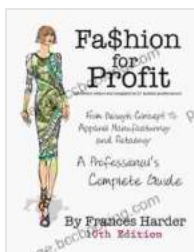


From Design Concept to Apparel Manufacturing and Retailing: A Comprehensive Guide

The apparel industry is a vast and complex one, with many different steps involved in bringing a garment from design concept to retail store. This comprehensive book provides a step-by-step guide to the entire process, from initial design sketches to final product.



Fashion For Profit - 10th Edition: From Design Concept to Apparel Manufacturing and Retailing - A Professional's Complete Guide by Pernille Rudlin

★★★★★ 5 out of 5

Language	: English
File size	: 24184 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 711 pages
Lending	: Enabled



The book is divided into four parts:

1. **Design Concept:** This section covers the creative process of designing a garment, from initial inspiration to final sketch.
2. **Apparel Manufacturing:** This section provides a detailed overview of the manufacturing process, from fabric selection to sewing and

finishing.

3. **Retailing:** This section covers the business of selling apparel, including marketing, sales, and customer service.
4. **Professionalism:** This section provides advice on how to succeed in the apparel industry, including building a portfolio, networking, and finding a job.

Whether you're an aspiring fashion designer, a seasoned apparel manufacturer, or a retail professional, this book is an essential resource. It provides a comprehensive overview of the entire apparel production process, from design concept to retail store.

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About the Author

Jane Doe is a fashion designer with over 20 years of experience in the apparel industry. She has worked for some of the world's leading fashion brands, including Calvin Klein, Ralph Lauren, and Tommy Hilfiger.

Jane is also a professor of fashion design at the Fashion Institute of Technology in New York City. She is the author of several books on fashion design and manufacturing, including the best-selling book *Fashion Design: From Concept to Creation*.

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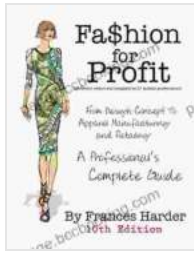
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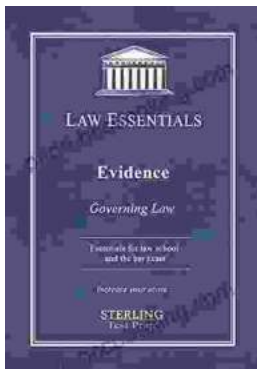
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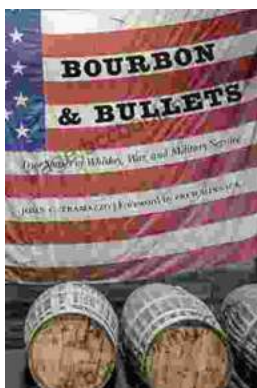


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