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CORE CONCEPTS IN FASHION



McGraw Hill Education, 2012. Softcover. Condition: New. First edition. Core Concepts in Fashion was designed with the innovative fashion design, fashion marketing/merchandising and visual merchandising student in mind. It offers a hands-on, comprehensive approach to acquiring the skills and knowledge it takes to succeed in today's growing fashion industry. The content and style of the book describe in a fun and informative manner the three major areas of fashion: research, production, and marketing. TABLE OF CONTENTS: Chapter 1: Fashion Careers...

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- Authored by Laura Portolese Dias
- Released at 2012



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