# **CLOTHING AND FASHION**

# Fashion Marketing & Merchandising ©2014,4th Edition

by Mary G. Wolfe

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.

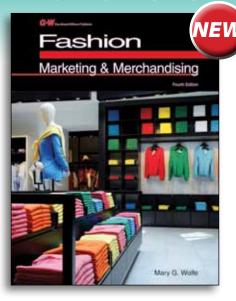
- Students gain an understanding of the entire textile/apparel/retail soft goods chain, from product design to manufacturing to final customer sale.
- New retail trends are described, including showrooming, omni-channel retailing, and the latest Internet, mobile, and social media strategies.
- A chapter 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





Student Materials	ISBN	
<b>Text</b> , 672 pp., hardcover	978-1-61960-492-6	
Student Workbook, 288 pp., softcover	978-1-61960-497-1	
Student Online Materials	370 1 01300 137 1	
Online Text, 6 yr. Classroom Subscription (min. 15)	978-1-61960-495-7	
Online Text Subscription Update*, (min. 15)	OTU04957	
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- 2. Fashion Movement
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- 6. Textile Fibers and Yarns
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- 8. Using Design in Fashion
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- 10. Ready-to-Wear Manufacturing
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#### **Retail Business Fundamentals**

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<sup>\*</sup> Update to this edition: offer available to current six-year online text classroom subscribers to this title.