

## Apparel Merchandising The Line Starts Here

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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

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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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