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Johnson & Moore, Apparel Product Development, 2nd Edition ...

This practical text takes students step-by-step through the preproduction processes of apparel product development: planning, forecasting, fabricating, developing silhouettes and specifications, pricing and sourcing. It demonstrates how these processes must be coordinated to get the right product to retail when customers want it and at a price they are willing to pay. Based on consultations ...

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The title for the first edition of this text was "So You Want to Work in the Fashion Business: A Practical Look at Apparel Product Development and Global Manufacturing." This revised and expanded second edition still includes all the broad fashion industry information contained in the first. However, in response to the rapid growth and success of private label apparel, this edition has added ...

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Apparel Product Development, 2nd Edition Johnson, Maurice J., Moore, Evelyn C.

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Synopsis This practical text walks students through the preproduction processes of apparel product development from planning through forecasting, fabricating, developing silhouettes and specifications and pricing to sourcing.

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Apparel Product Development by Maurice J. Johnson

4.0 out of 5 stars Apparel Product Development (2nd Edition) Reviewed in the United States on September 7, 2005 this book is a must for people seeking knowledge in the field of fashion & textile ,help in perparing for the gound realities of the trade ...

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Apparel Production Terms and Processes defines materials and terms relating to the mass production of raw materials, design and product development, garment details and component parts, fit, patternmaking, pre-production operations, assembly, production and manufacturing, labeling regulations, testing and quality control, inspection, finishing and packaging. In this revised edition, parts have ...

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