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The Dynamics of Fashion: Bundle Book + Studio Access Card

By Elaine Stone, Sheryl A Farnan

Bloomsbury Publishing PLC, United States, 2018. Multiple copy pack. Condition: New. Language: English . Brand New Book. Fashion today is fast-paced, technologically savvy, and global--and this fifth edition of The Dynamics of Fashion has been updated to be on the cutting edge. Featuring the latest facts and figures, and the most current theories in fashion development, production, and merchandising, this book provides a broad foundation for students hoping to become a part of the industry. Sustainable fashion, wearable technology, social media, and more are explored in detail. Detailed career opportunities offer insights into future fashion careers and real-world application. Filled with hundreds of real-life examples of leading brands and key industry trends, this text is for those in fashion who want to be both in the now and in the know. New to this Edition Revised by Robin Sackin, Fashion Business Management Chair at FIT in NYC, one of the top fashion programs in the world Expanded coverage of sustainability and technology in every chapter More focus on careers at each level of the industry including typical salaries, skills needed and insights from professionals Expanded coverage of cutting-edge careers in technology and social media More than 100 new full-color photographs...



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