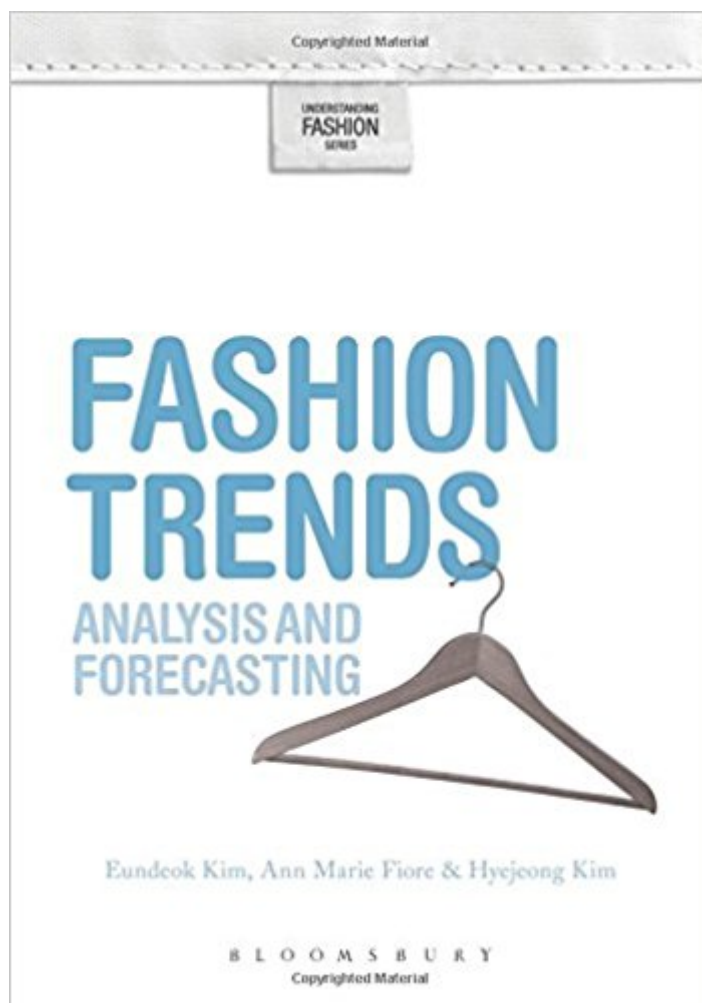


The book was found

Fashion Trends: Analysis And Forecasting (Understanding Fashion)



Synopsis

This text is designed to introduce undergraduate students to the central concepts of fashion trend analysis and forecasting. Exploring the roles of both consumers and industry personnel as product developers, gatekeepers, and promoters of fashion trends, the book demonstrates how and why forecasting is vital to successful product and brand development. Fashion Trends: Analysis and Forecasting covers a wide range of key topics, such as the impact of fashion consumption on the environment, economic development, and socio-cultural change, as well as the impact of social responsibility and the digital consumer on current fashion trends. Designed to aid teaching and learning, each chapter includes key words, summaries, engaging case studies, discussion questions, and suggested class activities. Using this book as a guide, students will develop an understanding of the process, methods, and influence of trend analysis and forecasting for the fashion business, and will be encouraged to think through the core issues creatively. An essential text for students of fashion and design.

Book Information

Series: Understanding Fashion

Paperback: 192 pages

Publisher: Bloomsbury Academic (November 22, 2011)

Language: English

ISBN-10: 1847882935

ISBN-13: 978-1847882936

Product Dimensions: 6.8 x 0.4 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #62,531 in Books (See Top 100 in Books) #54 in [Books > Arts & Photography > Decorative Arts & Design > Textile & Costume](#) #61 in [Books > Business & Money > Industries > Retailing](#) #117 in [Books > Arts & Photography > Graphic Design > Commercial > Fashion Design](#)

Customer Reviews

Eundeok Kim is Associate Professor in the Department of Retail Merchandising and Product Development at Florida State University. Ann Marie Fiore is Professor in the Department of Apparel Educational Studies and Hospitality Management at Iowa State University. Hyejeong Kim is Assistant Professor in the Department of Consumer Affairs at Auburn University.

Dr. Kim is very smart and I enjoyed learning from her.

The book is good but very repetitive in some parts. Has good fashion terms. Needs more images or examples and the links are not updated.

As described and fast shipping.

Good book

[Download to continue reading...](#)

Fashion Trends: Analysis and Forecasting (Understanding Fashion) Trends in Hip-Hop Dance (Dance and Fitness Trends) (Dance & Fitness Trends) African Dance Trends (Dance and Fitness Trends) (Dance & Fitness Trends) Trends in Martial Arts (Dance and Fitness Trends) (Dance & Fitness Trends) Financial Risk Forecasting: The Theory and Practice of Forecasting Market Risk with Implementation in R and Matlab Forecasting, Time Series, and Regression (with CD-ROM) (Forecasting, Time Series, & Regression) Fashion Forward: A Guide to Fashion Forecasting Teens & Suicide (Gallup Youth Survey: Major Issues and Trends) (Gallup Youth Survey: Major Issues and Trends (Mason Crest)) Nursing Today: Transition and Trends, 8e (Nursing Today: Transition & Trends (Zerwekh)) Line Dances Around the World (Dance and Fitness Trends) (Dance & Fitness Trends) Coin World 2014 Guide to U.S. Coins: Prices & Value Trends (Coin World Guide to Us Coins, Prices & Value Trends) Fashion 2.0: Season of Change: A Forecast of Digital Trends Set to Disrupt the Fashion Industry Learning about Popular Fashion Trends | Children's Fashion Books Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Fashion Forecasting: Studio Instant Access Fashion Forecasting Midlatitude Synoptic Meteorology: Dynamics, Analysis, and Forecasting Complete Weather Resource - Volumes 1,2 & 3 (Understanding Weather-Weather Phenomena- Forecasting & Climate) Fashion Illustration Art: How to Draw Fun & Fabulous Figures, Trends and Styles North Korea Confidential: Private Markets, Fashion Trends, Prison Camps, Dissenters and Defectors

Contact Us

DMCA

Privacy

FAQ & Help