

FASHION

Issue 1 Volume 1

The
TEXTILES
Issue

Is your

FASHION TEXT

right for you?

PEARSON



FEATURED

author

Susan Lazear

Adobe Illustrator for Fashion Design

*Susan Lazear,
Cochenille Design Studio*

© 2008, 384 pp., Paper,
#978-0-13-119274-4

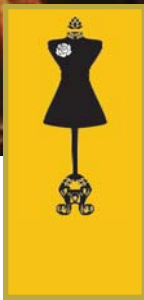


Susan Lazear began her computer fashion design career in the mid-1980s. She is currently a professor of fashion at San Diego Mesa College and also owns Cochenille Design Studio, which specializes in software for the textile arts. She has developed numerous college level computer fashion courses and traveled extensively throughout the world teaching computer design to many enthusiastic, creative people. Her skill for writing clear, simple instructions is confirmed by her students and her patrons.

For more information, please visit her website at www.cochenille.com.

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Intro to Fashion

Fashion: From Concept to Consumer, 9/E

Gini S. Frings

© 2008, 496 pp., Cloth,
#978-0-13-159033-5

Fashion: From Concept to Consumer tells the entire story of how the fashion business works. It includes the processes involved with producing raw materials, apparel, and accessories, as well as the retail businesses that sell fashion merchandise to the public. Each chapter contains a career focus, chapter objectives, review questions, terminology, and projects to aid in reviewing the subject matter. This edition includes new information on globalization, manufacturing technologies, branding, retailing and more!

Includes new and updated information in all four parts such as:

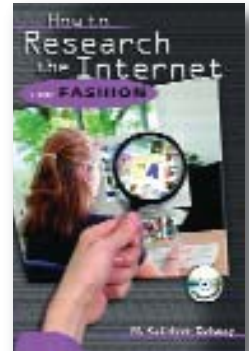
- ▼ **Shifting demographic patterns** —*Fashion Fundamentals*
- ▼ **Developments in globalization, sourcing, imports and quotas** —*Fashion Fundamentals*
- ▼ **Bamboo fiber** —*Textile Industry*
- ▼ **Fair trade textiles** —*Textile Industry*
- ▼ **Global production** —*Textile Industry*
- ▼ **Nano-technology** —*Textile Industry*
- ▼ **New designer profiles** —*Manufacturing*
- ▼ **New generation of designers** —*Manufacturing*
- ▼ **Celebrity brands** —*Manufacturing*
- ▼ **Global markets** —*Manufacturing*
- ▼ **Mixed-use shopping centers** —*Retailing*
- ▼ **Mergers and acquisitions** —*Retailing*
- ▼ **Spin-off concepts** —*Retailing*
- ▼ **E-tailing and more** —*Retailing*



The Fashion Sleuth: How to Resource the Internet for Fashion

M. Kathleen Colussy,
The Art Institute of Fort Lauderdale

© 2006, 176 pp., Paper Bound
with Disk, #978-0-13-172762-5



This book is geared specifically to information fluency for the fashion industry—covering traditional and non-traditional research—and is meant to help the reader overcome any Internet research phobia. Written to make students more proficient and confident in using the Internet and the computer as a tool for conducting research, this book provides insider industry secrets to researching the Internet for fashion design and/or fashion marketing related information through easy to understand and follow step-by-step exercises. The companion CD contains over 1,600 URLs including links for business, marketing, forecasting, global trade shows, global sourcing markets by country, and a global list of online museums and other historical and art resources. This book will teach students to research beyond Google™, how to use Boolean Logic and Search Engine Math, to conduct an Advanced Search online, and give them a better understanding of how to mine the Deep Web.

Step-by-step format—Throughout the book. Instructors can refer exercises for students and the CD provides answers so they can gauge their comprehension.

Practical industry insider interviews—On how to research. Provide real-world examples, interviews and images on researching online.

Companion CD—Contains over 1,600 URLs, glossaries, and answers to exercises. Provides students with links to Art and artists; Business and marketing; Exhaustive list for the many museums world-wide; Listings for the leading fashion trade organizations, trade shows and merchandise marts; Extensive designer links; Complete list of the leading Career Sites; Leading U.S. government sites; Global sourcing sites by country; Buying offices for the major U.S. retail stores; Forecasting trends and statistic sites; Libraries online including URLs for clichés, quotes, textiles glossaries, traditional dictionaries and more online.

CONTENTS

I. THE FUNDAMENTALS OF FASHION.	9. Product and Design Development.
1. Fashion Development.	10. Apparel Production and Global Sourcing.
2. Consumer Demand and Fashion Marketing.	11. Accessory and Fur Manufacturing.
3. Fashion Change and Consumer Acceptance.	12. Wholesale Marketing and Distribution.
4. Fashion Research and Resources.	IV. FASHION RETAILING.
II. THE RAW MATERIALS OF FASHION.	13. Retailing.
5. Textile Fiber and Fabric Production.	14. Retail Fashion Merchandising.
6. Textile Product Development and Marketing.	15. Retail Fashion Marketing.
7. Trimmings, Leather, and Fur.	Appendix:
III. FASHION MANUFACTURING.	Career Guidelines.
8. International Fashion.	Fashion Industry Terminology.
	Index.

SUPPLEMENTS

- **Computerized Test Bank** (978-0-13-513980-6)
- **Instructor's Manual** (978-0-13-513981-3)
- **Online Instructor's Manual and PowerPoints**

CONTENTS

1. Sourcing What is it? And Who Needs it?	5. The Deep Web Myths and Marvels.
2. Traditional Resources—Then and Now.	6. Industry Insiders and Interviews.
3. Using Non-traditional Resources—The Internet.	7. Strategic Links at a Glance.
4. Internet & Search Engine Savvy.	8. Exercises.
	9. Case Studies.
	10. Glossaries.



Fashion Illustration



Illustration for Fashion Design: Twelve Steps to the Fashion Figure

Gustavo R. Fernandez,
International Fine Arts College

© 2008, 336 pp., Cloth,
#978-0-13-111911-6



Illustration for Fashion Design: 12 Steps to the Fashion Figure covers a broad range of topics in the fashion drawing field and explains them each using a proven, step-by-step approach. From model drawing and marker rendering, to children's wear and accessories, this text provides answers to the most frequently asked questions, includes trouble shooting sections, and is supported by an instructional DVD. A beautifully illustrated index includes everything from purses to seam finishes and a separate chapter is devoted to accessories. Balancing creativity and function, it covers techniques that yield professional results and are easy to use regardless of one's level of experience.

Proven step-by-step approach—gives readers the tools to create professional designs which merge form and function. Assumes no prior knowledge of drawing or design. Helps the instructor keep continuity to their lectures and helps the students' achieve professional results.

Broad range of topics—includes chapters on menswear, drawing children, plus and maternity sizes, portfolio presentations and presentation boards. Provides instruction and guidance from the basic poses to advanced composition and figure studies all in one source.

A separate chapter devoted to accessories—appears as Chapter 10. Includes unique topics such as how to draw jewelry, bags, hats, shoes, glasses and leather goods.

CONTENTS

- | | |
|----------------------------------|------------------------------|
| 1. The Body. | 7. Composition. |
| 2. Front View. | 8. Plus and Maternity Sizes. |
| 3. Dressing the Figure. | 9. Flats. |
| 4. Menswear. | 10. Accessories. |
| 5. Color in Design. | 11. Portfolio. |
| 6. Drawing Infants and Children. | 12. Presentation Boards. |

SUPPLEMENT

- **Demonstration Disk** (978-0-13-111912-3)

Snap Fashion Sketchbook, 2/E

Bill Glazer

© 2008, 312 pp., Paper,
#978-0-13-219423-5



The *SnapFashion Sketchbook* covers garment design, trend research, and CAD in a fun and simple way. Filled with helpful trade secrets and industry tips, the book discusses how to use the Snapfashion Illustration System to create trend-setting, practical designs. A new Part IV emphasizes trend analysis, research and digital skills, while an accompanying CD-ROM is filled with Adobe Illustrator documents and exercises. Throughout the book, students learn how to express their ideas using quick sketch techniques, "pictionary" examples, and tracing templates and create innovative and inspiring designs.

New! Part IV: Trend Research & Digital Skills—makes this edition even more complete.

Includes a new Chapter 13: *Designing with Computers* that discusses how to use software to create trend-setting designs. Includes a new Chapter 14: *Observation...training the "fashion eye"* that discusses how to develop a fashion sense through observation and translate that into inspiring designs.

New! More coverage of trend analysis—appears in this edition. Emphasizes the importance of research and how and where to look for trends. Discusses primary trends, secondary trends and what happens when these trends unite.

New! Two digital assignments—appear in this edition to support Chapter 13 and Chapter 14.

CONTENTS

- | | |
|---|---|
| I. SNAP FASHION. | III. ADVANCED DRAWING SKILLS. |
| 1. Drawing: The First Step. | 11. Basic Fabric Rendering. |
| 2. Basic Design Principles. | 12. Additional Sketching Techniques. |
| 3. Commercial Fashion Design. | |
| II. GARMENT CONSTRUCTION. | IV. TREND RESEARCH & DIGITAL SKILLS. |
| 4. Basic Torso Silhouettes. | 13. Designing with Computers. |
| 5. Sleeves. | 14. Observation...training the "fashion eye." |
| 6. Necklines, Collars, and Plackets. | |
| 7. Skirts and Dresses. | |
| 8. Pants and Jumpsuits. | |
| 9. Details and Trims. | |
| 10. Outerwear Jackets, Sweaters, and Coats. | |

SUPPLEMENT

- **Data Disk, 2/E** (978-0-13-219424-2)



Fashion Illustration



Adobe Illustrator for Fashion Design

Susan Lazear,
Cochenne Design Studio

© 2008, 384 pp., Paper,
#978-0-13-119274-4



More than just a how to manual, *Adobe Illustrator for Fashion Design* introduces readers to the Illustrator approach to design and ways to think about designing fashion apparel and textiles using the program. Early chapters provide a strong foundation in the commands and capabilities of the program while later sections offer application exercises that develop skills in fashion drawing, textile design and presentation techniques. Available with an accompanying DVD, this book emphasizes the creative process and explores the capabilities of this powerful program as related to drawings of clothing, fashion poses, and textile prints.

- ▼ **Thorough overview of Adobe Illustrator**—and its applications to fashion illustration. Provides a solid foundation of Illustrator—from the basic illustrator design approach to its Toolbox, Menus, and Palettes.
- ▼ **Four types of application exercises include:**
 - **Basic Drawing Exercises**—teach a basic skill that is commonly used in design such as fills, strokes, drawing basics, using the grid, using layers, etc.
 - **Fashion Drawing Exercises**—reinforce how to utilize the illustrator tools to draw flats, develop and draw a fashion croquis, create a posed fashion figure from a photo and more!
 - **Textile Design Exercises**—address how to work with built-in patterns, how to create a pattern tile, building multiple colorways for a textile print and more!
 - **Presentation Techniques**—involve using filters and/or effects to create fabric swatch templates, creating fabric swatch templates, creating a merchandise presentation using snapshots etc.

CONTENTS

Introduction.	5. Illustrator's Key Palettes.
1. Overview of Adobe Illustrator.	Basic Drawing Exercises.
2. Quick Start: Basic Drawing in Illustrator.	Fashion Drawing Exercises.
3. Illustrator's Toolbox.	Textile Design Exercises.
4. Illustrator's Menus.	Presentation Techniques.

SUPPLEMENT

- **Student Exercise Disk** (978-0-13-119275-1)

Colors for Modern Fashion

Nancy Riegelman

© 2007, 512 pp. Paper,
#978-0-13-230031-5



This book teaches students how to draw fashion using colored markers, a medium that is easy to use, convenient, inexpensive and easy to learn.

- ▼ Provides the foundations of fashion drawing in color for use in garment design
- ▼ Step-by-step drawings and photo sequences
- ▼ Drawing examples are exceptionally modern
- ▼ 1000 original full-color drawings and numerous other illustrations

CONTENTS

Introduction.	7. Wardrobe Basics.
1. Materials and Technique.	8. Men's Fashion.
2. Color and Design.	9. Children's Fashion.
3. Fabrics.	Appendix.
4. Body and Head.	Glossary of Terms.
5. Beginning to Draw / Short Cuts.	Index.
6. Women's Fashion.	



Fashion Illustration



9 Heads: A Guide to Drawing Fashion, 3/E

Nancy Riegelman

© 2007, 352 pp., Paper,
#978-0-13-223844-1



This book is a guide to drawing modern fashion for all levels of students; from beginners to advanced. It aims to teach how to draw fashion, to a level where virtually any type of garment can be drawn on the fashion figure. It also to serve as a reference work for specific information on all types of fashion garments and details that can be drawn on and incorporated into new designs.

- ▼ **New Chapter** — Men and Men's Clothing (Chapter 7).
- ▼ **New Chapter** — Children and Children's Clothing (Chapter 8).
- ▼ **New Chapter** — How to Draw Fabrics (Chapter 6).

CONTENTS

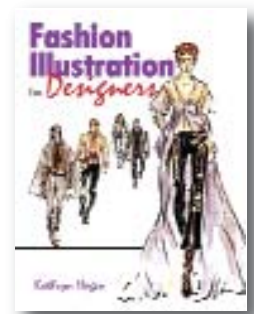
- | | |
|-----------------------------------|---------------------------------------|
| 1. Proportions of the Croquis. | 6. How to Draw Fabrics. |
| 2. Draping Clothes on the Figure. | 7. Men and Men's Clothing. |
| 3. Accessories. | 8. Children and Children's Clothing. |
| 4. Flats. | 9. Fashion Drawing in the Real World. |
| 5. Encyclopedia of Details. | Appendix: 70 pages of Women's Flats |

Fashion Illustration for Designers

Kathryn Hagen,

Otis College of Art & Design

© 2005, 608 pp., Paper,
#978-0-13-098383-1



This step-by-step book is focused on teaching students how to develop contemporary drawing skills to allow designers to communicate their vision effectively. *Fashion Illustration for Designers* captures the various moods and mixes of global influences visually, teaching students how to draw all the various fashion figures for men, women and children, and to aid in understanding the subtleties of past, present, and future fashion layered together and presented as style. It provides methods for organizing design and illustration tasks, and information about the best tools to not only get ideas on paper effectively, but also to dazzle an audience with the sophistication of the approach.

- ▼ **Multimedia approach** — Incorporates computer skills, essential in today's working world.
- ▼ **Accompanying DVDs** allow the student to see actual drawing and color rendering demonstrations showing easy-to-learn techniques that can be applied to any project.
- ▼ **Fabric and embellishment renderings** — Shown both in black and white and in color.

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- | | |
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| 1. Gather Your Tools. | 7. Designing and Illustrating a Group. |
| 2. Fashion Women:
Creating Your Current Muse. | 8. Computer Notes. |
| 3. Clothing Your Muse. | 9. Color, Glorious Color! |
| 4. Drawing Fashion Men. | Addendum:
Support Worksheets and Exercises. |
| 5. Dressing the Fashion Male. | Index. |
| 6. Kids, Kids, Kids. | |



Textiles

Fabric Reference, 4/E

Mary Humphries

© 2009, 384 pp., Paper,
#978-0-13-158822-6



Fabric Reference is a guide for anyone who needs accessible information on today's fabrics—how they behave and why. Designed as a companion book to the *Fabric Glossary*, this book presents a complete and up-to-date source of the highly technical basics of textile science, from fibers to finished fabrics. Specially prepared graphics, illustrations, comparison tables, and flow charts make the process of creating modern fabrics clear to both students and instructors. This edition features more on nanotechnology, industrial textiles and other smart textiles and covers practical applications such as care, assessment and ecology.

- ▼ **Covers all aspects of textile production and behavior**—such as fibers; yarns; weaves and knits; tufted, twisted lace; felt; nonwoven; natural fabrics; finishing; dyeing; printing and other applied design.
- ▼ **Offers a concise, accessible format**—that is rooted in textile science but avoids challenging technical language.
- ▼ **Covers fabric care and assessment**—including care instructions, assessment guidelines, and discussions on commercial cleaning, textile testing, quality control, dyeing, and more. Builds students' confidence in predicting basic colorfastness and performance of today's materials, allowing them to make the best selection of fabric for the project at hand.

CONTENTS

Section 1: Introduction.	Section 7: Textiles and Ecology.
Section 2: Textile Fibers.	Section 8: Fabric Assessment.
Section 3: Yarns-From Fiber to Fabric.	Section 9: Metric in Textiles Use.
Section 4: Fabric Constructions.	References and Resources.
Section 5: Finishing of Fabrics.	Appendix.
Section 6: Care of Fabrics.	

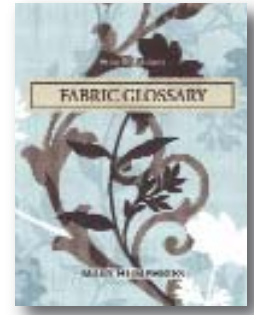
SUPPLEMENT

- **Instructor's Manual** (978-0-13-515659-1)

Fabric Glossary, 4/E

Mary Humphries

© 2009, 336 pp., Paper,
#978-0-13-500597-2



The *Fabric Glossary* offers an illustrated fabric dictionary that includes scanned samples and a space for mounting actual swatches. Designed as a complement to the *Fabric Reference*, this book explores the characteristics of the multitude of fabrics we know by name. Fabrics are grouped in "Files" of like materials and over 600 names and terms are illustrated and/or explained. Topics include major fiber types, most kinds of yarns, all categories of weaves, knits and other constructions such as tufted, lace, felt, nonwoven, and stitchbonded. Also covered are effects of finishing, including examples related to dyeing, printing, and other applied design.

- ▼ **A close-up look at fabrics**—encountered by students in class and on the job. Provides real-life textile examples and a full treatment of individual "name" fabrics, their characteristics, and background.
- ▼ **Fabrics grouped in files of like materials**—including 115 files with over 600 names and terms that are illustrated or explained. Categorizes fabrics by similar materials and gives a consistent outline of characteristics for each (fiber, yarn, construction, and finishes used, weights, uses and origin of names where possible or applicable.)
- ▼ **Detailed illustration**—selected by the author and arranged to show face vs. back, or type (2-ply or single) and number of warp yarns vs. weft, or other features.

CONTENTS

Section 1: Overview.	References and Resources.
Section 2: Fabric Files.	Index.

SUPPLEMENT

- **Instructor's Manual** (978-0-13-500817-1)



Textiles

Understanding Textiles, 7/E

Phyllis G. Tortora
Billie J. Collier,
University of Tennessee

© 2009, 576 pp., Cloth,
#978-0-13-118770-2



This text helps students *understand* how the components of textiles—fiber, yarn, fabric, dye, and finish—contribute to the performance of products for specific end uses. With a focus on the *why* behind the material, it encourages students to understand and predict textile properties and performance. This edition emphasizes the global environment and offers separate chapters in fiber properties; fabrics and structures; and nonwoven fabrics. Finishes are now separated into two chapters (physical/mechanical finishes and chemical finishes) and *Take a Closer* look sections bring an in-depth perspective to select chapter topics.

New! An emphasis on the global textile industry—and the global reach of the supply chain. Gives students the context for studying textile products and the textile industry today, since it has largely moved from the United States to other countries.

New! Chapter 3, **Fiber Properties**—establishes the relationship of fiber properties to fiber behavior.

New! Chapter 15, **Fabrics and Related Structures**—introduces fabrics in general, and related structures such as leather.

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| 1. Introduction. | 20. Other Fabric Construction Methods. |
| 2. Textile Fibers. | 21. Introduction to Textile Wet Processing: Preparation of Fabrics for Dyeing and Finishing. |
| 3. Fiber Properties. | 22. Adding Color to Textiles. |
| 4. Natural Cellulosic Fibers. | 23. Textile Printing and Design. |
| 5. Protein Fibers. | 24. Physical/Mechanical Finishes. |
| 6. Manufactured Cellulosic Fibers. | 25. Chemical Finishes. |
| 7. Nylon and Aramid Fibers. | 26. The Care of Textile Products. |
| 8. Polyester Fibers. | 27. Textiles and the Environment, Health and Safety. |
| 9. Acrylic and Modacrylic Fibers. | 28. Textile Product Development Performance. |
| 10. Olefin Fibers. | |
| 11. Elastomeric Fibers. | Appendix A:
Glossary. |
| 12. High-Performance and Specialty Fibers. | Appendix B:
Summary of Regulatory Legislation Applied to Textiles. |
| 13. Yarn Structures. | Index. |
| 14. Manufacturing Yarns. | |
| 15. Fabrics and Related Structures | |
| 16. Woven Fabrics. | |
| 17. The Weaves. | |
| 18. Knitted Fabrics. | |
| 19. Nonwoven Fabrics. | |

SUPPLEMENT

- **Instructor's Manual** (978-0-13-504300-4)

Rendering Fashion, Fabric and Prints with Adobe Illustrator

M. Kathleen Colussy,
The Art Institute of Fort Lauderdale
Steve Greenberg

© 2007, 464 pp., Paper,
#978-0-13-173726-6



Rendering Fashion, Fabric and Prints with Adobe Illustrator is the first of its kind—a textbook that shows how Adobe Illustrator can be used in the fashion, fashion illustration and textile industries. Developed as a companion text to *Rendering Fashion, Fabric and Prints with Adobe Photoshop*, the book uses a simple step-by-step format to cover the complete digital rendering process—from concept to consumer. Readers will learn how to use the software to create story boards, mood boards, logos, hang-tags, flats, fabric repeats and more! Over 1,000 images and an accompanying CD-ROM reinforce techniques and provide a visual, hand-on component to any course.

- ▼ **Shows how Adobe Illustrator can be used effectively in the fashion and textile industry**—and is tailored specifically to the fashion and interior design student. Shows how to use Adobe Illustrator to render vector images specific to fashion such as illustrations, technicals, fabric repeats, logos and presentation boards.
- ▼ **Covers the complete digital rendering process**—from concept to consumer. Covers all aspects including: storyboards, moodboards, logos, hang-tags, merchandise boards, flats, technical renderings, croquis etc.
- ▼ **Prepares students for the competitive job market**—by teaching them sought after technical skills and contemporary job search strategies. Discusses how to prepare images for digital portfolios, use online URLs for locating jobs, etc.

SUPPLEMENT

- **Student Software** (978-0-13-198806-4)

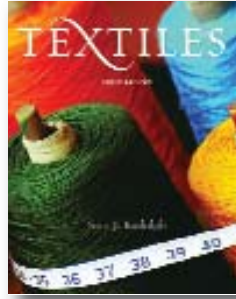
Textiles

Textiles, 10/E

Sara J. Kadolph,
Iowa State University

Anna L. Langford

© 2007, 512 pp., Cloth,
#978-0-13-118769-6



A revered resource, *Textiles, Tenth Edition*, by Sara Kadolph, provides students with a basic knowledge of textiles, how they are produced and how appropriate performance characteristics are incorporated into materials and products. Organized according to the textile production process, the text provides a solid understanding of textile components—including fibers, yarns, fabrics, and finishes. Using new full-color photos and illustrations, it examines the interrelationships among these components and their impact on product performance. This edition features coverage of new fibers, updated industry and company examples and summary tables that make this a timeless resource for any industry professional.

Fully updated to include:

- ▼ Coverage of new fibers such as milkweed, bamboo, hibiscus, and spider silk
- ▼ Elasterell-p, Lastol
- ▼ Updated company names and trade names
- ▼ More information on processing fibers into yarns
- ▼ Updated discussion of the basic processes of adding color to fabric
- ▼ An expanded career chapter that includes a new section on entrepreneurship and the most recent industry changes
- ▼ Contemporary vocabulary that relates to fiber modifications, finishes, and performance

PARTIAL CONTENTS

- I. INTRODUCTION TO TEXTILES.
- II. FIBERS.
- III. YARNS.
- IV. FABRICATION.
- V. FINISHING.
- VI. OTHER ISSUES RELATED TO TEXTILES.

Appendix A:
Fiber Names in Other Languages.

Appendix B:
Fibers No Longer Produced in the United States.

Appendix C:
Selected Trade Names.

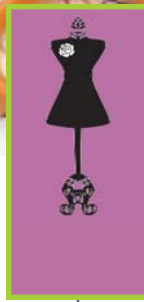
Glossary.

Index.

SUPPLEMENTS

- Instructor's Manual (978-0-13-236749-3)
- Online PowerPoints

Patternmaking



Patternmaking for Fashion Design and DVD Package, 4/E

Helen Joseph Armstrong,
Los Angeles Trade Technical College

© 2006, 832 pp., Paper,
#978-0-13-169993-9



Renowned for its comprehensive coverage, exceptional illustrations, and clear instructions, this hallmark book offers detailed yet easy-to-understand explanations of the essence of patternmaking. Hinging on a recurring theme that all designs are based on one or more of the three major patternmaking and design principles—dart manipulation, added fullness, and contouring—it provides all the relevant information necessary to create design patterns with accuracy regardless of their complexity.

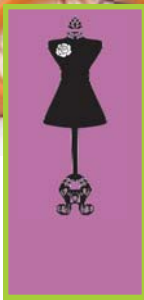
Additional use of color — RED lines are used to highlight heading and mark the technical art in clarifying the instructions.

Completely updated with modern, cutting-edge sketches and designs.

Spiral binding allows the book to be laid open in work areas.

CONTENTS

1. The Workroom.
2. The Model Form and Measurements.
3. Drafting the Basic Pattern Set.
4. Dart Manipulation. (Principle #1)
5. Designing with Darts (Tuck-Darts, Pleats, Flare and Gathers)
6. Stylelines.
7. Added Fullness (Principle #2).
8. Yokes, Flanges, Pin-Tucks, and Pleat Tucks.
9. Contouring (Principle #3).
10. Collars.
11. Built-up Necklines.
12. Cowls.
13. Skirts/Circles and Cascades.
14. Sleeves.
15. Kimono, Raglan, Drop Shoulder, Exaggerated Armholes.
16. Buttons, Buttonholes, and Facings.
17. Plackets and Pockets.
18. Dresses without Waistline Seams (Based on Torso Foundation).
19. Strapless Foundations and Interconstruction.
20. Patternmaking for Bias-Cut Dresses.
21. Shirts.
22. Jackets and Coats.
23. Capes and Hoods.
24. Knock-Off-Copying Ready-Made Designs.
25. Pants.
26. Knits-Stretch and Shrinkage Factors.
27. Actionwear for Dance and Exercise.
28. Swimwear.
29. Introduction to Childrenswear.
30. Drafting the Basic Pattern Set: Measurement Taking, Standard Measurement Charts.
31. Collars, Sleeves, and Skirts.
32. Dresses and Jumpers.
33. Tops.
34. Pants and Jumpsuits.
35. Bodysuits, Leotards, Mailott, and Swimwear.



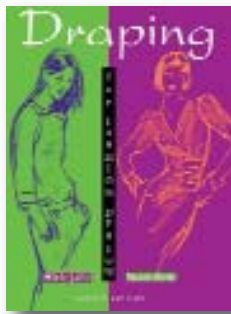
Patternmaking

Draping for Fashion Design, 4/E

Hilde Jaffe,
Professor Emeritus,
Fashion Institute of Technology

Nurie Relis,
Retired, Fashion Institute of Technology

© 2005, 272 pp., Paper,
#978-0-13-110937-7



Draping for Fashion Design is **THE** definitive basic instructional text for draping in numerous fashion design programs since its original publication. This book covers all of the fundamental material for beginning and advanced study in an intensive fashion design program and prepares students for the industry. Based on current industry methods, it reflects the dramatic changes of computer integration into the basic design and pattern development process and demonstrates simplified methods wherever they are employed in the industry.

- ▼ **NEW! Updated introduction** — To include background about the work of fashion designers and the fashion industry.
- ▼ **NEW! Apparel Company and its divisions.** Provides students with an overview of the Apparel Company and the various customers who buy apparel.
- ▼ **NEW! Seasonal collections discussion added.** Provides students with insight into sources of inspiration and the process that leads from the designer's idea to the prototype for production.

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Introduction.	11. Sportswear and Casual Wear.
1. Basic Preparation.	12. Tailored Garments.
2. Basic Patterns.	13. Functional Finishes.
3. Bodices.	14. Pockets.
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5. Pants.	Appendix A:
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10. The Princess Dress.	

Patternmaking: A Comprehensive Reference for Fashion Design

Sylvia Rosen,
Parsons School of Design
and Drexel University

© 2005, 640 pp., Cloth,
#978-0-13-026243-1



Written by a seasoned professional Fashion Designer, this comprehensive text/reference covers all the technical aspects of developing precise professional patterns for garments, and gives students a firm foundation in the tools, concepts, and understanding necessary for success in this highly competitive industry. The focus throughout is on the procedures and principles of *professional flat patternmaking using Basic Slopers* (i.e., Pattern Blocks, Master Patterns, or Foundation Patterns), and on cutting and testing each completed pattern in tissue, pinned on the form completely marked. The exceptionally clear and visually detailed illustrations can easily be understood by students without having to read the accompanying text.

- ▼ **Detailed, step-by-step technical illustrations.**
An excellent visual learning tool, especially critical for ESL and international students.
- ▼ **Lessons presented in sequential order of learning** — All the patterns diagrammed are shown in the exact stages and sequence of development—from plot to completion—including all necessary markings, such as punch holes, notches, seams, and grain lines.
- ▼ **Generic patterns** — The patterns represent problems and style lines that can be applied to any garment currently in style, and are NOT meant to make a fashion statement. All have been classroom tested and the completed patterns have been pinned together in tissue and checked on the dress forms for accuracy, balance, and shape.

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1. Introduction to Patterns and Patternmaking.	10. Shirts.
2. Introduction to Slopers.	11. Collars.
3. Slopers and Sub-Slopers.	12. Sleeves.
4. Introduction to Dart Manipulation.	13. Skirts.
5. Necklines and Collars.	14. Capes and Hoods.
6. Short Sleeves.	15. Torso Slopers.
7. Skirts.	16. Garment Details.
8. Bodice and Sleeve Pattern.	17. Figure Analysis.
9. Sleeve/Bodice Combinations.	18. The Fashion Industry.
	Appendices.
	Index.



Retailing

Retail Buying, 8/E

Jay Diamond,
Professor Emeritus,
Nassau Community College

Gerald Pintel

© 2008, 496 pp., Paperback with DVD,
#978-0-13-159236-0



Known for its clear depiction of retail buying, this edition reflects what buyers face everyday in their pursuit of excellence. Focusing on the changes in today's market, the book includes two new chapters: one addressing diverse ethnicities and the other exploring the nuances of purchasing abroad. Contemporary market considerations are highlighted throughout, including chapters on buying for discount operations, using the Internet as a means of product procurement, and methods of analyzing customer demand. With a host of end-of-chapter materials, visual aids, and a Companion DVD, this book continues its tradition of preparing readers for their role as professional retail buyers.

New! Chapter 8: Multiculturalism: Assessing Product Needs of America's Major Ethnicities — addresses how to make effective buying decisions for various populations.

New! Chapter 14: The Importance of Business Etiquette When Purchasing in the Global Markets — updates material to reflect the increase in international markets.

New! Updated to reflect:

- Buying changes in the current market
- New Retail Buying Focuses
- Additional Case Studies
- New artwork and a new color insert

CONTENTS

<p>I. INTRODUCTION TO RETAIL BUYING.</p> <ol style="list-style-type: none"> 1. The Buyer's Role. 2. Buying for Traditional Retail Organizations. 3. Buying for Discount Operations. 4. Buying for Off-Price Retail Operations. 5. Buying for Off-Site Retail Operations. 6. The Market Specialists and How They Service Retailers. <p>II. PLANNING THE PURCHASE.</p> <ol style="list-style-type: none"> 7. Consumer Analysis. 8. Multiculturalism: Assessing Needs of America's Major Ethnicities. 9. What to Buy. 10. How Much to Buy. 11. Merchandise Sourcing and Timing the Purchase. 	<p>III. MAKING THE PURCHASE.</p> <ol style="list-style-type: none"> 12. Purchasing in the Domestic Marketplace. 13. Foreign Market Purchasing. 14. The Importance of Business Etiquette When Purchasing in the Global Markets. 15. Wholesale Purchasing on the Internet. 16. Negotiating the Purchase and Writing the Order. <p>IV. ADDITIONAL BUYER RESPONSIBILITIES.</p> <ol style="list-style-type: none"> 17. Merchandise Pricing. 18. The Development of Private-Label Programs. 19. Disseminating Product Information to Retail Personnel. 20. The Buyer's Role in Planning Advertising, Special Events, and Visual Merchandising.
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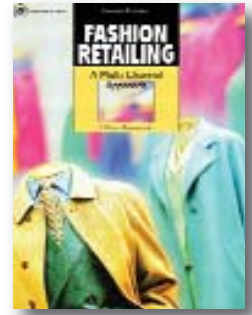
SUPPLEMENT

- Online Instructor's Manual

Fashion Retailing: A Multi-Channel Approach

Ellen Diamond,
Adjunct Faculty,
Nassau Community College

© 2006, 432 pp., Paper,
#978-0-13-177682-1



The only retailing text that exclusively focuses on the fashion segment of the retailing industry, its complete coverage includes the author's personal experience, in-depth interviews with industry professionals, and a wealth of pertinent photographs, exposing fashion retailing as a "multi-channel" industry.

Chapter: "Ethics and the Industry" — reflects for students the latest findings and trends in this emerging vital area of concern.

An exploration of new technology — shows students the importance of understanding the new technology offered to retailers.

Other new chapters include: 1) off-site retailing; 2) purchasing in domestic and off-shore markets; and 3) the development of private labels and brands.

CONTENTS

<p>I. INTRODUCTION TO FASHION RETAILING.</p> <ol style="list-style-type: none"> 1. An Introductory Analysis of On-Site Fashion Retailing. 2. The Emergence of Off-Site Fashion Retailing. 3. Organization Structures. 4. The Fashion Consumer: Identification and Analysis. 5. Classifications and Methodology of Retail Research. 6. Ethics and the Industry. <p>II. THE FASHION RETAILER'S ON-SITE ENVIRONMENTS.</p> <ol style="list-style-type: none"> 7. Store Location. 8. Designing and Fixturing the Retail Environment. <p>III. MANAGEMENT AND CONTROL FUNCTIONS.</p> <ol style="list-style-type: none"> 9. Human Resources Management. 	<p>IV. MERCHANDISING FASHION PRODUCTS.</p> <ol style="list-style-type: none"> 10. Merchandising Distribution and Loss Prevention. 11. Planning and Executing the Purchase. 12. Purchasing in the Domestic and Off-Shore Markets. 13. The Retailing and Development of Private Labels and Brands. 14. Inventory Pricing. <p>V. COMMUNICATING WITH AND SERVICING THE FASHION CLIENTELE.</p> <ol style="list-style-type: none"> 15. Advertising and Promotion. 16. Visual Merchandising. 17. Servicing the Customers in On-Site and Off-Site Ventures. <p>Appendix: Careers in Fashion Retailing.</p>
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SUPPLEMENT

- Instructor's Manual (978-0-13-177683-8)

Fashion Merchandising



Apparel Product Design and Merchandising Strategies

Cynthia L. Regan,
California State
Polytechnic University, Pomona

© 2008, 460 pp., Cloth,
#978-0-13-119759-6



Offering a higher level of understanding, this book provides an in-depth and illustrated look at the product development process. Using a broad to narrow focus, it explains the product development process, the decisions made at early stages, and how to relate a company's business strategy to products developed. Unique in its approach, it ties a fictional story into textbook narrative and uses an ongoing company project to engage students in their own product development activity. Each chapter is filled with company examples, web links, activities, and quotes that reveal the current industry environment and the skills needed to thrive in it.

Product development is approached from a broad to narrow focus — i.e. the text begins with apparel executives' strategic business planning activities, then moves to core strategy, the design process, design specifications, and the interrelationship with textile suppliers and services.

A fictional story (Rare Design) begins each chapter — and runs throughout the text. Reinforces how product development associates dialog, how apparel associates use industry terms, the environment, their decisions, and the product development process.

A company project assignment appears in Chapters 2–13 — and provides a hands-on activity that can be used throughout the term. Encourages active learning by giving readers a chance to create their own private label or apparel manufacturing company.

CONTENTS

1. What is Product Development?
2. Developing Company Strategy.
3. Developing Design and Business Goals.
4. Product Development Planning.
5. Setting the Stage: Design Process, Thinking, and Analysis.
6. Readily Accessible Inspirational Resources.
7. Search for Solutions: Inspirational Travel.
8. Communicating Product Strategy: Themes and Resources.
9. Color Selection and Development.
10. Fabrics: The First Piece of the Merchandise Puzzle.
11. Final Phase of Merchandising the Product Line.
12. Finalizing the Product Line: Design and Production Review.
13. Sales Meeting and Marketing Services.

SUPPLEMENT

- **Companion Website** (<http://www.prenhall.com/regan>)

Fashion Apparel, Accessories & Home Furnishings

Jay Diamond,
Professor Emeritus,
Nassau Community College

Ellen Diamond,
Adjunct Faculty,
Nassau Community College

© 2007, 368 pp., Paper,
#978-0-13-177686-9



This text provides up-to-the-minute details to aide in the understanding of raw materials used in fashion product manufacturing, apparel classifications and their product lines, numerous different wearable accessories and enhancements and the host of home furnishings used for interior design.

The book is divided into five sections that cover the general nature of the fashion industry as well as its more specialized segments.

Each chapter provides a section called Internet Websites For Additional Research.

Included within each chapter are a wealth of drawings and photos that are designed to help the reader visually understand what is being discussed

CONTENTS

- I. INTRODUCTION TO THE FASHION INDUSTRY.
 1. The Nature and Scope of the Industry Segments.
- II. THE MATERIALS OF FASHION MERCHANDISE.
 2. Textiles.
 3. Leather.
 4. Furs.
 5. Metals and Stones.
 6. Glass, Ceramics and Woods.
- III. APPAREL CLASSIFICATIONS.
 7. Designing and Producing Apparel Collections.
 8. Women's Clothing.
 9. Men's Clothing.
 10. Children's Clothing.
- IV. WEARABLE ACCESSORIES AND ENHANCEMENTS.
 11. Footwear, Handbags, Luggage and Belts.
 12. Jewelry and Watches.
 13. Gloves, Hats, Hosiery, Scarves, Umbrellas, and Eyewear.
 14. Cosmetics and Fragrances.
- V. HOME ACCESSORIES AND DECORATIVE ENHANCEMENTS.
 15. Tableware: Dinnerware, Flatware, Glassware, Hollowware, Tabletops, and Candle Holders.
 16. Furniture, Lighting, Wall Art, Decorative Frames, Wall Coverings, and Decorative Accessories.
 17. Linens and Bedding.
 18. Flooring: Rugs, Carpet, and Hard Surface Materials.

SUPPLEMENT

- **Instructor's Manual** (978-0-13-177687-6)

Fashion Merchandising



Contemporary Visual Merchandising and Environmental Design, 4/E

Jay Diamond,
Professor Emeritus,
Nassau Community College

Ellen Diamond,
Adjunct Faculty,
Nassau Community College

© 2007, 384 pp., Paper,
#978-0-13-173003-8



Contemporary Visual Merchandising and Environmental Design, 4th Edition examines every aspect of visual merchandising—from point-of-purchase display to signage—and has become the trusted resource for students and professionals. Rich with photographs and illustrations, the text discusses the fundamentals of good design, how to take a project from concept to completion, and unique strategies for transforming mundane stores into shops full of charm, distinction and visual excitement. This edition features two new chapters, the latest trends in visual merchandising, examples from retailers of every size and a DVD in every student copy.

New! Chapter 14, *Display Windows as Settings for “Consumer Theater”*—appears in this edition. Contributed by Amy Meadows, Manager of Visual Marketing, Marshall Fields.

New! Chapter 17, *Promotion’s Other Components: Advertising, Special Events, and Publicity*—appears in this edition. Examines the role of advertising, special events and publicity in the success of various retail operations.

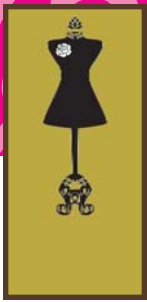
New! A new DVD—accompanies each text. Explores the field of visual merchandising and provides students with illustrations of the industry.

CONTENTS

1. The Visual Merchandising Concept in a Contemporary Environment.
2. Planning and Developing Visual Presentations.
3. Facilities Design: Exteriors, Interiors, and Fixturing.
4. Mannequins and Other Human Forms.
5. Materials, Props, and Tools of the Trade.
6. Principles of Design.
7. Color: Fundamental Concepts and Applications.
8. Lighting: Dramatizing the Selling Floor and Display Areas.
9. Themes and Setting for Windows and Interiors.
10. Energizing the Specialty Boutique.
11. Signage: The Tool That Tells A Story.
12. Graphics in the Retail Environment.
13. Point-of-Purchase Display.
14. Display Windows as Setting for “Consumer Theater.”
15. Execution of a Visual Display.
16. Creating the Overall Concept: From Conception to Completion.
17. Promotion’s Other Components: Advertising, Special Events, and Publicity.

SUPPLEMENTS

- PowerPoints (978-0-13-173004-5)
- Test Item File (978-0-13-242358-8)



Math for Merchandising

sale

Merchandising Math for Retailing, 4/E

Cynthia R. Easterling,
Associate Provost and Professor,
University of Southern Mississippi

Ellen L. Flottman,
University of North Texas, Retired

Marian H. Jernigan,
Professor, Texas Woman's University

Beth E.S. Wuest,
Texas State University

© 2008, 384 pp., Paper, #978-0-13-193643-0



With a focus on understanding profit factors, this text provides a basic knowledge of the principles and techniques of real-world merchandising mathematics. Building on the authors' extensive retail experience, the book explains how to apply these fundamentals to realistic, everyday retail merchandising problems. Its workbook format encourages interactive learning and space is provided so practice problems can be worked right in the text. It includes a basic math refresher, realistic problems, worked-out examples and clear explanations. Case studies have been added to this edition and cumulative summary exercises can be used to evaluate student progress. Companion materials and supplements for instructors and students are available online.

New! Profit factors and performance measures are integrated throughout.

New! Realistic Case studies have been added to incorporate key concepts—see Chapters 3–9. Includes contributions from professors at several colleges and reflects their years of experience in retailing and teaching.

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| 2. Basic Merchandising Mathematics. | Appendix A:
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| 3. Profitability. | Appendix B:
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| 4. Cost of Merchandise Sold. | Appendix C:
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| 5. Markup as a Merchandising Tool. | Appendix D:
Answers to Pretest. |
| 6. Retail Pricing for Profit. | |
| 7. Inventory Valuation. | |
| 8. The Dollar Merchandise Plan. | |

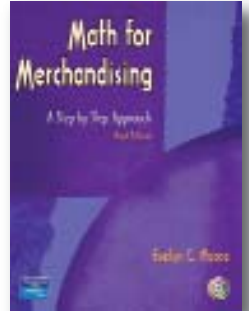
SUPPLEMENT

- Instructor's Manual, 4/E (978-0-13-193644-7)

Math for Merchandising: A Step-by-Step Approach, 3/E

Evelyn C. Moore

© 2005, 368 pp., Paper,
#978-0-13-110734-2



Merchandising Math: A Step-by-Step Approach, Third Edition, takes users step by step through the concepts of merchandising math. It is organized so that the chapters parallel a career path in the merchandising industry. The text begins with coverage of fundamental math concepts used in merchandising and progresses through the forms and math skills needed to buy, price, and re-price merchandise. Next students learn the basics of creating and analyzing six-month plans. The final section of the text introduces math and merchandising concepts that are typically used at the corporate level. New to this edition is a *Student Resources CD* packaged with the book that contains forms from the text, Excel templates, guided Excel exercises, and quizzes for each chapter in the book

- ▼ **Student Resources CD** packaged with the book contains forms from the text, Excel templates, and guided Excel exercises, and quizzes for each chapter in the book.
- ▼ **Unit 1: Reorganized and expanded** to explain to the student how they will progress through their coursework and covers basic math concepts that will be needed in the course.
- ▼ **Practical Workbook format**—concepts are explained step-by-step with space for students to record their answers to applications and exercises.

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| I. FACTS AND FUNDAMENTALS ABOUT THE TOOLS OF THE TRADE. | 11. Developing New Six-Month Merchandising Plans. |
| 1. A Look at Who, Why, What, and How! | IV. BALANCE BRINGS PROFITS. |
| 2. Getting Comfortable. | 12. Control the Flow-Calculating Open to Buy. |
| 3. Tracking Key Concepts. | 13. Building Balance |
| II. PURCHASING AND PRICING. | 14. Designing Today. |
| 4. Buying for Profits. | V. MEASURING THE RESULTS. |
| 5. The First Price. | 15. Make the Most Out of Your Space. |
| 6. Markups to Sell. | 16. The P&L is the One That Counts! |
| 7. Markdowns Make it Move. | Appendix. |
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| 8. Fundamentals of a Six-Month Merchandising Plan. | Basic Formulas. |
| 9. Analyzing Last Year's Six-Month Merchandising Plan. | Answers to the Odd-Numbered Problems. |
| 10. Changing a Six-Month Plan Using Historical Data. | Index. |

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- Instructor's Manual (978-0-13-110735-9)

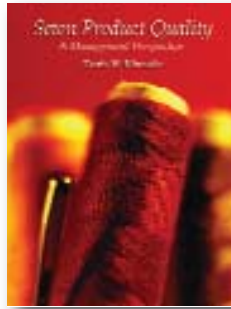


Apparel Manufacturing

Sewn Product Quality: A Management Perspective

Doris H. Kincaide,
Virginia Tech

© 2008, 384 pp., Paper,
#978-0-13-188647-6



Sewn Product Quality: A Management Perspective takes complex industry-specific terminology and processes and explains them with pictures and text that is relevant to both merchandising and design majors. The book discusses all aspects of quality, devoting separate sections to materials and processes and focusing specifically on the new consumer-centric business environment. Taking a managerial perspective, it presents definitions, techniques, and standards unique to the sewn products industry and shows how to impact quality throughout the design, production and delivery process.

- ▼ Discusses quality techniques used in the sewn product industry—from a managerial perspective.
- ▼ Devotes separate sections to materials and processes—so readers can see all the quality considerations during design, production and delivery. Provides answers to the questions of what quality is; how quality is built into the product; and how a company can plan for and control quality.
- ▼ Defines new terminology and concepts—throughout the book. Provides students with technical vocabulary and business processes that are applicable to their future careers.

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|--|--|

Machine Knitting

Injoo Kim,
University of Cincinnati

Ruth Burbank,
University of Cincinnati

© 2006, 192 pp., Cloth,
#978-0-13-030740-8



The only beginners machine knitting book on the market to use both text, pictures and CD video clips in an effective, user-friendly format. This complete basic introduction to the fundamentals of knitting machine operation presents clear step-by-step instructions and diagrams for the methodology and principles used in machine knitting. Coverage ranges from individual techniques to the creation of entire garments, including creating fabric with original patterns, stitch designs and textures.

- ▼ Photos with concise, step-by-step instructions.
- ▼ Reader-friendly format.
- ▼ Variety of machine knitting construction and techniques—Covers 40 individual techniques.

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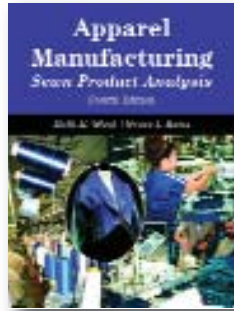


Apparel Manufacturing: Sewn Product Analysis, 4/E

Grace I. Kunz,
Iowa State University

Ruth E. Glock,
Iowa State University

© 2005, 672 pp. Cloth,
#978-0-13-111982-6



Our goal for the 4th edition *Apparel Manufacturing: Sewn Product Analysis* remains the same as it was for the first edition: to provide a broad conceptual and somewhat theoretical perspective of apparel manufacturing that will serve as a foundation for future apparel professionals. We have consulted professionals, industry trade associations, visited factories in national and international locations, and participated in numerous apparel related conferences and workshops to supplement academic research and personal observations.

- ▼ **Conceptual framework**—Provided of the manufacturing process for future apparel professionals.
- ▼ **Global, integrated perspective.**

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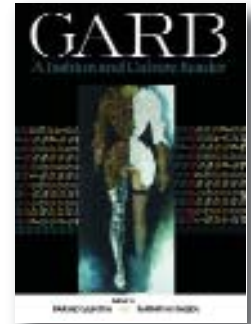
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Garb: A Fashion and Culture Reader

Kathryn Hagen-Kelly,
Otis College of Art and Design

Parma Giuntini,
Otis College of Art and Design

© 2008, 416 pp., Paper,
#978-0-13-111910-9



Garb: A Reader on Fashion and Culture investigates the complexity of postmodern attitudes toward dress, fashion, identity and culture through a broad range of perspectives and theoretical approaches. Diverse essays show the richness of the field, as authors from various disciplines explore the significance of fashion and fashion visual culture in the contemporary world. Four hours of filmed interviews accompany the reader and include personal stories from emerging designers and seasoned professionals. Art and design departments will appreciate the interdisciplinary approach of this collaborative work as authors share their passion for fashion, culture, theory and art.

- ▼ **GARB essays and interviews address contemporary topics such as:**
 - Gender
 - Identity
 - Consumption
 - Style
 - Visual Culture

A variety of contributors from a variety of backgrounds—create a text which takes an interdisciplinary approach to fashion and contemporary culture. Includes essays from professionals or academics in Art History, Literature, Fashion Illustration, Folklore, English and more.

A DVD containing four hours of filmed interviews—support the essays and include conversations with emerging designers and seasoned professionals. Includes provocative insights into the field as designers comment on the future of fashion, the increasing globalization of the industry, and the price that many are willing to pay to maintain their artistic independence.

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SUPPLEMENT

- DVD (978-0-13-189616-1)

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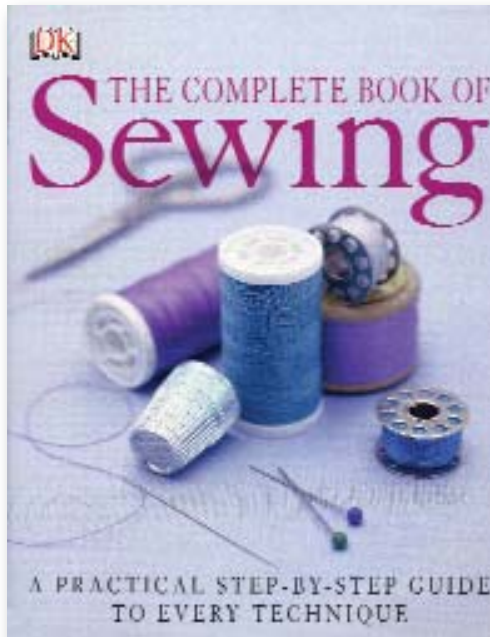
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