now it is very beneficial and readable. Out of the few I've read so far this seems probably the most appealing to read for a nonstudent. In the mean period I've ordered and read many fashion textbooks. Many facets of the fashion market are engagingly and succinctly provided. I purchased it for a style industry overview class, and overall it had been a fascinating and informative read. Great Teaching Reference Purchased this as a teaching reference for style marketing. Images abound in this rather large text book so be prepared for pictures from Chanel's S/S 2008 couture present, among a great many other delightful photos. Although I am not really a student, I anticipate applying there in 2014.! Amazing I bought it used, but it was simply like brand new. Amazing quality! Super satisfied Great Read and Resource This book is great. I am really content with this text! The content, images, format, grammar, punctuation, and writing design is pleasing for just one who is particular about all the above. I wouldn't sell it back because it is such an excellent resource even for people who don't intend to pursue a fashion career. Five Stars Satisfied with purchase & product fashion book helped me a whole lot with my studying. wish I exceeded the class nonetheless it was a great book. love it Five Stars Perfect text book Five Stars Very nice book, looks brand new even though I'm renting it used good good Three Stars ok Three Stars Ok



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