



Beyond Design: The Synergy of Apparel Product Development (2nd Edition)

Sandra J. Keiser, Myrna B. Garner

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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 consumers want it and at a price they are willing to pay. Based on consultations with some of the most successful and innovative firms in the fashion business, the Second Edition covers the evolving partnerships among textile suppliers, product developers, manufacturers, and retailers as they work to develop apparel products in today's customer-driven environment.

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