



# **Fashion Merchandising & Its Role in Apparel Industry**

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# Fashion Merchandising An Introduction

**M Lipman**



## **Fashion Merchandising An Introduction:**

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has guided about 15 Masters and 5 Doctorate students Her specialization are Computer Aided Designing and Apparel Textile Designing

*Fashion Merchandising* James Clark, 2020-11-16 Now in its second edition this critically acclaimed core textbook provides a detailed overview of the role of the fashion merchandiser its place within a fashion retail organisation by outlining their activities and responsibilities as part of the fashion value chain This overview is situated within the broader context of the fashion industry highlighting the relevance of the merchandiser role and comparing it to the role of the fashion buyer The textbook features a multi chapter case study that provides an example process of the planning and creation of a balanced product range from the perspective of the merchandiser It does so using a combination of text and numerical explanation The second edition has been reworked with new contributions by academics and industry practitioners that examine topics such as sustainability supply chain management e Commerce and the international perspectives of the merchandiser role Offering crucial insight into the merchandiser role and emphasising how it can add value to a fashion business this is an ideal textbook for aspiring merchandisers It is suitable for students studying at undergraduate and postgraduate level and practitioners seeking to progress their careers in this exciting and multi faceted industry New to this Edition New focus point materials New chapter on Sustainability co authored with Hannah Middleton New activities and suggested reading lists

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In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Fashion Merchandising An Introduction**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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