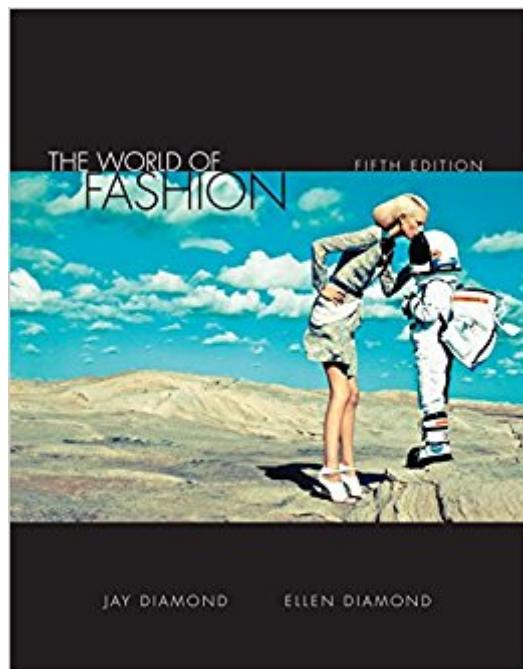


The book was found

# The World Of Fashion



## **Synopsis**

The World of Fashion is the essential source for students who want to understand the fashion industry. Starting with an introduction to the history of fashion and its evolving role within the global marketplace, each chapter focuses on an aspect of the industry, from consumer behavior and fashion trends to textiles, product development, manufacturing, and merchandising. Each chapter has been fully updated to include new information and updated artwork. Fashion history has been updated to include current events and an added discussion of portfolio preparation provides complete coverage of careers in fashion. Unique chapters on the multicultural consumer and outsourcing fashion design, production, and management plus coverage of important industry trends such as social responsibility, eco-consciousness, social networking reflect the current state of the fashion industry.

## **Book Information**

Paperback: 720 pages

Publisher: Fairchild Books; 5 edition (January 30, 2013)

Language: English

ISBN-10: 1609015274

ISBN-13: 978-1609015275

Product Dimensions: 8.4 x 0.1 x 0.4 inches

Shipping Weight: 5.4 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 6 customer reviews

Best Sellers Rank: #119,086 in Books (See Top 100 in Books) #62 in Books > Arts & Photography > Fashion > History #66 in Books > Business & Money > Industries > Fashion & Textile #237 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

## **Customer Reviews**

Jay Diamond is Professor Emeritus at Nassau Community College, USA, where he served as the Chair of the Fashion, Marketing, and Retailing Department as well as the Dean of Business. His honors include the Distinguished Professor of the State University of New York, as well as the first Distinguished Achievement Award at Nassau Community College. Diamond has written numerous textbooks on fashion, retailing, and marketing. Ellen Diamond is Professor Emerita at Nassau Community College in the Fashion, Marketing, and Retailing Department. She is an internationally recognized artist specializing in original acrylics on canvas and giclee prints. Her works are in public and private collections throughout the world.

Since I got the book I haven't put it down, is very interesting book. It provides with facts about fashion and dates.

Needed this book for my Fashion Industry class...it is a great addition to my ever growing library.

Great book for students taking apparel! Includes a lot of pop culture and an easy-read. I highly recommend this book.

Very useful for anyone who love fashion

VERY disappointed. The book had major damage, will probably be unable to resell.

This is the 5th edition of "World of Fashion" and Diamond and Diamond have added two new chapters about ethics in producing apparel and observing practices that are environmentally friendly. Also, they have injected some political viewpoints about how NAFTA hasn't helped either Mexico nor the United States, and a salute to President and Mrs. Obama for being fashion icons and wearing American designers and labels. The chapter on Home Fashions breaks down interior design categories by period and country which is a useful reference to have on hand even when not taking this course if you enjoy decorating your home. This is a 5th edition that pretty much got everything right in updating. If any students are reading this you better order it overnight express or you will miss three weeks of reading.

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