

Fashion!

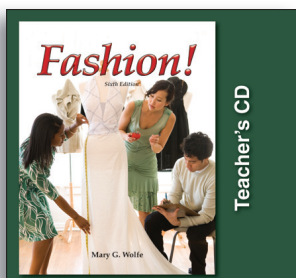
by Mary G. Wolfe, ©2012, 6th Edition



NEW! *Fashion!* gives your students an in-depth look at the exciting world of the fashion scene. This colorful text is designed for nonlaboratory textile and clothing courses. Fashion includes hundreds of images to illustrate concepts and enhance learning.

Fashion! can help your students become future employees in fashion-related businesses by helping them:

- Understand the apparel industry and learn the skills needed to become more attuned to consumer concerns.
- Explore globalization and trends for textile companies, apparel manufacturers, retailers, and consumers, including industry-wide collaboration, multichannel retailing, and cross-channel shopping.
- Analyze how Internet technology is changing fashion firms' product development, promotion, and selling through electronics (e-commerce) and how mobile applications and social media affect consumer comparison shopping and buying practices (m-commerce).
- Weigh the dilemma of imports, environmental sustainability, and ethical and social issues about companies when buying their goods.
- Discuss how to deter, detect, and defend against identity theft.
- Describe fashion design techniques.
- Gain exposure to the career clusters and the many career opportunities in the apparel industry.



Teacher's CD

Includes colorful presentations for each chapter to reinforce key concepts and terms. The CD includes chapter resources, answer keys, lesson plans, lesson slides, and related Web links.



Workbook

Each chapter includes a wide variety of activities to help students review and apply chapter concepts.

CONTENTS

Part One: Clothes and Fashion

1. The Why of Clothes
2. Knowing About Fashion
3. Garment Styles and Parts

Part Two: Apparel Industries

4. The Development of Fashion
5. The Textile Industry and Home Sewing Patterns
6. Apparel Production
7. Fashion Promotion and Retailing

Part Three Textiles: The Science of Apparel

8. Textile Fibers and Yarns
9. Fabric Construction and Finishes

Part Four Design: The Art of Apparel

10. The Element of Color
11. More Elements of Design
12. Principles of Design

Part Five: Consumers of Clothing

13. Wardrobe Considerations
14. Wardrobe Planning
15. Being a Smart Consumer
16. Making the Right Purchase
17. Apparel for People with Special Needs
18. Caring for Clothes

Part Six: Apparel Industry Careers

19. A Career for You
20. Careers in the Textile Industry
21. Careers in Apparel Design and Production
22. Fashion Merchandising and Other Retail Industry Careers
23. Careers in Fashion Promotion
24. Other Careers and Entrepreneurial Opportunities

EXAMVIEW® Assessment Suite



EXAMVIEW® Assessment Suite

Contains all the test master questions in the *Teacher's Resources* plus 25 percent more. Allows you to choose specific questions, add your own, and create different versions of the test.



FASHION!	ISBN	SCHOOL PRICE
Text	9781605254630	\$69.56
Workbook	9781605254647	\$17.56
Teacher's Resource Guide	9781605254654	\$92.76
Teacher's CD	9781605254661	\$107.96
EXAMVIEW Assessment Suite	9781605254678	\$203.96