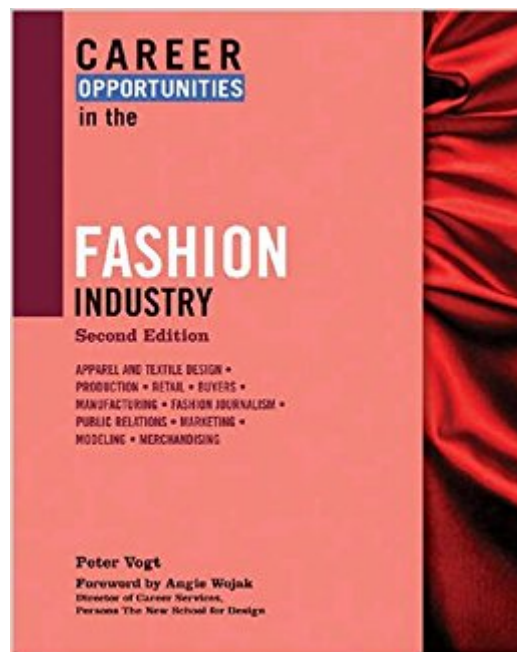


The book was found

Career Opportunities In The Fashion Industry (Career Opportunities (Paperback))



Synopsis

In 2005, Americans spent some \$181 billion on fashion and apparel, according to the NPD Group, an international marketing information company specializing in consumer purchasing and behavior. Fashion trends are always changing, and each season presents new styles for the public and new opportunities for all sectors of the fashion industry. exciting developments in this trend-setting industry. Comprehensive and accessible, this second edition has had a complete makeover: it now features revised and updated entries, concise new job profiles, and updated appendixes. Fashion buyer, Fashion designer, Fashion illustrator, Fit model, Marketing manager, Textile designer, and, Web content producer.

Book Information

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Customer Reviews

Grade 7 Up-Vogt does a creditable job of describing a host of careers in the fashion world and related industries. He includes details on more than 60 positions, from fashion designer to media buyer. He devotes two to three pages to each one, outlining duties, salary range, prerequisites, and possible career progressions. He breaks the field into seven categories: textiles, retail, production/manufacturing, education, media, promotions, and other fashion jobs. In a foreword, Angelia Wojak of the Parsons School of Design discusses the character traits needed to succeed in a tough industry, often with "intense and volatile" workplaces. Clearly written and arranged, this excellent overview will make a fine addition to career collections. Carol Jones Collins, Columbia High

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