

Apparel Merchandising The Line Starts Here

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Apparel Merchandising: The Line Starts Here analyzes the evolution and development of the merchandising function in branded apparel companies and retail private label apparel. It describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices - and at the right times.

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Apparel merchandising : the line starts here. [Jeremy A Rosenau; David Wilson] -- Describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices--and at the right times.

[Apparel merchandising - the line starts here \(Book, 2014...](#)

Apparel Merchandising: The Line Starts Here, 2nd Edition by Jeremy A. Rosenau and David L. Wilson. Condition is "Very Good". Shipped with USPS Media Mail.

This comprehensive text on apparel product development reflects the current importance of manufacturers' and retailers' private brands and exclusive designer collections.

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Apparel Merchandising: The Line Starts Here is a comprehensive approach to apparel merchandising from the perspective of the apparel producer. Rosenau and Wilson draw on their extensive backgrounds in the industry as senior and chief executives covering men's tailored clothing, men's and women's sportswear and activewear, and children's wear, in both domestic and international markets. This practical industry expertise and access to industry resources, combined with their experience in higher education, give them a unique perspective to create a focused and stimulating textbook unlike any currently available. This text follows the evolution of the merchandising function from its historic roots in two seasons per year and minimal style changes, with emphasis on production efficiency, to today's seasonless, consumer-driven, fashion-oriented, real time, global market. This entails a focus on product development and the philosophies and perspective of industry executives. Finally, the authors capture the interface of merchandising with the marketing and manufacturing departments and the way these functions integrate in an effective team concept. Instructor's Guide includes course syllabus, answers to discussion questions and activities, and project ideas.

- Merchandising: The Concept - Evolution of Merchandising in the Apparel Industry - Modern Merchandising - Merchandising: The Planning - Market Knowledge - Planning and Control - Merchandising: The Execution - Line Development: Principles and Technologies - Line Development: The Process - Costing and Pricing Strategies - Quality - Supply Chain Management - Sourcing Strategies - The Sourcing Process - Merchandising: The Future - Future Direction - Management philosophies, business strategies, and technical problem-solving skills - A profile of the "ideal" merchandiser - Interviews with prominent apparel industry executives - Opinions regarding market research, developing a line plan, adopting styles, forecasting, pricing, sourcing, quick response, and computer applications - Assignments for implementing chapter principles and stimulating critical thinking - Instructor's Guide includes course syllabus, answers to discussion questions and activities, and project ideas - PowerPoint Presentation, developed by CVK Engineering, includes more than 200 slides that illustrate key concepts from the book and provide the basis for classroom lectures and discussion for each chapter, compatible with PC and MAC platforms

Apparel Merchandising has been written keeping in mind the requirements of students, academicians and industry personnel with respect to the merchandising activities in an apparel company. This book discusses the different job responsibilities of the merchandiser at the varied stages of order execution from buyer contact to dispatch. Further, the chapters also detail the different sampling procedures followed in industry to get product approval. This book will be a useful tool for all the budding technocrats, academicians and industry personnel to carry out the merchandising activities in an apparel company.

If you're taking your first steps into the fast-paced world of retail, then merchandiser, store designer, retailer and educator Dimitri Koumbis is the ideal guide. In An Introduction to Fashion Retailing, he'll walk you through everything from the history of retail design, to the intricacies of consumer behavior, fast fashion and corporate social responsibility. You'll also learn professional techniques through detailed case studies of international retailers, including LVMH, Estée Lauder and ASOS. This revised edition includes expanded coverage of omnichannel retail approaches, retail KPIs as well as an outline of future retail trends in brick and mortar, e-commerce and technology. There's also a whole new chapter introducing visual merchandising, expanding on the importance of the store's overall design and visual representation of products.

Profitability determines the success of every retail business and manufacturer. As a fashion industry consultant and instructor of retail mathematics, Steven Lindner has developed a textbook that teaches students how to negotiate agreements and analyze each element presented in profitability reports. This upper-level textbook focuses on the basic components of the buyer-vendor relationship, including negotiations and the creation and assessment of profitability reports. Students will also learn how to interpret standard financial documents such as profit-and-loss statements and balance sheets. In the competitive retail industry, these skills are essential.

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Are you a fashionista? Do you love working with people? Do you dream of owning and running your own business? Take a chance and start a clothing business—all you need to get up and running is your dream and this guide. Whether you're interested in selling today's hottest fashions or you'd rather start a specialty boutique, such as a children's store, bridal shop, vintage store, consignment shop or something of your own invention, this book helps you make it big. It gives you the inside scoop on starting a clothing store, including: • How to spot trends and take advantage of them before your competitors do • Valuable money-saving tips for the startup process • Whether to purchase a franchise or existing business or start your dream store from scratch • How to find, hire and train the best employees • How to skyrocket your earnings by branding your clothes with your own private label • The pros and cons of having an on-staff personal shopper • And more! If you know how to dress for success, let Entrepreneur help you turn your fashion sense into a clothing empire.

'Fashion Branding Unraveled' introduces and explains the concept of brand and the process of brand development. The work clarifies misconceptions, introduces new concepts, and proposes a step-by-step roadmap for developing an effective brand, all within the context of the fashion industry. Using an easy-to-understand approach, relevant examples, and case studies, it applies the theories and concepts covered, such as 'mass customization' and 'M-branding,' to a variety of industry segments, from luxury brands to private labels. The text includes an examination of the latest technologies, their applications, and-most important-their effects on the future of branding.

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