

Apparel Merchandising The Line Starts Here

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About Apparel Merchandising. Apparel Merchandising: The Line Starts Here analyzes the evolution and development of the merchandising function in branded apparel companies and retail private label apparel. It describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices - and at the right times.

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Apparel Merchandising: The Line Starts Here, 2nd Edition by Jeremy A. Rosenau and David L. Wilson. Condition is "Very Good". Shipped with USPS Media Mail.

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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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.

Apparel Merchandising has been written keeping in mind the requirements of students, academicians and industry personnel with respect to the merchandising activities in an apparel company. This book discusses the different job responsibilities of the merchandiser at the varied stages of order execution from buyer contact to dispatch. Further, the chapters also detail the different sampling procedures followed in industry to get product approval. This book will be a useful tool for all the budding technocrats, academicians and industry personnel to carry out the merchandising activities in an apparel company.

Newcomers to the fashion industry often base costings on the sum of a style's fabric, trims and labor-and to that they simply add their markup. However, every other activity of the business erodes that markup, and they find themselves with an unsustainable profit-or a loss. This guide will help you avoid these pitfalls to guarantee a sustainable profit. Apparel Costing details traditional and current costing methods for the fast-paced and e-commerce-focused fashion marketplace. You will learn industry-specific product/style costing that can be applied to garments produced both locally and globally. You'll also learn how to calculate line item percentages on indirect cost factors, such as factory sourcing, overhead, administration and product development. Key topics include: Target Market Pricing; Variable vs Fixed Costs; Direct vs Indirect Cost Factors; Cost-Based vs Value-Based Costing; Domestic vs International Production Costing; Effect of Sourcing on Costing; Sustainability in Costing; Fast Fashion vs. Slow Fashion

This book focuses on the process of mercahdnsing. Principles are applied to the planning, development and presentation of product lines in both manufacturing and retailing sectors. This also relates the role of merchandising to other business fundamentals. Vignettes describe alternative merchandising strategies. Applications to other consumer goods are also discussed. New to this edition/CD ROM features: Learning activities at the end of each chapter to be used in conjunction with Sourcing Simulator (student version), a software system that evaluates sourcing, pricing, assortment and replenishment strategies for seasonal and basic products at retail. Analysis of e-commerce, mass merchandising, mass customized merchandising, and Quick Response (QR) merchandising. Updated tables, pricing calculations and additional mathematical explanations.

Are you a fashionista? Do you love working with people? Do you dream of owning and running your own business? Take a chance and start a clothing business—all you need to get up and running is your dream and this guide. Whether you ' re interested in selling today ' s hottest fashions or you ' d rather start a specialty boutique, such as a children ' s store, bridal shop, vintage store, consignment shop or something of your own invention, this book helps you make it big. It gives you the inside scoop on starting a clothing store, including: • How to spot trends and take advantage of them before your competitors do • Valuable money-saving tips for the startup process • Whether to purchase a franchise or existing business or start your dream store from scratch • How to find, hire and train the best employees • How to skyrocket your earnings by branding your clothes with your own private label • The pros and cons of having an on-staff personal shopper • And more! If you know how to dress for success, let Entrepreneur help you turn your fashion sense into a clothing empire.

Profitability determines the success of every retail business and manufacturer. As a fashion industry consultant and instructor of retail mathematics, Steven Lindner has developed a textbook that teaches students how to negotiate agreements and analyze each element presented in profitability reports. This upper-level textbook focuses on the basic components of the buyer-vendor relationship, including negotiations and the creation and assessment of profitability reports. Students will also learn how to interpret standard financial documents such as profit-and-loss statements and balance sheets. In the competitive retail industry, these skills are essential.

If you're taking your first steps into the fast-paced world of retail, then merchandiser, store designer, retailer and educator Dimitri Koumbis is the ideal guide. In An Introduction to Fashion Retailing, he'll walk you through everything from the history of retail design, to the intricacies of consumer behavior, fast fashion and corporate social responsibility. You'll also learn professional techniques through detailed case studies of international retailers, including LVMH, Est é e Lauder and ASOS. This revised edition includes expanded coverage of omnichannel retail approaches, retail KPIs as well as an outline of future retail trends in brick and mortar, e-commerce and technology. There's also a whole new chapter introducing visual merchandising, expanding on the importance of the store's overall design and visual representation of products.