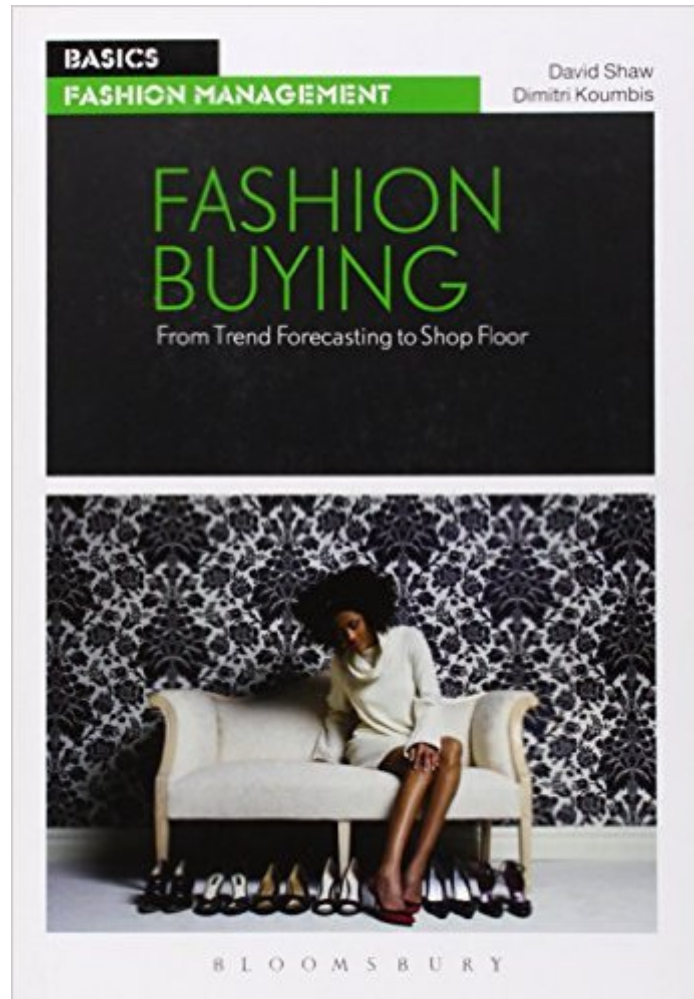


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# Fashion Buying: From Trend Forecasting To Shop Floor (Basics)



## Synopsis

**Fashion Buying: From Trend Forecasting to Shop Floor** uniquely looks at what fashion buying entails in terms of the activities, processes and people involved â “ from the perspective of the fashion buyer. It breaks down the five key areas of buying activity for those wishing to pursue a career in the industry; crucially exploring the role of the fashion buyer, sources of buying inspiration, sourcing and communication, merchandise planning, and trends in fashion buying. The book features insightful interviews with successful fashion creatives alongside business case studies, putting the contents of each chapter into professional context and perspective. Exercises and activities also enable you to apply your knowledge of the subject as you work through the book. Fully illustrated with inspiring imagery, **Fashion Buying** is an invaluable go-to handbook for fashion design, marketing, buying and merchandising students, written by industry experts.

## Book Information

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## Customer Reviews

This book is a breath of fresh air. Itâ™s very reader-friendly, clear to understand and what I love most it cuts to the chase without the wordiness. Each page provides graphics stills as examples to help the reader comprehend the given topic. One useful feature about this book is located at the end of each chapter in where youâ™ll be able to find a chapter summery along questions you should ask yourself, and group questions in order to âœtest yourselfâ • in what you have learned. As a fashion merchandiser, and a future Buyer this will be one of my "Go-to" books at all times. I would highly recommend this book to anyone entering the fashion world or who ever is currently in it

because, the book covers a variety of subjects that are useful for everyone in this industry and, is relevant to today's society.

I am a Fashion Marketing and Merchandising Major and would definitely recommend investing in this book to any of my peers. This book is very knowledgeable and the information given is easy to digest especially for readers that are unaware of how the fashion industry operates. After reading you will feel totally enlightened. It is by far the best fashion buying book I have ever read thus far. I will also use this book as a guideline for my career!

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