



Fashion Forecasting: Bundle Book + Studio Access Card (Paperback)

By Evelyn L. Brannon, Lorynn R. Divita

Bloomsbury Publishing PLC, United States, 2015. Paperback. 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...



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Reviews

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