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The Dynamics Of Fashion 3rd Edition



Synopsis

Fashion today is fast-paced, technologically savvy, and global—and this 3rd Edition of *The Dynamics of Fashion* has been updated accordingly. Featuring the latest facts, figures, and theories in fashion development, production, and merchandising, as well as a brand new chapter on the history of fashion, this book provides a broad foundation for students hoping to become a part of the industry. Apparel, accessories, cosmetics, home fashions, green design and more are explored in detail, while hundreds of examples make the business aspect fun. Fresh, forward, challenging and comprehensive, Elaine Stone's classic text is for those in fashion who want to be both in the now and in the know.

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Customer Reviews

Elaine Stone is Professor Emerita at the Fashion Institute of Technology.

I ordered this book because I saw it was a textbook for an Into to Fashion course at FIT. Although I am not a student, I plan on applying there in 2014. In the mean time I have ordered and read several fashion textbooks. Out of the few I've read so far this seems the most appealing to read for a nonstudent. Often times, students order textbooks for the course and sell them after the semester, but I would highly recommend keeping this book as it is a rather modern book that seems to do good job at touching on the past and present of fashion. Pictures abound in this rather large text book so be prepared for images from Chanel's S/S 2008 couture show, among many other delightful pictures. As I have only read the first chapter I can't comment on the entirety of this

textbook when it comes to substance, but as of now it is very informative and readable. So in short I recommend this for anyone seriously considering a career in fashion and wanting to get a leg up or a good introduction to the business. For those that need this book for school, I recommend you keep it for later.

Purchased this as a teaching reference for fashion marketing. I am really content with this text! Many facets of the fashion industry are engagingly and succinctly presented. This text is especially helpful for using to instruct students about the breadth of the industry, its origins in the States, in particular, with the relevant, detailed highlights about designers, retailers, brands, and much more!

This book is excellent. I bought it for a fashion industry overview class, and overall it was an interesting and informative read. The content, pictures, format, grammar, punctuation, and writing style is pleasing for one who is particular about all of the above. I wouldn't sell it back because it is such a great resource even for people who don't plan to pursue a fashion career.

Great!

perfect for school. quick delivery

This book is like a all in one of fashion 101, and merchandizing. I love how she makes you think, about why we have fashion if it was not for Adam and Eve in the garden with fig leaves were would fashion be.

Very nice book, looks brand new even though I'm renting it used

great! - too heavy!

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