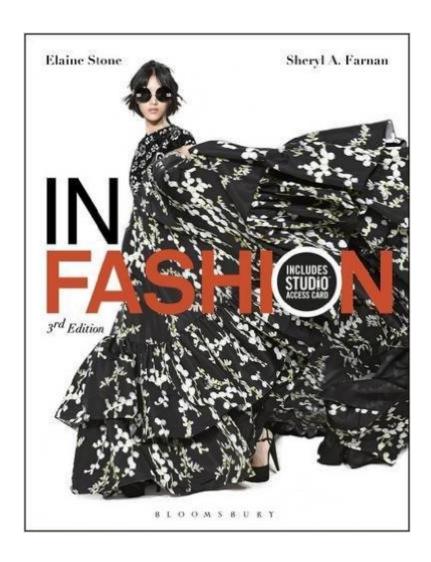
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In Fashion: Bundle Book + Studio Access Card





Synopsis

This third edition of the best-selling In Fashion offers a concise and colorful overview of the key components of fashion-from its history, movements, and trends-to the materials, producers, and retailers that impact the business on a global level. Fashion students will gain a foundation and language for understanding how the current fashion industry works and explore an array of exciting career opportunities. New to This Edition-Includes over 250 color images of current designers, fashion collections, retailers, and more - Covers digital and social media (Parts 1 and 4), updated textile trends and innovations (Chapter 5), and current omni-channel practices in retailing (Chapter 11)- Emphasizes global aspects of the fashion industry, changing demographics, and the effects of economics and politics on consumer choicesKey Features- Spotlight on Careers profiles the education, background, and career paths of noted fashion industry professionals- Spotlight on Innovators highlights groundbreaking designers and brands-past and present-such as Iris van Herpen and Donna Karan-Spotlight on Business explores key concepts, trends, and exemplary brands in a rapidly changing industryIn Fashion STUDIO- Study smarter with self-quizzes featuring scored results and personalized study tips- Review concepts with flashcards of terms and definitions- Watch videos that bring chapter topics and career opportunities to life- Enhance your knowledge with chapter exercisesTeaching Resources- Instructor's Guide including tips for integrating the STUDIO into a course, sample syllabi, teaching methodology, and grading resources.- Updated Test Bank includes 50% new questions and updates throughout. - PowerPoint presentations provide a framework for lectures and include color images from the book.- First Day of Class: Learning with STUDIO PowerPoint presentationThis bundle includes In Fashion 3rd Edition and In Fashion STUDIO Access Card.

Book Information

Paperback: 338 pages

Publisher: Fairchild Books; 3 edition (September 8, 2016)

Language: English

ISBN-10: 1501315153

ISBN-13: 978-1501315152

Product Dimensions: 8.5 x 0.8 x 10.6 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

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