



## In Fashion

*Sheryl Farnan, Elaine Stone*

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This newest edition of the best-selling *In Fashion* offers a clear introduction to the fashion industry that is as dynamic as the business itself. Through concise language and full-color photographs, the text provides students with an overview of fashion, from its history, cyclical nature, and development, to the materials, producers, and retailers who impact the business on a global level. Whether their plans include design, product development, merchandising, buying, manufacturing, or entrepreneurship, students will gain a thorough understanding of how the industry works and what lies ahead for them professionally.

## **New to This Edition**

- Includes 40% new photographs, including more than 250 full-color photographs highlighting the people, practices, and techniques of the fashion business
- New boxed features "Spotlight on Careers" explores the wide range of career opportunities in the fashion industry through interviews with industry professionals; "Spotlight on Innovators" highlights people, products, and places that impact creative development and groundbreaking presentation of the fashion product; and "Spotlight on Business" explores the importance of technology, innovation, and business and marketing execution in this rapidly changing industry
- Covers updated textile trends and innovations (Chapter 5), current omni-channel practices in retailing (Chapter 11) and new material related to digital and social media (Parts 1 and 4)
- More focus on global aspects of the fashion industry and demographic influences such as increase in Hispanic population, Middle Eastern influences, and the effects of economics and politics on consumer choices throughout

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