

# Fashion Marketing & Merchandising

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Suggested Grade Levels 10–12



**Fashion Marketing & Merchandising** leads students through the business aspects of the fashion industry in addition to the career opportunities it offers. Included are the basics of market economics, textiles, design, and promotion. The latest concepts for manufacturing, mass customization, and niche specialization are reviewed, as are newer technologies such as automatic replenishment systems and radio frequency identification (RFID). Industry globalization and consolidation are presented. Fashion careers, including entrepreneurship, are extensively covered in the last five chapters of the text.

- Students gain an understanding of the entire textile/apparel/retail soft goods chain, from product design to manufacturing to final customer sale.
- New retail trends are described, including showrooming, omni-channel retailing, and the latest Internet, mobile, and social media strategies.
- A chapter on key retail performance indicators and financial calculations exposes students to the quantitative needs of the business.



[www.g-w.com/fashion-marketing-merchandising-2014](http://www.g-w.com/fashion-marketing-merchandising-2014)



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Student Materials	ISBN	
<b>Text</b> , 672 pp., hardcover	978-1-61960-492-6	
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