



# Fashion: From Concept to Consumer (9th Edition)

*Gini Stephens Frings*

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# Fashion: From Concept to Consumer (9th Edition)

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**Fashion: From Concept to Consumer (9th Edition)** Gini Stephens Frings

An invaluable tool for anyone who wants to know more about fashion and the fashion business, retail store buyers and merchandise managers, or merchandisers and designers working for apparel manufacturers, *Fashion: From Concept to Consumer* tells the entire story of how the fashion business works. It includes the processes involved with producing raw materials, apparel, and accessories, as well as the retail businesses that sell fashion merchandise to the public. Each chapter contains a career focus, chapter objectives, review questions, terminology, and projects to aid in reviewing the subject matter. This edition includes new information on globalization, manufacturing technologies, branding, retailing and more!

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