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This book is great. I have go through and so i am confident that i will going to read through once again again in the future. I am just easily can get a satisfaction of looking at a written book.

(Miss Vernie Schimmel)

FASHION FORECASTING: BUNDLE BOOK + STUDIO ACCESS CARD (MIXED MEDIA PRODUCT)



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Bloomsbury Publishing PLC, United States, 2015. Mixed media product. Condition: New. 4th Revised edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. How do retailers decide which colors and styles are featured in their stores? What factors influence the patterns, textiles and silhouettes designers show in their collections? These choices are all made with the help of fashion forecasting-a dynamic industry that identifies the trends that influence what people will be wearing in the future. This text provides students with a comprehensive understanding of the forecasting process, from studying fashion innovation and cultural influences to conducting consumer research, exploring how to identify the who, what, where, when and why driving fashion change in our lives. New co-author Divita has revised the structure of each chapter to streamline content and improve the flow of information while discussing timely examples and industry applications. Ultimately, students will learn how to prepare and present their own fashion forecast. Features - Includes 150 color photographs showing current examples - Industry Profiles illustrate the types of job opportunities that exist for students and ground theoretical concepts in real-world application - End-of-chapter summaries, activities, and discussion questions engage students in creative application of concepts New to this Edition - New Chapter 5, Popular Culture and Forecasting , connects the influence of television, music, movies and social media to the rise of trends - Thoroughly updated Chapter 4, now entitled Modern Forecasting Methods , features current forecasters such as Trend Tablet, Perclers Paris, and Nelly Rodi Lab - New You Be The Forecaster feature allows students to apply the skills in each chapter in scenarios that simulate real-world career situations Fashion Forecasting STUDIO - Study smarter with self-quizzes featuring scored...



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