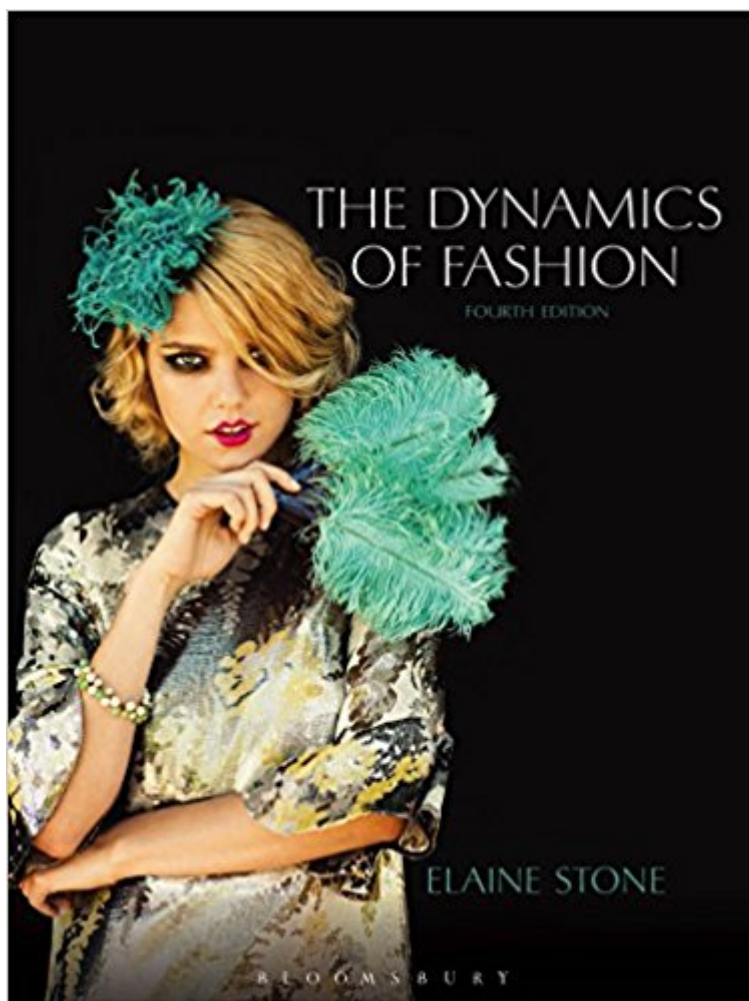


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# The Dynamics Of Fashion: Studio Access Card



## Synopsis

Fashion today is fast-paced, technologically savvy, and global-and this fourth edition of *The Dynamics of Fashion* has been updated to be on the cutting edge. Featuring the latest facts and figures, and the most current theories in fashion development, production, and merchandising, 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. 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. New to This Edition:- More than 150 new full-color photographs highlighting the people, principles, practices, and techniques of the fashion business- Updated coverage of the latest industry trends, including developments in sustainability, e-commerce, and the use of social media for fashion marketing- Revised charts and illustrations with up-to-date data- Updated glossary with more than 500 industry terms New content and illustrative examples within the following features: - Fashion Focus reports on the interesting people and events that are influencing fashion right now- Then and Now highlights the cyclical nature of fashion as seen through yesterday's classics and today's emerging trends PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501395543. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com.

## Book Information

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> Commercial > Fashion Design

## Customer Reviews

“Apart from its appearance almost as a coffee-table book, there is no other introduction for the whole apparel value system that is so rich of insight and full of inspiring ideas as this book. It’s the absolute business appetizer for our students!”  
Alexander Bretz,  
Mediadesign Fachhochschule - University of Applied Sciences, Germany  
“Students like that it does not go deeply into history, but focuses more on the business aspects. This book really is the leader in this arena. It is very comprehensive and encompasses everything in the fashion business.”  
Melissa Carr, Columbia College Chicago, US

Elaine Stone is Professor Emerita at the Fashion Institute of Technology (FIT), USA, and founder of the The Enterprise Center at FIT, a business training resource for fashion industry professionals, designers, and artists.

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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