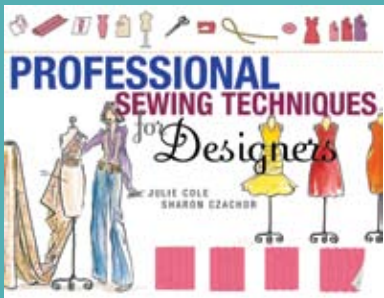




# FASHION CATALOG

2009



**FAIRCHILD**  
books

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# FAIRCHILD BOOKS 2008 HOT LIST

## **INTRODUCTION TO FASHION**

The Dynamics of Fashion, 3rd Edition

## **Apparel: Concepts & Applications**

Apparel: Concepts and Practical Applications

## **SUSTAINABLE FASHION**

Sustainable Fashion, Why Now?

## **FASHION WRITING**

Writing for the Fashion Business

## **DRAFTING, DRAPING, DRAWING**

Integrating Draping, Drafting and Drawing

## **GRADING**

Concepts of Pattern Grading, 2nd Edition

## **CONSTRUCTION**

Professional Sewing Techniques for Designers

Sample Workbook to Accompany Professional Sewing Techniques for Designers

## **COMPUTER AIDED DESIGN: GERBER**

Computerized Patternmaking for Apparel Production

## **DRESS AND SOCIETY**

Dress and Society

The Visible Self, 3rd Edition

## **KNITWEAR**

Designing and Patternmaking for Stretch Fabrics

Designing a Knitwear Collection: From Inspiration to Finished Garments

## **MENSWEAR**

Men's Fashion Reader

Menswear: Business to Style

## **BRANDING**

Fashion Brand Merchandising

## **CONSUMER BEHAVIOR**

The Why of the Buy: Consumer Behavior and Fashion Marketing

## **MERCHANDISING / RETAIL BUYING**

Concepts and Cases in Retail and Merchandise Management, 2nd Edition

Mathematics for Retail Buying, 6th Edition

Retail Buying: From Basics to Fashion, 3rd Edition

Making Buying Decisions: Using the Computer as a Tool, 3rd Edition

Merchandising Mathematics, Revised 1st Edition

## **ENTREPRENEURSHIP**

Entrepreneurship in Action: A Retail Store Simulation

## **REFERENCE**

Fairchild Dictionary of Retailing, 2nd Edition



## TEXTILES

Swatch Reference Guide for Fashion Fabrics

## IMPORTING & EXPORTING

Essentials of Exporting & Importing: U.S.  
Trade Policies, Procedures and Practices

## SOCIAL RESPONSIBILITY

Social Responsibility in the Global  
Apparel Industry

Ethics in the Fashion Industry

Fashion Law: Legal Issues for  
Fashion Executives & Designers

## FASHION JOURNALISM

Uncovering Fashion:  
Fashion Communications  
Across the Media

## PATTERNMAKING

The Flat Patternmaker's Handbook

## COUTURE SEWING

The Art of Couture Sewing

## TAILORING

Tailoring Techniques for Fashion

## TECHNICAL DESIGN

Technical Designer's Sourcebook

## DRESS AND SOCIETY

Fashioning Society: A Hundred Years  
of Haute Couture by Six Designers

## CHILDRENSWEAR

Designer's Guide to Girls' and Junior Apparel

## COSTUME DESIGN

Costuming for Film and TV:  
From Resume to Wrap

## BRANDING

Fashion Branding Reader

## RESEARCH METHODS

Research Methods for  
the Fashion Industry

## MERCHANDISING / RETAIL BUYING

A Practical Approach  
to Merchandising Mathematics  
A Buyer's Life: Planning  
& Forecasting 365

## RETAILING

Multi-Channel Retailing

## FASHION ECONOMICS

Fashion Economics

## IMAGE MANAGEMENT

Your Personal Style

# NEW EDITIONS FOR 2009

## TEXTILES

Fabric Science, 9th Edition  
Fabric Science Swatch Kit, 9th Edition

## PATTERNMAKING

Principles of Flat Pattern Design,  
4th Edition  
Basic Pattern Skills for Fashion Design,  
2nd Edition

## FITTING

Fitting & Pattern Alteration:  
A Multi-Method Approach, 2nd Edition

## TECHNICAL DRAWING

Complete Guide to Size Specification &  
Technical Design, 2nd Edition

## COSTUME HISTORY

Survey of Historic Costume, 5th Edition

## MERCHANDISING / RETAIL BUYING

Merchandising: Theory,  
Principles, and Practice, 3rd Edition  
Perry's Department Store:  
A Buying Simulation, 3rd Edition

## RETAILING

Retailing in the 21st Century, 2nd Edition

## REFERENCE

Who's Who in Fashion, 5th Edition



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640 pp.  
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978-1-56367-686-4  
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**Instructor's Guide**  
978-1-56367-687-1

**PowerPoint® Presentation**  
978-1-56367-688-8



## The Dynamics of Fashion

### 3rd Edition

ELAINE STONE —Professor Emerita, Fashion Institute of Technology

Fashion today is fast paced, technologically savvy, and global—and this third edition of *The Dynamics of Fashion* has been updated to be on the cutting edge. Featuring a new chapter on the history of fashion, the latest facts and figures, and the most current theories in fashion development, production, and merchandising, this book provides a broad foundation for students hoping to become a part of the industry. Apparel, accessories, cosmetics, home fashions, green design, and more are explored in detail. Hundreds of examples make the business aspect fun. Fresh, forward, challenging, and comprehensive, Elaine Stone's classic text is for those in fashion who want to be both in the now and in the know.

### CONTENTS

#### The Changing World of Fashion

- A Century of Fashion
- The Nature of Fashion
- The Environment of Fashion
- The Movement of Fashion
- The Business of Fashion

#### The Primary Level:

##### The Materials of Fashion

- Textiles: Fibers and Fabrics
- Leather and Fur

#### The Secondary Level:

##### The Producers of Apparel

- Product Development
- Women's Apparel
- Men's Apparel
- Children's and Teens' Apparel

#### The Secondary Level:

##### The Other Producers

- Innerwear, Bodywear, and Legwear
- Accessories
- Cosmetics and Fragrances
- Home Fashions

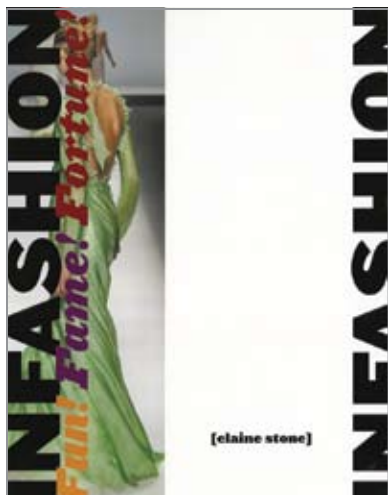
#### The Retail Level:

##### The Markets for Fashion

- Global Fashion Markets
- Global Sourcing and Merchandising
- Fashion Retailing
- Policies and Strategies in Fashion Retailing
- The Auxiliary Level:  
Supporting Services
- Fashion Auxiliary Services

### NEW TO THIS EDITION

- Nearly 700 color photographs and illustrations
- New chapter on Fashion History includes a special project to help students understand the correlation between fashion and the times
- New and updated perspective of technology and its impact on the movement of fashion, fashion globalization, retail competition, and theories of customer service
- “Then and Now” encourages students to look to the past, present, and future
- “Fashion Focus” highlights pertinent people, organizations, and companies
- “MY Top 100 Apparel Designers” compiles Stone's choices of historical and contemporary designers include noteworthy elements of their designs
- Updated glossary provides students with an understanding of the language of fashion
- **Instructor's Guide** includes suggestions for teaching the course, as well as supplementary assignments, test banks, and a final examination
- **PowerPoint® Presentation** includes more than 400 slides that provide the basis for classroom lectures and discussions for each chapter; compatible with PC and Mac platforms



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368 pp.

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\$110.00 (list) | \$88.00 (net)

**Instructor's Guide**

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**PowerPoint® Presentation**

978-1-56367-650-5

## InFashion: Fun! Fame! Fortune!

ELAINE STONE —Professor Emerita, Fashion Institute of Technology

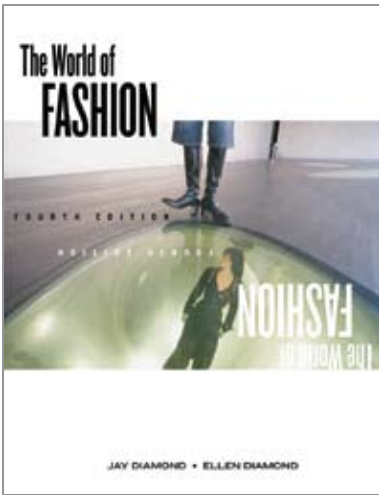
Choosing a career in fashion? *InFashion: Fun! Fame! Fortune!* is an introduction as dynamic as the business itself. Students will learn about the big picture—fashion's history, cyclical nature, and development—and all about materials, producers, and retailing. Whether the plan is to be a designer, stylist, product developer, merchandiser, buyer, manufacturer, or entrepreneur, the various career paths available are woven into each chapter's structure so that students will learn how to accomplish their goals in today's fast-paced, ever-changing industry. Full-color illustrations and informative in-depth features on the people, principles, and practices of fashion bring the exciting world alive.

### CONTENTS

- The Changing World of Fashion
- The Primary Level: The Materials of Fashion
- The Secondary Level: The Producers for Fashion
- The Retail Level: The Markets of Fashion
- So You Want to be InFashion?

### FEATURES

- Everything Old is New Again and ... each chapter features topics covering the past and present in fashion personalities, fads, pop culture icons, etc.
- Tools of the Trade ... Parts Three and Four features topics covering product development and retailing
- Timeless Treasures ... each chapter summarizes historical and contemporary background of the fashion industry
- In the Fashion Spotlight ... each chapter highlights interesting people, places, and/or products that have an impact on the subject matter, making the chapter material more relevant to the student
- End-of-chapter elements include: list of key terms, review questions, projects/assignments, additional readings
- **Instructor's Guide** includes learning objectives, outlines, activities, discussion and exam questions, and outside and Internet resources
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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**Instructor's Guide**  
978-1-56367-568-3

**PowerPoint® Presentation**  
978-1-56367-577-5

## The World of Fashion

### 4th Edition

JAY DIAMOND and ELLEN DIAMOND

*The World of Fashion*, fourth edition, has been completely redesigned, updated, and is now in full color. This text is the essential source for students who want to understand the fashion industry. Starting with an introduction to the history of fashion and its evolving role within the global marketplace, this book provides in-depth coverage of the designing, manufacturing, and merchandising segments of the fashion apparel and textiles industries. Each chapter focuses on an aspect of the industry, from its history and the theory of design to product development, manufacturing, and merchandising.

### CONTENTS

#### Introduction to Fashion

- The Evolution of Fashion
- Fashions: 1900 to the Present
- The Powerful Consumer
- The Multicultural Consumer and Fashion
- Ever-Changing Fashion and Its Acceptance
- Fashion in the Global Marketplace
- Careers in Fashion

#### The Fashion Merchandise Industries

- Apparel: Women's, Men's, and Children's
- Intimate Apparel
- Fashion Accessories
- Details and Trimmings
- Cosmetics and Fragrances
- Home Fashions

#### The Producers of Raw Materials

- The Textile Industry
- Furs and Leather

#### Designing and Manufacturing of Fashion

- Apparel and Accessories
- Fashion Forecasting for Designers and Manufacturers
- Elements and Principles of Design and Developing a Fashion Collection
- Apparel and Accessories Manufacturing
- Outsourcing Fashion Design, Production, and Management

#### Merchandising Fashion

- Resident Buying Offices and Other Fashion Information Sources for Retailers
- The Fashion Retailer
- Advertising, Special Events, Publicity, and Visual Merchandising

### FEATURES

- New chapters on multicultural retailing and on outsourcing fashion, design, production, and management
- Profiles of leading individuals and firms to provide additional information that will help students launch successful careers in the fashion industry
- Point of View readings for each unit
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; PC and Mac compatible



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656 pp.  
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**Instructor's Guide**

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**PowerPoint® Presentation**

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## The Business of Fashion: Designing, Manufacturing, and Marketing

**3rd Edition**

LESLIE DAVIS BURNS —Oregon State University

NANCY O. BRYANT —Oregon State University

The third edition of this authoritative text focuses on the organization and operation of the U.S. textiles and fashion industry—how fashion apparel and accessories are designed, manufactured, marketed, and distributed—and examines the role of these industries within a global context. Since the publication of the first edition, the textile and apparel industries have continued to undergo tremendous change. Quick Response strategies have evolved into supply-chain management, Web-based business-to-business and business-to-consumer communications and commerce have grown, and mass customization is a reality. The third edition of this book continues to capture the dynamics of the fashion industry by emphasizing the technological, organizational, and global changes in its various components.

### CONTENTS

#### Organization of the U.S. Textile, Apparel, and Home Fashion Industries

- From Spinning Machine to Fast Fashion
- Business and Legal Framework of Textile, Apparel, and Home Fashions Companies
- Structure of the U.S. Textile Industry
- Ready-to-Wear: Company Organization

#### Creating and Marketing an Apparel Line

- Creating a Line: Research
- Creating a Line: Design
- Design Development and Style Selection

- Marketing a Line of Apparel or Home Fashions

#### Apparel Production and Distribution

- Production Processes
- Sourcing Decisions and Production Centers
- Production Processes and Quality Assurance
- Distribution and Retailing

#### Organization and Operation of the Accessories and Home Fashions Industries

- Accessories
- Home Fashions

### FEATURES

- New information on globalization, international trade laws, and free trade agreements
- Updated tables, figures, photos, and charts
- Expanded discussion of the home fashions industry
- **Instructor's Guide** includes learning objectives, outlines, activities, discussion and exam questions, and outside and Internet resources as well as guidelines for term projects and papers
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms





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**Instructor's Guide**  
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## Fashion: The Industry and Its Careers

MICHELE M. GRANGER —Missouri State University

Considering a career in fashion? This exciting and dynamic industry presents a wide range of different possible career choices. But without being on the inside, it's difficult to determine exactly what a designer, textile manufacturer, wholesaler, illustrator, model, product developer, journalist, or retailer does. *Fashion: The Industry and Its Careers* is the introductory text that answers those questions. Students will learn what to expect on the job, the education and training required for each position, how to advance to a management career, how each job relates to the industry as a whole—and prospects for the future. From product development to merchandising, public relations, and trend forecasting, this book is a thorough and informative exploration of fashion careers across the board.

### CONTENTS

#### Careers in Raw Materials and Manufacturing in the Fashion Industry

- Trend Forecasting
- Textile Product Development and Design
- Sourcing
- Production
- Promotion
- Sales
- Accounting at the Manufacturer's Level
- Human Resources

#### Careers in Product Development and Sales for the Fashion Retailer

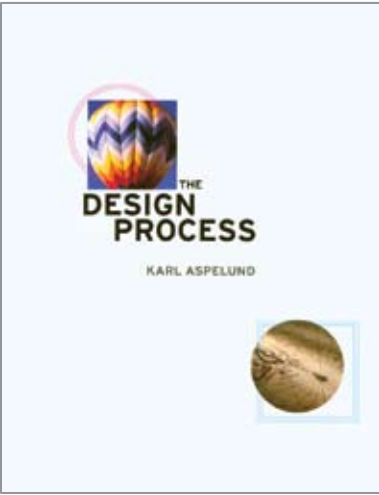
- Product Development and Design by the Retailer
- Promotion in Retailing
- Merchandising for the Retailer
- Management for the Retailer

#### The Ancillary Businesses

- Fashion Visuals and Media as Ancillary Businesses
- Fashion Scholarship
- Environments: Websites, Weterior, and Interiors
- Beauty, Spa, and Wellness

### FEATURES

- Illustrations and examples from around the world throughout the text
- Combines creative and business perspectives for apparel, accessories, home fashions, scholarship, historical costume, beauty, and wellness
- Specific fashion design career tracks such as textile designer, textile stylist, colorist, fashion stylist, as well as interior design
- Real world view from work experiences, personal characteristics, and career challenges
- Current trends, career examples, salary ranges, job requirements, and career challenges
- Sample advertisement and boxed profiles bring material to life
- End of chapter questions encourage critical thinking and career research
- Website and book references for further study
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## The Design Process

KARL ASPELUND —University of Rhode Island

*The Design Process* explores the route of a design through seven stages from the World of Imagination to the World of Objects, starting the journey at inspiration with production as the destination. Aspelund emphasizes the need to understand one's own creativity in order to develop and communicate ideas. He examines the designer's roles—artist, dreamer, performer, manager, coordinator, communicator, and problem solver. Supplementing the author's insights from his personal experience are the perspectives of other designers.

### CONTENTS

#### Introduction

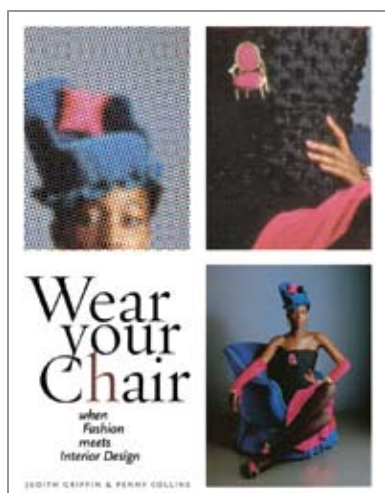
- Stage 2: Inspiration
- Stage 3: Identification
- Stage 4: Conceptualization
- Stage 5: Exploration/Refinement
- Stage 6: Definition/Modeling
- Stage 7: Communication
- Stage 8: Production

#### Appendices

- Elements and Principles of Design
- Recommended Reading and Resources
- Notable Designers and Architects
- Reading the Zeitgeist: Trendspotting in a Decentralized World
- Zeitgeist and Design: Timeline.

### FEATURES

- Engaging illustrations to present concepts discussed in the text in memorable visual terms
- Perspectives of seven professional designers, who work in a variety of media but follow similar paths as they confront the issues posed by each stage of the design process
- End-of-chapter exercises to help students move their own projects through the seven stages
- **Instructor's Guide** includes suggestions for ways to examine topics and apply practices discussed in each chapter as well as ways to evaluate students' design projects and responses to the exercises in the text
- **PowerPoint® Presentation** highlights the text coverage, providing a framework for lectures and discussion in a studio or classroom; compatible with PC and Mac platforms



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**Instructor's CD-ROM**  
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## Wear Your Chair: When Fashion Meets Interior Design

JUDITH GRIFFIN —California State University—Northridge  
 PENNY COLLINS —Woodbury College

Design has become our means of personal expression, whether we're buying Martha Stewart sheets at K-Mart, lining up for the latest Air Jordan sneakers or Manolo Blahnik pumps, or driving a Mini Cooper to our Frank Lloyd Wright-inspired house. *Wear Your Chair* is dedicated to the proposition that all design disciplines are created equal—and all of them should be fun. They also overlap. The authors examine design history, trends, and ideas about creativity with the goal of expanding our understanding about how these overlaps work. We learn how influential designers work across many mediums and possess a design “tool kit”: a respect for the past, an understanding of technology, the pursuit of creative and collaborative solutions, and a willingness to keep learning. We see how design, function, and form—from light fixtures to packaging to shoes—is grounded in innovation with respect for the past. Aimed at fashion and design students as well as aficionados, this is a book about looking at the world without strict definitions—and about thinking outside of the box.

### CONTENTS

- Wear Your What?
- Where It All Starts: References and Influences
- Sources of Design Inspiration
- The Vocabulary of Design
- More Than Meets the Eye: Surface Design, Pattern, and Motifs
- Furniture and Fashion: How to Wear Your Chair
- Inspiration from Textiles: Everything Old Is New Again
- Trend Forecasting: Seeing What's Not There . . . Yet
- Design and the Shopping Experience
- When Life Became Style

### FEATURES

- Illustrations emphasizing the unification of design and fashion—from clothing and textiles to magazine ads, perfume bottles, furniture, and architecture
- Boxed features with articles and interviews with designers about their work
- Exercises and end-of-chapter projects; and hundreds of additional sources
- **Instructor's Guide** provides general suggestions for teaching the course, including possible schedules for semester and quarter courses and advice about team teaching; discussion questions and activities are offered for each chapter
- **Instructor's CD-ROM** contains articles for each chapter from professional and general interest publications to supplement the readings in the text



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## By Design: Why There Are No Locks on the Bathroom Doors in the Hotel Louis XIV and Other Object Lessons

2nd Edition

RALPH CAPLAN

Foreword by Paola Antonelli —Curator, Department of Architecture and Design Museum of Modern Art

An inspiring resource for design students, professionals, or anyone else who could benefit from a fuller appreciation of the design process, *By Design* vividly shows how design affects our most significant human activities. A network of engrossing stories illuminate the process as it applies to architecture, industrial design, interior design, fashion design, graphic design, and the design of business and social situations. It is the perfect accompaniment to a broad area of foundation courses for designers-in-training. This new edition of the popular classic features updated examples of timeless ideas, illustrated in full color. A concluding chapter discusses what has, and has not, changed since the first edition, examining design responses to radical technological development and shifting consumer demands.

### CONTENTS

- The Possibilities of Design . . . the misplaced art of making things right
- The Professional Emergence . . . where industrial designers came, and are coming, from
- The Way Things Mean . . . what goes on between us and our artifacts
- The Prop . . . what chairs are for
- A Pride of Camels . . . we are all designers
- Suitable for Framing . . . is design art?
- The Design of Possibilities . . . the shift from object to situation
- Making Connections: The Designer as Universal Joint . . . object lessons in the work of Charles and Ray Eames
- The More Things Change, The More We Stay the Same . . . design and society respond to change and to each other

### FEATURES

- New chapter explores the design response to technological changes, discusses heightened public awareness, and the opportunities it offers
- Discusses and explains the theories of green design and universal design
- Examines the work of Charles and Ray Eames to show how their practice encompassed product design, interiors, exhibitions, architecture, and filmmaking



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## Cracking the Whip: Essays on Design and Its Side Effects

RALPH CAPLAN

Foreword by Milton Glaser

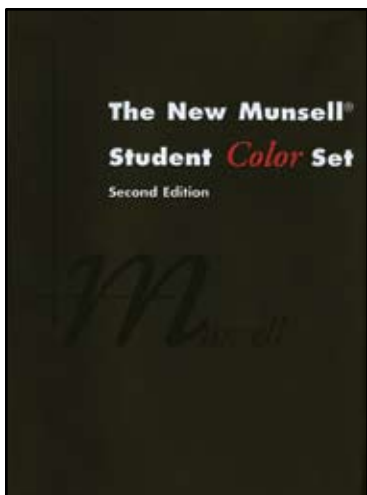
Design is inescapably part of our lives—from the alarm clocks we wake up to and the cups we use for our morning coffee, to the chairs we sit in, the cars we drive, and the houses and cities we live in. In 63 engaged and engaging essays, Caplan explores how we use design, language, and instinct in our everyday world to relate to others, maintain traditions, and advance our causes. He probes our relation to the things that both comfort and disorient us—from pasta to corporate culture—and shows how we are shaped by our own artifacts and our attitudes toward them. Our sense of place and regional diversity are also examined—as are the shock of the new, the persistence of the old, and the expectation of a future. In this age of global sensibilities and “tourism as a lifestyle,” we’re continually recycling as we create. Previously published in forums such as *The New York Times*, *I.D.*, *Print*, and *Interior Design*, Caplan (author of the popular classic *By Design*) is sharp, thoughtful, charming, and challenging.

### CONTENTS

- Identity Crises: Words, images, and spin—how identities are designed, reinvented, stolen, and traded in
- Object Lessons: Are the things we own beginning to own us?
- For Sale: Buying and buying into, selling and selling out
- Being There: Where and who we are—and what we do when we get there
- Now and Then and Next: The more things change, the more they stay the same

### FEATURES

- Articles from *ID* magazine include: Crossing Over, Giving Up the Ghost, Corporate Culture, I Wish I Were McGaffegan
- Articles from *Print* magazine include: Person, Place or Thing, Running on Empty, How Did It Know?, That’s The Size of It
- Additional articles from *Interior Design* on Disabled by Design and VOICE the inline journal of the American Institute of Graphic Arts, “Side Effects” and *The Nation*, “The Army Pleads for Survival



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11 charts

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11 sets of color chips

three-ring binder

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**Instructor's Guide**

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## The New Munsell® Student Color Set

### 2nd Edition

JIM LONG —Virginia Commonwealth University

JOY TURNER LUKE

Albert Munsell's system of color notation has been taught for nearly a century, but the applications and uses of the system are constantly changing. Long and Luke's text teaches the importance of a standardized language to communicate color and the factors affecting how we perceive it. The three dimensions of color—hue, value, and chroma—are also described. There is a brief contextual description of other color systems. This text bridges the gap between the theory and appreciation of color. Munsell® color charts, to be assembled with new, enlarged chips, are the basis for additional projects and exercises. This set is ideal for students of design, art, fashion, architecture, interior design, manufacturing, color science, and anyone else who works with or is interested in color.

### CONTENTS

- The Vocabulary
- Science, Color, and Art
- Light and Color
- Vision and Color
- Color Anomalies, Preference, and Emotional Response
- Additive Color Mixture: Mixing Light
- Subtractive Color Mixture: Mixing Paints
- Relationships among Colors
- Combining Colors
- Color in Designed Products, Installations, and Printing

### FEATURES

- Set includes 11 mountable Hue Value/Chroma Charts and 264 color chips in a three-ring binder. By assembling the color chips on the charts, students can understand and internalize color identification concepts in the Munsell® system.
- Expanded discussion of additive color and manipulation of color on the computer.
- Exercises that can be completed with either pigments or basic graphics software enhance learning through experimentation
- Eight color plates demonstrate phenomena affecting color perception
- Glossary of terms
- **Instructor's Guide** includes information on color chart assembly, course materials, notes on exercises in the text, sample text questions for each chapter, a history of the Munsell® Color System and other supplementary information



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**Instructor's Guide**

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## Color Studies

### 2nd Edition

EDITH ANDERSON FEISNER —Montclair State University

This expanded new edition introduces students in all the visual arts to color theory, the physiology and psychology of color perception, and the physics of color. It also offers tips for putting that knowledge into practice in a variety of media, from painting and other fine arts to interior design, architecture, fashion design, ceramics, textile design, and needlework. Four dimensions of color—hue, value, intensity, and temperature—are discussed in detail.

### CONTENTS

#### Color Foundations

- What is Color?
- Color Systems and Color Wheels
- Color Theorists
- Coloring Agents

#### Dimensions of Color

- The Dimension of Hue
- The Dimension of Value
- The Dimension of Intensity
- The Dimension of Temperature

#### Color in Compositions

- Color and the Principles of Design
- Color and the Elements of Design Space
- Color Interactions
- Color and the Effects of Illumination

#### The Influence of Color

- Color Symbolism
- Putting Color to Use—Then and Now

### FEATURES

- Full-color reproductions of masterpieces of the fine and decorative arts
- Practical exercises to experiment with color
- Examples of compositions and diagrams, including color wheels illustrative of different theories
- Easy-to-use appendix of color identification charts
- Glossary of key terms and bibliography of texts and publications
- **Instructor's Guide** provides course outlines, suggestions for presenting each chapter, and exam questions



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## Fabric Science

### 9th Edition

ALLEN C. COHEN —Fashion Institute of Technology

INGRID JOHNSON —Fashion Institute of Technology

JOSEPH J. PIZZUTO

With the increasing emphasis on textiles as a major global industry, *Fabric Science, 9th Edition*, continues the long tradition of meeting the needs of both students and professionals in the textile, fashion, and related industries. The best-selling introductory text is for students and professionals who need a solid understanding of basic textiles. In this new edition, Cohen and Johnson address the effect of textiles and textile products on the environment throughout the text as well as a standalone chapter. They address the variety of career opportunities in the design, production, marketing, and merchandising of textiles, apparel, and home products associated with the world of textiles.

### CONTENTS

- The Textile Industry
- Fiber Characteristics
- Natural and Manufactured Fibers
- Yarns and Sewing Threads
- Woven Fabrics
- Knitted Fabrics
- Other Types of Textiles
- Textile Dyeing
- Textile Printing
- Textile Finishing
- Care and Renovation of Textiles
- Unique Fabrications and Innovations
- Textiles for the Interiors
- Determining Fabric Quality
- Guide to Fabric Selection
- Textiles and the Environment (NEW)
- Textile Laws, Regulations and Trade Agreements

### NEW TO THIS EDITION

- New chapter “Textiles and the Environment” and discussions throughout the text on the effect of textiles and textile products on the environment
- New section entitled Industrial Fabrics focusing on fabrics engineered to meet special performance requirements such as seat belts (transportation), bandages (medical), protective clothing (safety), inflatable building (construction)
- Pronunciations of fiber names in other languages
- Four-color throughout including new and revised line drawings
- New section “Speaking of Textiles” – includes list of phrases relating to textiles and textile products used specifically in the industry
- More comprehensive coverage of nanotechnology
- CD-ROM includes study questions to encourage direct application of the material covered and assignments to provide a learning experience with practical industry application
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** includes lecture slide and four-color front and back views of fabric swatches in the *Fabric Science Swatch Kit, 9th Edition*

J.J. PIZZUTO'S  
FABRIC SCIENCE  
EIGHTH EDITION  
Arthur Price  
Allen C. Cohen  
Ingrid Johnson

**8th Edition Still Available!**  
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## Fabric Science Swatch Kit

### 9th Edition

ALLEN C. COHEN —Fashion Institute of Technology

INGRID JOHNSON —Fashion Institute of Technology

JOSEPH J. PIZZUTO

Designed to accompany the 9th Edition of *Fabric Science*, this Swatch Kit supplements the study of textiles for students in fashion design, merchandising, product development and well as home furnishings. Swatches represent the types of fabrics currently available in the textile industry and sold to apparel, home furnishings and industrial designers.

### NEW TO THIS EDITION

- 114, 2 x 3 fabric swatches – assembled and bundled in two sections for easy accessibility
- 8-page list identifies the swatches by number, fabric description, purpose of swatch, and fiber content
- New and additional swatches selected to raise awareness of issues of sustainability as it relates to fabric selection for end users such as organic cotton, and regenerated fibers such as bamboo
- Revised Mounting Boards for additional space to identify yarn type, dye, and/or print and finishes
- New section on How to Use Fabric Science Swatch Kit with text
- **Instructor's Swatch Set:** 115, 7 x 12 fabric swatches to correspond to swatches includes pre-printed cards with instructions to mount swatches and create file for research. Additional swatch for instructors for a gabardine with a Nano-Tex finish permits you to drop water, coffee, almost anything on it and watch it roll across the surface
- **Instructor's Guide** with Specification Key to each swatch
- **PowerPoint® Presentation** to accompany text and swatches with front, back, and close-up views of all swatches

J.J. PIZZUTO'S  
**FABRIC SCIENCE  
SWATCH KIT**  
EIGHTH EDITION

Arthur Price  
Allen C. Cohen  
Ingrid Johnson

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32 assignments

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**Instructor's Guide**

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## Textiles: Concepts and Principles

### 2nd Edition

VIRGINIA HENCKEN ELSASSER —Centenary College

Intended for undergraduate programs of colleges and universities that focus on fashion merchandising, fashion design, and interior design, *Textiles: Concepts and Principles, 2nd edition*, provides a thorough approach to the fundamentals of textiles. Written clearly and concisely, it focuses on the comprehension of the interrelationship between the components of textiles to help students understand and predict textile properties and performance.

### CONTENTS

- Introduction to Textiles
- Fibers and Their Properties
- Natural Fibers
- Production of Manufactured Fibers
- Manufactured Cellulosic Fibers
- Synthetic and Special Application Fibers
- Yarn Formation
- Woven Fabrics and Their Properties
- Knit Fabrics and Their Properties
- Nonwoven and Other Methods of Fabric Construction
- Dyeing and Printing
- Finishes

### FEATURES

- Information in easy to read format defines the role of textiles within specific industries
- Evaluates the effect of fabric construction with regard to the performance of the product
- Explains the importance of labeling within the apparel and interior design markets
- Boxed features provide easy access to information
- Case studies of industry products and procedures to introduce real world of textiles to education
- **Instructor's Guide** includes sample syllabi for a 15-week course, a 12-week course, and an 8-week course; sources for teaching materials, answers to end-of-chapter review questions; sample tests for each chapter and Lab Workbook with assignments for each chapter can be conducted individually or in teams, or demonstrated to the class settings



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approx. 150, 2 x 3

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**Instructor's Guide**

978-1-56367-729-8

## Swatch Reference Guide for Fashion Fabrics

DEBORAH YOUNG —The Fashion Institute of Design & Merchandising

This all-in-one text and swatch book focuses directly on the unique needs of students in fashion design, merchandising, and product development. One of the essential components of a successful swatch book is having fabric samples and all pertinent information regarding fabric identification on the same page. Preprinted mounting boards for each fabric includes: Fabric Name, Fiber Content, Yarn Construction, Count, Coloration, Finishes, Weight, and List of Characteristics. Students will understand in detail the inherent performance properties and concepts of each fiber, yarn, and fabric construction. By understanding these properties designers, merchandisers, and product developers will find ways to enhance the advantages of each fabric for their desired performance expectations to make the best choices and best garments for their target market. This invaluable reference offers students a time saving and comprehensive guide to textiles—and gives instructors back valuable planning time to teach the material at hand.

### CONTENTS

- The Textile Cycle
- Fiber Classification
- Manufactured Fibers: Cellulosic
- Synthetic Fibers
- Plain Weaves
- Twill Weaves
- Satin Weaves
- Complex Weaves
- Weft Knits
- Warp Knits
- Miscellaneous Fabric Structures
- Fabrics for Performance/Activewear
- Prints
- Finishes

### FEATURES

- Approximately 150, 2 x 3 swatches, organized within chapters include examples of chiffon, muslin, tweed, canvas, taffeta, denim, satin, and more
- Chapters on knits and performance fabrics, now dominating the apparel industry
- Assignments at the end of each chapter helps students organize and classify information
- Additional pre-printed mounting boards for the swatch book to function as an ongoing source
- **Instructor's Guide** includes in-class exercises and assignments, teaching methods and examples of tests on swatches



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978-1-56367-555-3

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## Quality Assurance for Textiles and Apparel

2nd Edition

SARA J. KADOLPH —Iowa State University

Textile quality assurance is the process of designing, producing, evaluating, and checking products to determine if they meet the desired quality level of a company's target market. *Quality Assurance for Textiles and Apparel, 2nd Edition* reflects the industry's best practices and most practical efforts to provide products of a consistent quality that meet customers' needs. With updated information on technological advances and issues of globalization, the second edition emphasizes the importance of incorporating product quality from the merchandising and design stages through production, delivery, and retailing.

### CONTENTS

#### Understanding Quality Assurance

- Introduction to Quality Assurance
- Linking Products, Quality, and Customers
- Understanding Standards and Specifications
- Introduction to Testing

#### Materials Testing

- Specifying and Evaluating Materials
- Durability Testing
- Evaluating Material Contributions to Comfort, Safety, and Health
- Evaluating Care, Appearance Retention, Colorfastness, and Weather Resistance
- Specifying and Evaluating Color Requirements

#### Product Specifications and Analysis

- Developing Standards and Specifications for Products
- Inspecting Products
- Evaluating Products
- Sampling a Lot and Developing Acceptance Levels

#### Integration and Data Analysis

- Total Quality Management
- Analytical Tools

### FEATURES

- Color insert to demonstrate colorfastness and color matching issues, color management, print samples, shade matching, and color simulation
- Discussion of body scanning as it relates to assessing body shape, sizing, and fit.
- Current information about standard test methods, documents and practices
- Expanded issues associated with globalization and outsourcing of production and quality assurance
- Student activities and review question at the end of each chapter
- **Instructor's Guide** includes options for organizing the curriculum and suggestions for teaching the course
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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416 pp.

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## Going Global: The Textile and Apparel Industry

GRACE I. KUNZ —Associate Professor Emerita, Iowa State University

MYRNA B. GARNER —Associate Professor Emerita, Illinois State University

As the merchandising, design, production, and distribution of textiles and apparel become increasingly global, it is crucial to recognize the role of political, social, and economic perspectives in the international marketplace. *Going Global: The Textile and Apparel Industry* exposes readers to the language and basic concepts of global textile and apparel trade without overwhelming them with data that may become readily outdated. Students are taught to assess the marketing and sourcing of textiles and apparel in four major global trading regions and examine the latest trends that are impacting manufacturing, retailing, and consumption throughout the world.

### CONTENTS

#### Embarking on Global Adventure

- Introduction to Globalization
- Textile and Apparel Supply Matrix
- Consumption and Well-Being

#### World Trade and Regulation

- Trade Barriers and Regulation
- Illegal and Unethical Trade Activity
- Policies and Political Positioning

#### Trading Partners

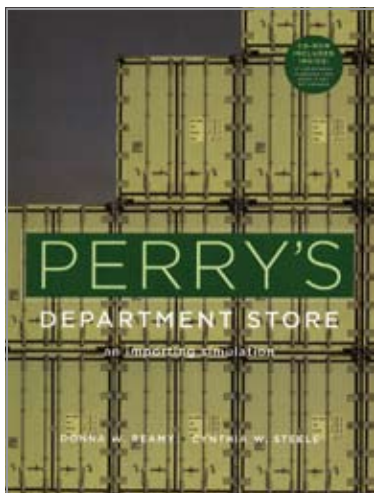
- Europe and the European Union
- The Americas and Caribbean Basin
- Asia and Oceania
- The Middle East and Africa

#### Looking Forward

- Corporate Social Responsibility
- Into the New Millennium

### FEATURES

- Global lexicon lists at the beginning of every chapter include definitions of vocabulary necessary to examine principles and concepts presented in the text
- Learning activities are placed throughout each chapter at points where topics are discussed
- Tables, figures, and boxes illustrate global issues in textile and apparel
- Case studies provide real-world examples related to each global region
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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**Instructor's Guide**

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## Perry's Department Store: An Importing Simulation

DONNA W. REAMY —Virginia Commonwealth University

CYNTHIA W. STEELE —New Creative Enterprises

*Perry's Department Store: An Importing Simulation* emphasizes the importance of conducting business in today's global arena. Learn about the dynamics of the international marketplace by assuming the role of a retail buyer importing jeans into the United States. The import process is divided into eight steps: profiling suitable countries for export, developing sourcing strategies, recognizing differences in working across cultures, understanding the policies and laws governing importing, classifying imported product, financing the import purchase, determining shipping procedures for imports, and completing the entry process. A CD-ROM is included and provides resources and worksheets the simulation.

### CONTENTS

- Introduction: Perry's Background Information
- Step One: Country Profile: Textile and Apparel in the Global Marketplace
- Step Two: Country Analysis: The Sourcing Decision: Strategies Used for Importing
- Step Three: Business Protocol: Working Across Cultures
- Step Four: Importing Trade Agreements and Laws: Policies, Laws, and Trade Agreements Governing the Importation of Textiles and Apparel
- Step Five: Classifying the Import Product: Resources Available for Importers
- Step Six: The Cost Sheet: Financing Your Import
- Step Seven: The Logistics of Importing: Transporting the Import Purchase
- Step Eight: The Entry Process: Importing Processes and Procedures for Textiles and Apparel
- Career Opportunities in Importing

### FEATURES

- Photographs and illustrations, and tables to emphasize the growth of off-shore production
- Sidebars expand on concepts discussed in the book
- Chapter that covers careers in importing both within and outside the fashion industry
- Appendices include web site resources, service ports and area ports, United States customs officers in foreign countries, and United States customs management centers
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom

### CD-ROM FEATURES

- Worksheets needed to complete the simulation
- Additional research material such as a chapter from the Harmonized Tariff Schedule and trade show calendar



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## Essentials of Exporting and Importing: U.S. Trade Policies, Procedures and Practices

HARVEY R. SHOEMACK — Illinois Institute of Art-Chicago, Oakton Community College

PATRICIA MINK RATH — International Academy of Design and Technology-Chicago

International business, especially export-import trade, is no longer an option, but a necessity for today's apparel industry to grow and generate profits—or just to survive in the global marketplace. The decision to export or import is best based on a company or individual entrepreneur's careful and thorough analysis of its internal and external resources and capabilities. *International Trade Policies and Procedures* will provide the merchandising, marketing, or business student a practical, basic guide for importing and exporting products, services, or technology, while maintaining compliance with government policies. Calling upon the knowledge and expertise of industry professionals and government officials, the authors will focus on the policies, procedures, and practices essential for success in the dynamic and expanding field of international trade.

### CONTENTS

#### GLOBALIZATION AND THE U. S. EXPORT –IMPORT BUSINESS

- Introduction— Globalization and Benefits of Trade
- An Overview of Global Business Today
- Globalization and Trade Liberalization
- The U.S. Role in Global Trade

#### U. S. EXPORTING POLICIES AND PROCEDURES

- Basics of Exporting
- Export Procedures and Controls

#### IMPORTING INTO THE UNITED STATES

- Basics of Importing
- Entering the Import Business
- Navigating the Maze of U. S. Import Controls

#### REWARDS AND CHALLENGES OF EXPORT/IMPORT TRADE

- American Fashion Goes Global
- Getting Paid or Paying for Exports or Imports

### FEATURES

- Overall term assignment has students develop an import/export marketing plan
- Case studies and professional interviews draw upon real-world situations in international trade
- Appendices include Trade Documentation and INCO Terms, The Importer's Reasonable Care Checklist, Export-Import Career Capsules, and Export-Import Sources and Internet Links
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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 978-1-56367-535-5



## Sustainable Fashion: Why Now? A conversation exploring issues, practices, and possibilities

JANET HETHORN —University of Delaware—Newark

CONNIE ULASEWICZ —San Francisco State University

Foreword By Yvon Chouinard —Founder and Owner of Patagonia, Inc.

For a full list of contributors, please visit our website at [www.fairchildbooks.com](http://www.fairchildbooks.com)

Through a collection of essays, *Sustainable Fashion: Why Now?* examines the issues of sustainability that designers, product developers, and consumers confront as they go about creating, wearing, and recycling clothing and fashion. It also considers what sustainability means alongside fashion—two seemingly contradictory concepts because fashion is all about change, and sustainability is all about preservation. Through a lively range of perspectives, the contributors discuss new ideas on how to produce fashion with a sense of ethics, organic, or renewable resources, and socially responsible manufacturing techniques. This book is divided into three sections, providing an interconnected and circular way to explore the creation and practice of sustainable fashion through people, processes, and the environment.

Cover: 100 percent Recycled, Contains 30 percent Post Consumer Waste (PCW) and Text: Contains 30 percent Post Consumer Waste (PCW), Acid-free and qualifies as permanent recycled paper.

### CONTENTS

#### Connecting with People on Sustainable Practices

- The Fashion of Sustainability
- Fashion, Social Marketing, and the Eco-Savvy Shopper
- Consideration of Consumer Desire
- Popular Culture, Marketing, and the Ethical Consumer
- A Technology Enabled Sustainable Fashion System: Fashion's Future

#### Production and Economic Processes in the Global Economy

- Mixing Metaphors in the Fiber, Textile, and Apparel Complex: Toward a More Sustainable Fashion
- Economy of Scale, A Global Context

- Creating Fashion without the Creation of Fabric Waste
- Economic Impact of Textile and Clothing Recycling
- Developing Strategies for a Typology of Sustainable Fashion Design

#### The Environment, the Planet and the Materials Used in Fashion Marketing

- Exploration of Materials: An Inspirational Overview
- Environmental Impact of Textile Production
- Fibers: Clean and Green Fiber Options
- Environmental Stewardship and Sustainable Sourcing
- Recycle and Reuse as Design Potential

### FEATURES

- Best Practices at the end of each unit include an interview and examples, sustainable business practices and real-life scenarios
- Comprehensive lists of key terms and websites for more information
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom





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## Social Responsibility in the Global Apparel Industry

MARSHA A. DICKSON —University of Delaware

SUZANNE LOKER —Cornell University

MOLLY ECKMAN —Colorado State University

Foreword written by Marcela Manubens —Senior Vice President, Global Human Rights and Social Responsibility, Phillips – Van Heusen Corporation

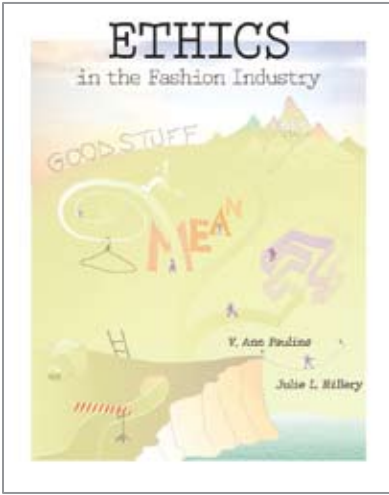
Globalization dramatically changed the way business is conducted in the apparel manufacturing industry. In many cases, these changes came with little regard to social responsibility in the design, production, and sourcing of products. *Social Responsibility in the Global Apparel Industry* combines a broad analysis of apparel manufacturing with a discussion of how social responsibility can influence corporate strategy and decisions made throughout the global supply chain. Students learn how leading apparel and footwear manufacturers attempt to solve complex problems at all stages of the apparel manufacturing process, including child labor, harassment and abuse, discrimination, excessive hours of work, low wages, and poor factory health and safety. Drawing on their experience in industry and research, the authors provide the tools to change the apparel industry from the inside out by preparing the next generation and current industry professionals with the awareness, knowledge, and passion to make it more socially responsible.

### CONTENTS

- What is social responsibility?
- Social responsibility, human rights, sustainability, and the responsibility of companies
- Cultural, economic, and political dimensions of social responsibility
- Stakeholder theory and social responsibility
- Key stakeholders for social responsibility
- Codes of conduct and monitoring
- How manufacturers and retailers organize for social responsibility: internally, collaboratively, and strategically
- Strategies for environmental responsibility
- The future of socially responsibility in the apparel industry

### FEATURES

- Case studies, sidebars, and interviews with individuals who work for multinational corporations, NGOs, and labor groups related to the apparel manufacturing industry
- Comparative coverage of apparel manufacturing in various regions of the world, including China, Hong Kong, Thailand, Turkey, and Vietnam
- **Instructor's Guide**, edited by Danielle L. Stevens, provides suggestions for planning the course and using the text in the classroom



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## Ethics in the Fashion Industry

V. ANN PAULINS —Ohio University

JULIE L. HILLERY —Northern Illinois University

Within a professional setting such as a business or an educational institution people make decisions about what level of attention and care they give to the tasks at hand, what they produce and how they produce it (whether it is a wool coat or a research paper), and how they present their work to others. If we never had to deal with people, we would not have any reason to worry about ethics. This is a book about the relationships between functions in the textiles, apparel, and retailing complex and the people who make those functions happen. The human element is explored in terms of decision-making processes leading to outcomes that have ethical implications. Paulins and Hillery hope to empower students who will soon become professionals in this industry to make good decisions because they are informed about the industry, aware of controversial issues within the industry, in touch with their own ethical constructs and aware of potential consequences or benefits of their actions as they work through the decision-making process.

### CONTENTS

- Ethics in Everyday Life
- Corporate Culture
- People at Work: Management, Supervision, and Workplace Issues
- Processes and Pitfalls of the Design and Development of Fashion
- Ethical Aspects of Manufacturing and Sourcing Fashion Products Acquiring Apparel
- People Who Produce Manufacture Apparel: Responsibilities and Liabilities in a Complex Industry
- Advertising and Promotion
- Selling: Decisions, Practices, and Professional Ethics
- Consumer Decisions in an Ethical Context
- Self-Promotion and Career Search with an Ethical Perspective

### FEATURES

- Draws upon “real world” experience through interviews with industry professionals
- Case studies supplement the content of each chapter
- CD-ROM includes projects that relate to the issues discussed in each chapter
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Fashion Law: Legal Issues for Fashion Executives & Designers

GUILLERMO C. JIMENEZ —Fashion Institute of Technology

BARBARA KOLSUN —General Counsel, Stuart Weitzman

For a full list of contributors, please visit our website at [www.fairchildbooks.com](http://www.fairchildbooks.com)

As the global fashion and apparel industry has grown to represent a \$3 trillion market, a new area of law is required to help guide fashion designers and executives through the legal quandaries peculiar to fashion. This text will address such legal issues as: defining and protecting intellectual property, knock offs, licensing, counterfeiting; agreements such as franchising, distribution, rentals, leasing; handling customs; and creative copyright infringement. It will provide a practical working knowledge to avoid legal disputes and protect rights of fashion executives, managers, and designers. Contributors representing industry and law firms will provide content and case studies for better understanding of legal issues – when “law meets design.”

### CONTENTS

#### Introduction

- Fashion Law: An Overview of a New Field
- Intellectual Property Issues
- Intellectual Property Protection in Fashion
- Fashion and Apparel Licensing
- Counterfeiting:

#### Commercial Operations and Expansion

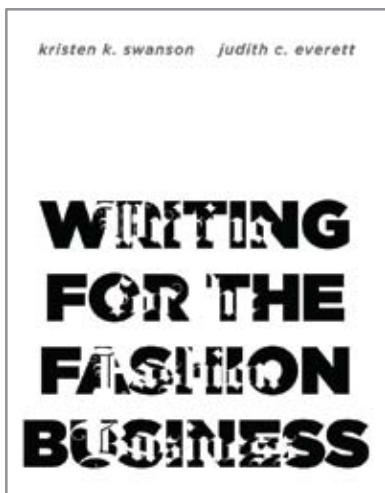
- Start-Up and Launch Issues – Business Structure
- Selling and Buying – Commercial Agreements in Fashion
- Employment Issues in Fashion
- Marketing, Advertising and Promotion of Fashion
- Retail Leasing for Fashion

#### International Aspects

- International Development of the Fashion Business
- Import and Custom Issues in Fashion

### FEATURES

- Introduction to the overall concepts, issues, and practices of chapter topic
- In-depth discussion of topic and real-world case studies contributed by general counsel for an apparel company and/or partner of law firm
- Legal strategies, procedures, checklists, sample contract documents and templates
- Practice tips, discussion questions, short exercises, and relevant assignments to reinforce chapter material
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Writing for the Fashion Business

KRISTEN K. SWANSON —Northern Arizona University

JUDITH C. EVERETT —Northern Arizona University

*Writing for the Fashion Business* is an exciting, one-of-a-kind textbook focused on writing in the fashion industry. Writing is a skill that students need in order to be successful in the workplace. This text introduces students to the writing process. Then it systematically addresses the different writing situations students may encounter in the professional fashion world—writing in the context of media such as newspapers, magazines, broadcast, advertising, public relations, and online media. *Writing for the Fashion Business* details other forms of writing as well, including scholarly writing, writing fashion-oriented books, and writing business and employment communications. Along the way, this textbook gives students numerous opportunities to practice writing and to develop a writing portfolio that will give them confidence in their writing abilities.

### CONTENTS

#### Writing in the Fashion Environment

- Effective Fashion Communications
- The Writing Process

#### Fashion Journalism

- Writing for Newspapers
- Writing for Magazines
- Writing for Broadcast Media

#### Fashion Promotion Communication

- Writing for Advertising
- Writing for Public Relations
- Writing for New Media

#### Other Forms of Fashion Writing

- Scholarly Writing
- Writing Books
- Writing Business Communications
- Writing Employment Messages

### FEATURES

- Profiles of fashion professionals who use writing on an everyday basis to show the importance of writing in a variety of fashion careers
- Discussions of the rising importance of the Web writers, and their relationship with the fashion industry
- Case studies and examples of both good and bad writing associated with the specific sectors of the fashion business
- Examples of communication linking various sectors of the fashion business
- Exercises that help the students achieve such goals in their writing as professionalism, audience awareness, appropriate vocabulary, and clarity
- Classroom and homework exercises that help students create their own writing, including clips and writing samples to build a portfolio
- Appendices providing invaluable references for grammar mechanics, documentation formats, elements of document design, locating and evaluating sources on the Internet, and oral presentations
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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**Instructor's Guide**  
 978-1-56367-616-1



## Uncovering Fashion: Fashion Communications Across the Media

MARIAN FRANCES WOLBERS —Albright College  
 Foreword by Connie Heller Horacek —Albright College

The dynamics of fashion depends on visuals: when we see something we like, we respond to its color, line, form, and eye-appeal. In that sense, fashion communicates itself—without words, without added graphics. But the world of fashion demands much more than the mere presence of garments and accessories and footwear. It involves a wide range of communications, including words—printed, spoken, and electronically transmitted. Those words may serve alone, or they may be paired with images and designs that enhance and illustrate their meaning. This text takes a systematic approach to uncovering fashion to reveal the industry's underlying network of communications. The term “fashion communications” refers not only to monthly fashion magazines, but also to every facet of information relating to fashion—from the names of colors at the dye factory, to the latest runway reviews posted on fashion Web sites. Focusing on four key areas—manufacturing; business; sales and advertising; and representation in the media—Wolbers uses a who-what-where-when-why approach. As Professor Horacek so eloquently states in her Foreword, “this book is truly a must for fashion programs anywhere or for anyone who seeks to develop and hone their communication skills.”

### CONTENTS

#### Fashion Communications

##### —A Layered Look

- Fashion Information from the Inside Out
- Understanding Raw Materials
- Laboring for Fashion: Influences from the Industry

##### The Business End

- Details, Details
- Becoming Fashion
- Out There for All to See

#### Representation in the Popular Media

- The Big C: Creativity
- Evolution of the Fashion Magazine
- Dynamic Wording—The Art of Describing Fashion
- Visuals That Speak
- “With This Page (Ad, Script, or Whatever!), I Thee Wed”

### FEATURES

- Specific assignments and exercises designed for both inside and outside the classroom to help students master the unique language of fashion
- Profiles of various forms of fashion communications related to the content of each chapter
- Tips and guidelines for efficient research and information presentations
- Personal Profiles in each chapter support material in text
- Additional assignments and projects, along with samples of grading rubrics to assist instructors
- **Instructor's Guide** contains tips on how to use the text in a variety of different courses, including fashion journalism, business communication, or other fashion courses



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978-1-56367-447-1

\$95.00 (list) | \$76.00 (net)

## Fashion Sketchbook

5th Edition

BINA ABLING

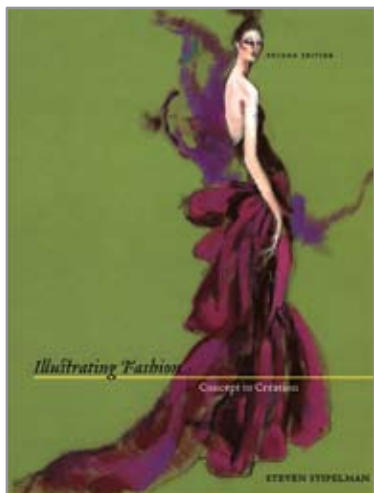
With new and revised illustrations and instructions, this edition of *Fashion Sketchbook* is still providing students with a comprehensive course on sketching the fashion figure, fabric shapes, and garment details. Abling's directions are easy to follow and detailed, using minimum narrative and numerous diagrams. *Fashion Sketchbook, 5th Edition*, explains step-by-step how to draw women, men, and children; pose the figure; develop the fashion head and face; sketch accessories; include garment details; and prepare flats and specs.

### CONTENTS

- Fashion Figure Proportions
- Basic Figure Forms
- Model Drawing
- Fashion Heads
- Drawing Men
- Drawing Children
- Garment and Garment Details
- Accessories
- Basic Rendering Techniques
- Color Rendering
- Drawing Knits
- Designer Sketching and Fashion Illustration
- Drawing Flats and Specs
- Layout

### FEATURES

- Varied techniques for sketching heads and faces
- Text covers croquis
- Broad range of age groupings and sizes for children
- Photos of knit samples and garment details with illustrations to enhance teaching techniques
- Full-color photos of twentieth-century designer garments to encourage students to research portfolio pieces
- Appendix of design shapes, construction, and detailing



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## Illustrating Fashion: Concept to Creation

### 2nd Edition

STEVEN STIPELMAN —Fashion Institute of Technology

A step-by-step guide on how to draw the basic fashion figure and render garments and the elements of a garment while at the same time maintain spontaneity and excitement. Author and noted illustrator Steven Stipelman helps the student understand a specific concept, the designer, and the garment's place in the history of fashion. He imparts his philosophy that without knowledge of the past, it is impossible to design for the future. Stipelman hopes that as students understand the basic and advanced concepts of fashion they develop their own talents and their own personal style.

### CONTENTS

#### Getting Started The Fashion Figure

- Proportion and the Fashion Figure
- Drawing the Fashion Figure
- The Balance Line
- Center Front
- Gesture—The Movement or Action Lines
- The Cutting Method
- The Tracing Method
- Simple Blocking of the Figure
- The Turned and Profile Figure
- The Fashion Face
- Arms, Legs, Hands, and Feet
- How to See and Plan the Figure
- Shaping the Body
- Figure Types

#### The Fashion Details

- Fashion Silhouettes
- Necklines
- Collars
- Sleeves
- Blouses, Shirts, and Tops

- The History of Skirts Hemlines and Silhouettes
- Drawing Skirts
- Pants
- Drapery, Bias, and Cowls
- Tailored Clothing
- Analyzing Tailored Garments
- Accessories
- Accessorizing the Figure

#### Rendering

- Stripes and Plaids—Rendering Concepts
- Rendering Techniques (color)
- Knits

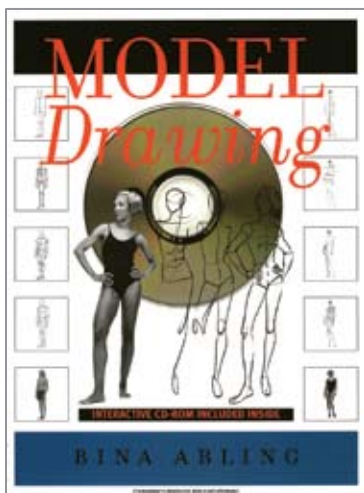
#### The Extras

- The Walking Figure
- Menswear
- Children
- Flats
- Volume
- Manipulating the Figure
- Style and Beyond

### FEATURES

- Chapters begin with an overview of the subject, including a brief fashion history or the relationship of the garment detail to the figure
- Explores advanced concepts such as manipulating the figure, drawing draped and tailored garments, and walkway or runway poses
- Illustrations of important designer garments to help student become acquainted with the designer's name and their garment's place in fashion history
- Color chapter shows techniques on rendering chiffon, leather, satins, beads, furs, and more





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1-56367-275-8

\$20.00 (list) | \$16.00 (net)

## Model Drawing

BINA ABLING

This book and accompanying CD-ROM are a complete step-by-step guide in fashion model drawing. Expanding on the model drawing chapter in *Fashion Sketchbook*, Abling explains and decodes the process of sketching women, men, and children in accordance with fashion industry standards, while still leaving room for the student's own aesthetic interpretation. Numerous photos and detailed illustrations accompany simple, easy-to-follow instructions. The addition of grids for practice drawings throughout each chapter makes *Model Drawing* both a textbook and workbook.

### CONTENTS

- Fashion Anatomy for Women
- Women's Posing Dynamics
- Women's Arms and Legs
- The Woman's Torso
- Styling, Layout, and Composition for Women
- Fashion Anatomy for Men
- Men's Posing Dynamics
- Men's Arms and Legs
- Styling, Layout, and Composition for Men
- Fashion Anatomy for Children
- Children's Posing Dynamics
- Close-Up Studies

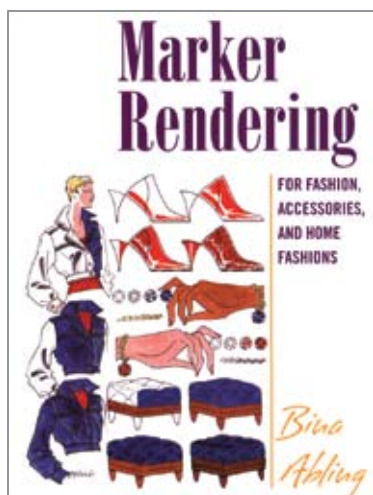
### FEATURES

- Illustrations alongside photographs make instructions easy to understand
- End-of-chapter assignments with grids for practicing chapter lessons
- Logical progression from simple to more complex skills
- Photographs of models wearing leotards keep the book free of trends and show poses clearly
- Drawing opportunities for students to practice
- Lessons with layouts for mixed pairs and doubles for men and women
- Children's chapters divided by age group—infants, toddlers, children, and tweens
- Close-up analysis of heads, hands, and feet for women, men, and children

### CD-ROM FEATURES

- Drawing lessons described in the book are demonstrated
- The user can move models from a stiff pose to an active pose, rotate a posing model, and watch a video presentation





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**Instructor's Guide**  
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## Marker Rendering for Fashion, Accessories, and Home Fashions

BINA ABLING

With the growing trend of licensing apparel, accessories, and home fashions under a single logo, today's students must expand their portfolios to include concepts with broader applications. *Marker Rendering for Fashion, Accessories, and Home Fashions* provides detailed instructions for marker rendering methods relevant to a variety of products. Allowing designers to express their ideas immediately, the marker is an essential tool for the design professional. The author's step-by-step instructions provide a sound introduction to the skills that students need, and teaches methods of overlapping media applications for an assortment of colors, patterns, and materials. The lessons are taught as a progression of skills, building slowly from basic to complex rendering methods used in the design industry today.

### CONTENTS

- Introduction to Marker Rendering
- Rendering Solid Colors
- Shading
- Layered Color
- Stripes and Prints
- Light and Dark Colors
- Textures
- Fabric Reference

### FEATURES

- Detailed instructions with accompanying full-color illustrations
- Mixed media demonstrations using markers with colored pencils and colored pens
- Checklists to help students control their media and monitor their artistic progress
- Test pages that show students how to practice techniques
- Assignments at the end of each chapter that apply lessons learned in the chapter
- Photo library of fabrics cross-referenced to their marker rendering in the book
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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432 pp.

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1-56367-364-9

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**Instructor's Guide**

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## From Pencil to Pen Tool: Understanding and Creating the Digital Fashion Image

JEMI ARMSTRONG —Santa Monica College and The Fashion Institute of Design & Merchandising

LORRIE IVAS —Santa Monica College

WYNN ARMSTRONG —Otis College of Art & Design and Long Beach College

In today's fashion industry, the traditional skills of forecasting, cutting, sewing, and drafting are no longer enough. Students must be able to transform their two-dimensional plans into computer-generated images. This book teaches Adobe PhotoShop CS and Illustrator CS techniques applicable to both fashion students entering the field and the established fashion industry professionals seeking to stay current with technology. It includes technical instruction about sketching and image production, as well as practical advice about creating a computer-generated portfolio and entering the fashion marketplace.

### CONTENTS

- The Evolution of the Fashion Image
- New Tools for the New Millennium: Fashion Images That Relate to the Technology of the Times
- The Elements of Design Development
- Fashion Sketching Basics: Building the Fashion Croquis
- Understanding Flats: A Visual Reference Index for Silhouettes and Styling Details
- Fashion Technology Overview: Pixel Versus Vector for the Mac and PC
- Software Basics: Getting Started with Adobe Photoshop CS
- Working with Adobe Photoshop to Create Mood and Trend Presentation Boards
- Creating Textile Patterns with Photoshop
- Software Basics: Getting Started with Adobe Illustrator CS
- Mastering the Adobe Illustrator Pen Tool
- Creating Flats and Illustrations Using Adobe Illustrator and Photoshop
- Advanced Illustrator and Photoshop Techniques
- Presentation is Everything: Successful Resumes, Interviews, and Portfolios

### FEATURES

- Discussion of Adobe Photoshop and Illustrator tools and techniques
- Step-by-step instructions with sample screen images to guide readers
- Multiple assignments for application of new skills
- Creating mood and trend presentation boards
- Preparation for entering the fashion marketplace, including resume and portfolio samples
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom

### CD-ROM FEATURES

- Tutorials for creating fashion images
- Library of construction details
- Fabric swatches and croquis files



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## Principles of Flat Pattern Design

4th Edition

NORA M. MACDONALD —West Virginia University

Written as a beginning-level patternmaking text, *Principles of Flat Pattern Design, 4th Edition*, continues to provide an added dimension to apparel design and a better understand of the processes involved in producing ready-to-wear or custom apparel. MacDonald presents step-by-step instructions and diagrams, including a representation of the completed pattern. Design problems expand on the immediately preceding topic and offer the opportunity to build on previously learned material. The new edition explains upon the last in three perspectives: technical, creative, and professional. A new chapter will instruct students on how to draft their own sloper for use in flat pattern design. An additional new chapter will discuss the creative design process associate with patternmaking and the role of patternmaking within the professional apparel industry.

### CONTENTS

- Introduction to Flat-Pattern Design
- Patternmaking Design Process
- Sloper Development
- Skirts
- Bodice Dart Manipulation
- Bodice Seamlines and Fullness
- Closures, Facings, and Bands
- Necklines
- Collars
- Sleeves
- Pleats and Tucks
- Torso Designs
- Pants and Pockets

### NEW TO THIS EDITION

- New chapters on drafting basis pattern blocks (or slopers), the design process associated with patternmaking, and patternmaking as it relates to the professional apparel industry
- Updated fashion illustration to reflect more contemporary styles
- New appendices covering average seam and hem allowances, blank spec and cost sheets, dress form and body measurement worksheets, and computer design resources
- Updated and additional practice problems challenge the student to expand upon and refine their skills
- Four new half slopers: one-dart sleeve sloper, straight sleeve sloper, two-dart bodice sloper (shoulder and waist), and front torso sloper with shoulder dart
- Updated and expanded glossary of key terms



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## Basic Pattern Skills for Fashion Design

### 2nd Edition

JEANNE PRICE —Fashion Institute of Technology

BERNARD ZAMKOFF —Fashion Institute of Technology

This easy to understand text provides illustrated “lessons” that demonstrate the various patternmaking methods and how they are used to develop design variations. Each of the Second Edition’s four units address one major segment of a garment—the bodice, the collar, the skirt, and the sleeve—with a series of pictorial examples that progress from the most basic dart manipulations to advanced design variations. Students will master the slash and pivot methods of flat pattern design and understand how garment design variations are derived from each other. Simple illustrations demystify the patternmaking process for the beginner student, showing how a few basic techniques can lead to endless design possibilities.

### CONTENTS

- The Bodice
- The Collar
- The Skirt
- The Sleeve

### NEW TO THIS EDITION

- Updated design variations reflect current styles
- Improved lesson layouts foster even better understanding of concepts
- Comprehensive glossary defines important terms
- Index facilitates navigation from one technique to another



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**Instructor's Guide**

978-1-56367-696-3

## The Flat Patternmaker's Handbook

VANESSA FAVORS —Bauder College

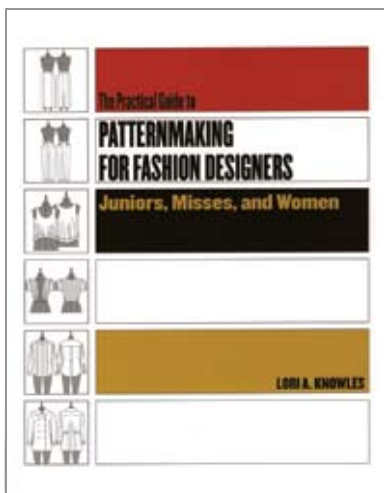
This book is intended as a handy reference for students taking patternmaking or fashion design courses and will be organized by procedure, rather than garment, with each procedure tabbed for easy reference. This organizational approach allows students to quickly access information about specific patternmaking procedures like dart manipulation or adding fullness when they are at that point of their design. The book also includes chapters explaining the role of the patternmaker within the fashion industry and how manual patternmaking skills translate to various CAD systems, including Lectra and Gerber.

### CONTENTS

- Flat Pattern in the Fashion Industry
- Understanding Measurements
- Procedures for Drafting
- Women
- Men and Boys
- Children
- Procedures for Dart Manipulation
- Procedures for Added Fullness
- Procedures for Contouring
- Patternmaking Details
- Deriving Facings, Pockets, and Linings
- Working with Knits
- Cutters Musts, Specifications Sheets, Technical Packages
- CAD Systems

### FEATURES

- Learning objectives, chapter glossaries, practice exercises in each chapter
- Fashion illustrations of complete garments
- Concise, step-by-step instructions
- Tabbed by topic for easy “Go-to” reference
- CD-ROM with animated drawings and practice exercises using cost and spec sheets
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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\$40.00 (list) | \$32.00 (net)

## The Practical Guide to Patternmaking for Fashion Designers: Juniors, Misses, and Women

LORI A. KNOWLES

*The Practical Guide to Patternmaking for Fashion Designers: Juniors, Misses, and Women* offers an in-depth look into the techniques and theories of pattern drafting for women's garments. Covering a wide variety of styles, textiles, and sizes, this book is useful for a wide range of pattern courses from introductory to advanced. It provides a sound introduction to the concepts and the processes of patternmaking, as well as a more advanced analysis of style and design. The author offers helpful techniques on taking measurements and adjusting the fit of garments for all body sizes, patterns, and types of fabrics.

### CONTENTS

- Introduction to Patternmaking
- Taking Measurements, Body Forms, and Live Models
- Drafting the Sloper Set
- Draping the Sloper Set
- Dart Manipulation for Bodices, Sleeves, and Skirts
- Collar and Neckline Theory and Development
- Sleeve Theory and Development
- Dart Equivalents As Stylelines, Gathers, Pleats, and Release Tucks
- Added Fullness/Flares and Added Ease
- The Torso Sloper and Its Uses
- The Jacket Sloper and Its Uses
- The Coat Sloper and Its Uses
- The Dartless Jean Sloper and Its Uses
- Special Body Forms, Live Models, and Contoured Styles
- Patterns for Fabric Used on the Bias Grainline
- Patterns for Fabrics That Stretch
- Patterns for Fabrics That Shrink
- Linings
- Knockoff Pattern Techniques
- Production Pattern Techniques

### FEATURES

- Measurement guide for men's sizes
- Size charts and specification sheets
- Photos and detailed illustrations accompany step-by-step instructions
- End-of-chapter questions, learning activities, and practice problems
- Appendices include sloper set, metric conversion chart, fractions of inches to decimal point chart, French curve, sample pattern chart, and sample specification sheets



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## The Practical Guide to Patternmaking for Fashion Designers: Menswear

LORI A. KNOWLES

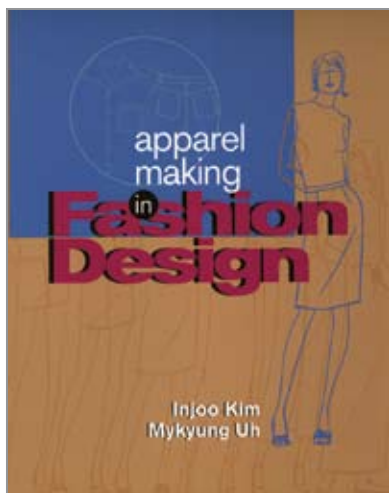
*The Practical Guide to Patternmaking for Fashion Designers: Menswear* offers patternmaking techniques for a variety of garment styles and includes information on sizing, lining, and a variety of fabrics. Covering everything from casual to tailored designs, it can serve both as an introduction to the pattern-drafting skills necessary for menswear and as a more in-depth treatment of patternmaking techniques. The author covers the patternmaking process for an array of menswear garments, as well as the accompanying theories and concepts.

### CONTENTS

- Introduction to Patternmaking
- Taking Measurements, Body Forms, Live Models
- Drafting the Basic Sloper Set
- Shirts
- Vests
- Pants
- Jackets and Coats
- Linings

### FEATURES

- Pattern charts for a range of sizes
- Size conversion charts
- Specification sheets
- Learning activities



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 \$55.00 (list) | \$44.00 (net)

## Apparel Making in Fashion Design

INJOO KIM —University of Cincinnati

MYKYUNG UH —Bucheon College in Seoul, Korea

This text offers a complete picture of the process of individual garment construction following the exact techniques used in the industry. The unique feature of this book is in the presentation of each garment as a whole concept. With numerous diagrams and easy-to-follow instructions, students master the principles of design and flat pattern to create an individual item of apparel such as a skirt, dress, or jacket. Each chapter begins with the introduction of a basic sloper and follows with an explanation of the whole production process—making a garment from pattern drafting to garment construction, including lining, interfacing, and markers. The balance of each chapter covers techniques for altering separate pattern pieces.

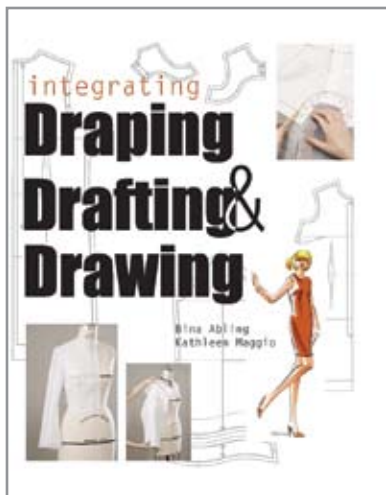
### CONTENTS

- How to Measure
- General Information
- The Sloper
- The Skirt
- The Pant
- The Dart
- Details
- The Collar
- The Sleeve
- The Blouse
- One-Piece Dress

### FEATURES

- Demonstrates how to measure accurately the parts of the body necessary to draft a pattern
- Detailed instructions cover the entire production process of a garment from flat pattern design to construction of the finished garment, including lining, interfacing and markers
- Includes basic slopers for each garment with instructions for alterations to answer the most common questions and problems and achieve an accurate fit
- Flat sketches for each garment suggest design variations
- Glossary of key terms





© 2009  
 240 pp.  
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 \$88.50 (list) | \$70.80 (net)



## Integrating Draping, Drafting, and Drawing

BINA ABLING

KATHLEEN MAGGIO—Parsons School of Design

Photography by Timothy Maggio. Vinepod. Inc.

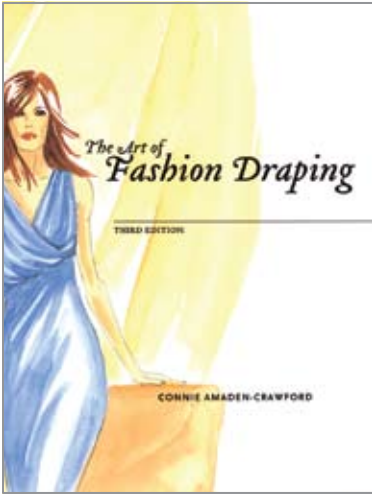
Recognizing that draping, drafting, and drawing are the combined elements necessary for designing garments, Abling and Maggio integrate these three techniques the way they are practiced in the industry. In each chapter, illustrations and photographs show a combination of skills and the natural flow between them. Instructions for producing patterns and slopers for parts of a garment – skirts, bodices, necklines and collars, and sleeves are presented along with variations for students to understand how to drape, draft, and draw completed dresses. The concluding chapter presents a gallery of drawings of examples from twentieth century designer, Donald Brooks. His designs, timeless in their execution and fabrication, provide an inspiring model. The entire chapter is devoted to drawing exercises focused on rendering his design and also depicts the relationship that exists among draping, drafting, and drawing exemplified in the images throughout this extraordinary studio reference.

### CONTENTS

- Tools and Supplies
- Skirts
- Bodices
- Bodice Variations
- Necklines and Collars
- Sleeves
- Dresses
- Drawing

### FEATURES

- Synergy of visual and verbal instruction for a full presentation of the fashion design process
- Front, back, and side-view photos of draping to enhance an appreciation of its sculptural nature
- Glossary and supply lists within the first chapter to familiarize students with the tools and technical terms they will need to master
- Clear presentation of steps of draping, drafting, and drawing for design practitioners that also give merchandisers and other fashion professionals an overview of the process



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 464 pp.  
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 9 x 12  
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 \$98.00 (list) | \$78.40 (net)

## The Art of Fashion Draping

3rd Edition

CONNIE AMADEN-CRAWFORD

This revision of an easy-to-follow bestseller teaches the different methods and principles involved in draping fabric on the dress form. *The Art of Fashion Draping, 3rd Edition* is organized from basic to more advanced topics and includes a wide variety of styles. New and revised illustrations and updated instructions keep the book up to date with a younger and more fashionable look. This beautifully illustrated book is an invaluable teaching tool for fashion design, clothing, and dressmaking students and professionals.

### CONTENTS

#### Practical Draping Skills

- Fashion Influences
- Tools and Equipment
- Elements of Fabrics, Draping Principles, and Fitting Methods
- Draping Terminology

#### Basic Foundation Patterns

- Basic Bodice, Blocks, and Slopers
- Basic Skirt
- Basic Shift and Empire Designs
- Basic Sleeves

#### Design Variations

- Bodice Variations, and Asymmetric and Halter Designs
- Dartless Shapers: Shirt and Komono Designs: Dartless Shapes
- Princess Shaper
- Skirts
- Pants
- Raglan Sleeve
- Collars
- Jacket Designs

#### Advanced Design Variations

- Dresses
- Knits
- Cowls
- Flounces, Ruffles, and Peplums

### FEATURES

- Introductory chapter covers designers and the evolution of fashion and design
- Key chapters include a definition, theory, and principles section to give students an understanding of the uses and variations of the most common slopers
- Coverage of the one-dart sloper and reasons for using it instead of the two-dart sloper
- Section on jacket designs



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## Draping for Apparel Design

### 2nd Edition

HELEN JOSEPH-ARMSTRONG —Los Angeles Trade-Technical College

This text combines step-by-step instructions illustrated to present the principles and methods of draping. Author Helen Joseph-Armstrong incorporates three draping techniques—manipulating dart excess, adding fullness, and contour draping—in design projects featured throughout the text. Projects begin with a draping plan and fashion drawing to identify its creative elements, and determine the draping technique required. The author describes the drape of the basic dress and its relationship to every garment in a clothing collection, emphasizing the drape of foundation garments as a base to building more complex design.

### CONTENTS

- Fabric Characteristics and Terms
- Model Form: Preparation, Measurements, and Tools
- Draping Essentials
- Basic Dress Foundation
- Facings
- Manipulating Dart Excess
- Bodice Styles
- Skirts
- Collars
- Built-up Necklines
- Cowls
- Dress Foundations and Designs
- Strapless Foundations and Designs: The Principles of Contour Draping
- Bias-Cut Dresses
- Kimono, Raglan, and Drop Shoulder
- Shirts and Blouses
- Jackets and Coats
- Pants
- Knit Characteristics
- Bodysuit and Swimsuit Foundations

### FEATURES

- Fashion illustrations with step-by-step technical drawings and instructions of the technical aspects of the draping process
- Detailed instructions on how to drape the bustier, corset and waspie – including a list of supplies and tools for their construction
- Instructions and illustrations of the various ways to attach boning to garments as well as how to attach grommet/lacing and busk
- Solutions and suggestions for draping bias garments including a project using Madeleine Vionnet’s technique of allowing the fall of the grain to control the direction of an unknown design
- Lists and illustrations of tools needed for the draping process
- Tips for measuring private clientele



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**Instructor's Guide**  
 978-1-56367-698-7



## Concepts of Pattern Grading: Techniques for Manual and Computer Grading

2nd Edition

KATHY K. MULLETT —Oregon State University

CAROLYN L. MOORE —Radford University

MARGARET B. PREVATT YOUNG —Wolff-Fording & Company

This well-illustrated, step-by-step introduction to grading combines the theory of pattern grading with its practical applications. This text presents the x, y orientation to familiarize readers with the concepts of computer grading. The 2nd edition continues to take a holistic approach, integrating anthropometry, size specifications, and grade guides into the grading process for women's garments with emphasis on maintaining fit and style sense. Concepts are also applicable to grading men's and children's patterns. The second edition has been re-organized to be more user-friendly, with completed grading charts and practice exercises spread throughout the chapters.

### CONTENTS

- Pattern Grading Fundamentals
- Pattern Grading Terminology
- Grading on the Cartesian Graph
- Manual, Machine, and Computer Grading
- Grading the Basic Pattern Blocks
- Sleeve/Bodice Combinations
- Design Variations
- Grading Using Multiple x, y axes
- Grading Stretch Garments
- Grading from Garment Specifications
- Alphanumeric Grading From Specifications

### NEW TO THIS EDITION

- A how-to guide for pattern grading
- More focus placed on the grading process, rather than the end-result
- Completed grading charts and practice exercises throughout the text
- Expanded discussion of the process of developing a grading system
- New coverage of grading design variations
- Updated info on Anthropometric Surveys
- More sizes and coverage of crossing grades for basic pattern blocks
- CD-ROM includes blank grading charts that students can print out and save for future use or hand in as class assignments
- **Instructor's Guide** provides answers to exercises, completed grade rule tables, and projects for further research



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**Instructor's Guide**

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## The Art of Couture Sewing

ZOYA NUDELMAN —International Academy of Design – Schaumburg

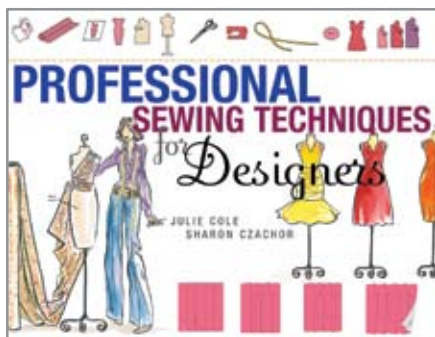
*The Art of Couture Sewing* will be a practical guide to the fine construction practices used in couture workrooms. Beginning with a brief history of couture, the book will provide fully-illustrated instructions on constructing a couture dress from start to finish. It will cover draping techniques used in designing shirts, skirts, and dresses, and will also include discussions of corsetry and executing accurate stitches. After reading this book, students will understand the various haute couture methods, particularly how these methods affect design decisions and relate to the quality of these very special garments.

### CONTENTS

- Introduction to Couture
- The Art of Textiles
- Uses of Tools and Supplies
- The Skill of Hand and Machine Sewing
- The Skill of Hems and Edge Finishes
- The Skill of Creative Embellishment
- The Secret of Closures
- Couture Draping Secrets
- The Secret of a Corset
- The Secret of Dress Making

### FEATURES

- Describes each application in detail, with step-by-step instructions and clear illustrations
- Matches fabrics to the appropriate needle, thread, pressing, and construction techniques
- Projects at the end of each chapter help students to fine tune their skills
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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560 pp. | illustrated | full color | hardcover | spiral bound | 11 x 8.5

978-1-56367-516-4

\$95.50 (list) | \$76.40 (net)



## Professional Sewing Techniques for Designers

JULIE CHRISTINE COLE —William Rainey Harper College

SHARON CZACHOR —William Rainey Harper College

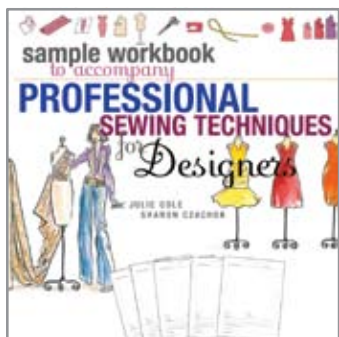
*Professional Sewing Techniques for Designers* is a modern, colorful, and up-to-date sewing guide that teaches fashion design students the construction skills they'll need to execute their original designs in a professional environment. Each chapter covers a particular theme—such as seams, zippers, collars, and zippers—and reflects the order of assembly of any garment, offering many insights into techniques appropriate to varying levels of proficiency. Based on their belief that it is impossible to have good designs without having accurate patternmaking and quality construction skills, Cole and Czachor hope to increase students' sewing skills, inspire their confidence, and stimulate their creative experimentation from the beginning stages through their development as successful designers.

### CONTENTS

- The Design Process: Why Construction Should Matter to the Fashion Designer
- Getting Prepared: Avoiding Snags
- Introduction to Stabilizers: Fabricating a Stable Foundation
- Darts: Tapering to Fit the Garment
- Pockets: Building a Handy Compartment
- Seams: Joining It All Together
- Tucks and Pleats: Tailoring a Texture
- Zippers: Fastening Your Way Into the Garment
- Waistbands: Planning the Horizontal Edge
- Ruffles and Flounces: Feminine and Flirty
- Collars: Silhouetting the Neck
- Facings: Encasing Unfinished Edges
- Cuffs and Other Wrist Finishes: Encircling the Wrist
- Sleeves: Rounding Off the Arm
- Hems: Defining the Length
- Linings: Covering the Inner Surface
- Closures: Closing the Garment
- Finishing Touches: All Sewn Up!

### FEATURES

- “Math for Fashion Designers” helps students purchase appropriate yardage for their garments, adjusting for sizes and crosswise widths of fabrics
- “A Designer Worksheet” allows students to manage their sewing projects before they begin
- “Stop! What Do I Do If...” permits students to solve problems themselves
- “Style I.D.” presents detailed sketches of what the chapter is all about
- “Gather Your Tools” lists the sewing tools necessary to complete garments
- “Transfer Your Knowledge” encourages taking what you do know and transferring it to what you don't know
- “Stretch Your Creativity” suggests more techniques
- Review Checklists reinforces the importance of the design process and sewing skills



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120 pp. | three-ring binder | 8.5 x 11

978-1-56367-614-7

\$68.00 (list) | \$54.40 (net)



## Sample Workbook to Accompany Professional Sewing Techniques for Designers

JULIE CHRISTINE COLE —William Rainey Harper College

SHARON CZACHOR —William Rainey Harper College

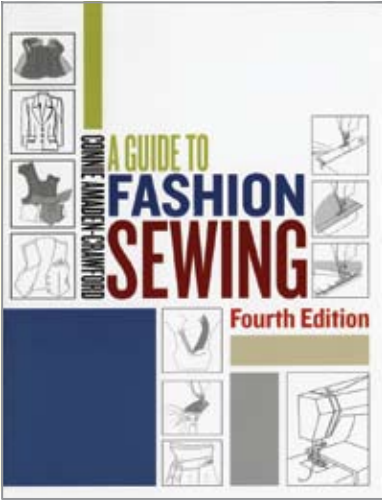
This workbook gives the student an opportunity to put into practice many of the techniques outlined in the textbook, *Professional Sewing Techniques for Designers*. Using the instruction sheets, pattern pieces, and worksheets, students can sew sample garment details, mount them on the worksheets, and store these samples in the binder. Instructions include cross references to the text describing each sewing technique. For each chapter, patterns are designed in a size to suit the particular sewing technique. Worksheets include space to mount the samples and document results. The sewn samples become an ongoing resource and the workbook part of the design student's fashion library.

### CONTENTS

- How to Use Your Workbook
- Interfacing and Other Stabilizers
- Darts
- Pockets
- Seams Assignments
- Tucks and Pleats
- Zippers
- Waistbands
- Ruffles and Flounces: Feminine and Flirty
- Collars
- Facings
- Cuffs and Other Wrist Finishes: Encircling the Wrist
- Sleeves: Rounding Off the Arm
- Hems
- Lining
- Closures
- Finishing Touches
- Sample Worksheets

### FEATURES

- “How to Use Your Workbook” includes list of supplies needed for assignments; tips for patterns, cutting and stitching; and instructions on downloading patterns and worksheets
- Sample Worksheets include space for attaching sample and labeling sewing technique, fabric type, fiber content, lining type, interfacing type, stitching order, stitch length, and notions to buy
- Patterns clearly numbered to correspond to each sewing technique and clearly marked for cutting. Additional worksheets can be accessed from the PDF file on the Fairchild Books web site, [www.fairchildbooks.com](http://www.fairchildbooks.com).
- Assignments follow the organization of the text designed for beginner and advanced levels



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376 pp.

illustrated

softcover

8.5 x 11

1-56367-450-5

\$94.00 (list) | \$75.20 (net)

## A Guide to Fashion Sewing

4th Edition

CONNIE AMADEN-CRAWFORD

The fourth edition of *A Guide to Fashion Sewing* continues to provide a comprehensive fashion sewing education for both students and experienced sewers. The easy-to-read text has step-by-step instructions and illustrations that guide the designer in the creation of basic, simple, and more complicated designs. This book is an indispensable resource for creating fashionable and professional-looking wardrobes.

### CONTENTS

- Identifying Fashion Fabrics
- The Sewing Machine and Sewing Equipment
- Body Types and Size Charts
- The Pattern
- Method to This Madness
- Stitches
- Seams
- Darts
- Pleats and Tucks
- Bias and Bias Treatments
- Sewing with Knits
- Zippers
- Pockets
- Sleeves
- Collars
- Necklines
- Facings and Interfacings
- Linings
- Tailoring
- Waistlines
- Hems
- Closures

### FEATURES

- Chapter on tailoring illustrates the sewing process used in the garment industry
- Current information on sewing machines and textiles





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**Instructor's Guide**

978-1-56367-731-1

## Tailoring Techniques for Fashion

MILVA FIORELLA DI LORENZO —Miami International University of Art & Design

Tailoring comprises the techniques applied for the development and construction of a tailored outfit, ranging from the simplest techniques used in the industry for mass production of tailored suits to the most refined techniques of haute couture. The aim of this text is to present the techniques of tailoring from a professional point of view. It will cover traditional and contemporary design and construction methods for tailored garments from ready-to-wear to couture details. A history of tailoring as a profession as well as profiles of contemporary designers known for their tailored garments will place the book in a professional context. A supplementary CD-ROM will include live demonstrations of all the tailoring techniques covered in the chapters. Students will learn that tailoring is more than a skill of home sewers, but rather a design method they can benefit from throughout their careers.

### CONTENTS

- Tailoring, definition, introduction
- Basics about fabrics
- General sewing and pressing equipment
- Body measurements
- The Pattern
- Hand Stitches
- The Skirt: Construction procedures
- The Pant: Construction procedures
- The Jacket: Construction procedures
- Featured design details

### FEATURES

- Step-by-step instructions for the construction of tailored garments
- Full-color photographs accompany each step, from beginning to finished garment
- Coverage of traditional, fusible, and contemporary tailoring methods
- Visual “map” of a tailored jacket, skirt, and pants
- CD-ROM includes step by step live demonstrations of key tailoring procedures
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Fitting & Pattern Alteration: A Multi-Method Approach

**2nd Edition**

ELIZABETH G. LIECHTY —Professor Emerita, Brigham Young University

DELLA N. POTTBERG-STEINECKERT —Professor Emerita, Brigham Young University

JUDITH A. RASBAND —Conselle Institute of Image Management

This textbook teaches students how to recognize, evaluate, and correct fit for over 100 figure variations. The book utilizes a multi-method approach that is both logical and easy-to-follow, and each procedure is clearly identified and fully-illustrated. The second edition will include new information concerning figure evaluation, methods for working with multi-sized patterns, and instructions for correcting garments that have more than one fit problem.

### CONTENTS

#### Get Ready

- Preparing For Success in Fitting and Alteration
- Using the Elements and Principles of Design
- Fitting Standards

#### Get Set

- Methods of Figure Evaluation and Style Selection
- Methods of Fitting the Figure

- Methods of Pattern Alteration
- Methods for Using Personalized Patterns and Slopers
- Methods of Garment Alteration

#### Go!

- Skirts and Pants
- Bodices
- Sleeves
- Combined Bodices and Skirts

### NEW TO THIS EDITION

- Reorganized table of contents to reflect industry perspective
- Instructions for applying concepts to men's wear and children's wear
- Over 100 fitting variations and solutions to fitting problems
- Covers the elements and principles of design as they relate to fitting
- Multi-method approach to figure evaluation, fitting, and alternation includes both slash and pivot method
- Learning Objectives and important terms listed at the beginning of each chapter
- Review Questions at the end of each chapter
- Interactive exercises within each chapter
- Double-page format for each figure variation



**1st Edition Still Available!**

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352 pp.  
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 384 pp.  
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 1-56367-321-5  
 \$67.50 (list) | \$54.00 (net)

## Fabulous Fit: Speed Fitting and Alteration

### 2nd Edition

JUDITH A. RASBAND —Conselle Institute of Image Management

ELIZABETH G. LIECHTY —Professor Emerita, Brigham Young University

The second edition of *Fabulous Fit* combines a user-friendly approach to the fitting process with a dynamic visual presentation of technical procedures. Illustrations and photos guide you through the process of identifying a figure variation, recognizing incorrect fit and its cause, measuring the body and corresponding pattern area, adjusting the pattern, and altering garments. *Fabulous Fit* is a complete fit book, with solutions for 62 figure variations for the bodice, sleeves, skirts, and pants. This book is the essential text for coursework in fashion selection, fitting, and alteration.

### CONTENTS

#### Part One

- Fabulous Fit: A Key to Looking Terrific
- Figure Types: A Key for Comparison
- Strategies to Fit Your Figure
- Strategies to Improve Fit
- Speed Methods for Fitting and Altering the Pattern

#### Part Two

- Bodices
- Sleeves
- Skirts and Pants

### FEATURES

- Fashion photos that aid in understanding the elements and principles of design in clothing style selection
- Before and after photos for different figure types
- Color strategically placed in illustrations to simplify solving fitting problems
- Directional guides for measuring a pattern correctly as it corresponds to body measurements
- New figure variations and solutions



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120 pp.

illustrated manual/workbook

34 full-sized slopers

8.5 x 11

1-56367-339-8

\$25.00 (list) | \$20.00 (net)

## Make It Fit

SYLVIA ROSEN —Drexel University

*Make It Fit* will provide foolproof solutions on ways to tailor clothing for all body types. With illustrated instructions, this manual shows users how to measure, calculate, and mark basic patterns to customized dimensions. The kit also includes a pack of 34 full-sized slopers—basic patterns for garment sections, without style lines or seam allowances—printed on a soft, synthetic fabric to drape over the body or model form, allowing users to mold the pattern over an actual form or body to attain the correct measurements.

### CONTENTS

- Tools for Slopers and Patterns
- Body Measurements
- Using the Sloper Kit
- Adjusting Slopers for Fit
- Tracing, Cutting, and Testing Slopers
- Garment Lengths and Proportions
- Basic Grading
- Converting Basic Woven Slopers to Knit Slopers
- Scaling Slopers

### FEATURES

- Illustrations in the manual correspond to the full-scale slopers included in the kit and provides instructions on how to adjust, trace, cut, and test slopers
- Worksheets for planning patterns, measurements, and grading charts
- Guidelines for scaling slopers

### SLOPER KIT

- Thirty-four full-sized basic and sub slopers for front and back bodices, skirts, sleeves, and torsos
- Precise and balanced slopers tested on a size 8 dress form from Wolf Form Co., 2001
- Slopers printed on Pellon® nonwoven fabric, approximately 35.9 x 48 inches in size



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\$82.00 (list) | \$65.60 (net)

**Instructor's Guide**

978-1-56367-587-4

## Technical Designer's Sourcebook

JAEIL LEE —Seattle Pacific University

CAMILLE STEEN —ExOfficio LLC

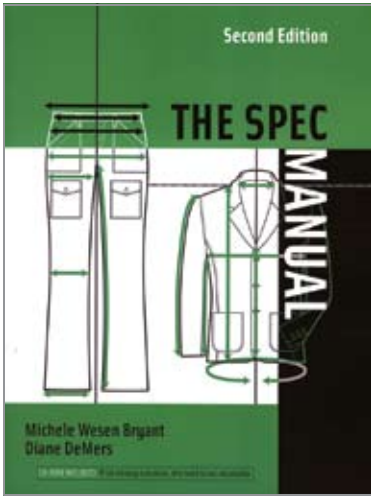
To remain in-sync with current trends in apparel manufacturing practices, design students need to understand principles of technical design, such as how construction influences design, how to conduct a fit session, and how to write concise instructions for prototypes and revisions. *Technical Designer's Sourcebook* will provide students with essential techniques, principles, and terminology related to current apparel production technology and manufacturing practices. Through practical exercises and the authors' own industry experience, the book will integrate the fundamental knowledge that students have gained in their design courses with the technical design skills they'll need to demonstrate in an apparel manufacturing firm.

### CONTENTS

- Overview of the Industry
- The Apparel Production Process and Technical Design
- Developing Technical Sketches
- Style, Lines, and Details for Shape and Fit
- Tech Design Terms, Silhouettes, and Design Details
- Fabrics and Cutting
- Stitches and SPI
- Seams and Seam Finishes
- Edge Treatments
- Construction-Related Design Details
- Shape and Support
- Fasteners
- Labels and Packaging
- How to Measure, Size, and Grade
- Fit and Fitting

### FEATURES

- Case studies relating to chapter content
- Practical activities applying industry standards to the concepts discussed in the text
- CD-ROM including templates of forms and spreadsheets used in the book
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## The Spec Manual

### 2nd Edition

MICHELE WESEN BRYANT —Fashion Institute of Technology  
 DIANE DEMERS —Fashion Institute of Technology

The second edition of *The Spec Manual* provides fashion professionals and students with a comprehensive guide for measuring garments using standard industry practices. This textbook/workbook contains front and back view croquis for women, off sizes, men, juniors, and children; spec sheet templates; illustrated measurement points; tables with measurement points; and a CD-ROM. Users with either beginning or advanced digital skills will learn how to create computer-generated spec sheets.

### CONTENTS

- What is a Spec Manual?
- Front and Back View Croquis Figures
- How to Measure a Skirt
- How to Measure Pants and Shorts
- How to Measure a Vest
- How to Measure a Woven Shirt
- How to Measure a Dress
- How to Measure Bodysuits and Jumpsuits
- How to Measure a Sweater
- How to Measure a Tailored Jacket
- How to Measure Outerwear
- How to Measure a Bra
- Sample Spec Sheets and Garment Graphs
- Clip Art Library

### FEATURES

- Instructions for measuring a fit model
- Chapter on how to measure a bra
- Sample garment specifications with plotted measurements
- Clip art library of flats, collars, pockets, accessories, trim, and stitches
- Fraction-to-decimal conversion chart
- Grading worksheet
- Incremental grade guides for all size ranges

### CD-ROM FEATURES

- Front and back view croquis figures in pdf file format
- Excel spec sheets with embedded formulas to calculate total measurements
- Excel grading worksheet template
- Flats library in PDF file format
- Clip art library in PDF file format
- Illustrator brush library of stitches and trims



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## Complete Guide to Size Specification and Technical Design

2nd Edition

PAULA J. MYERS-MCDEVITT

With the growth of private labels in recent years, the demand for industry technicians to measure garments and generate spec sheets has never been greater. The Second Edition of this guide equips students with everything they need to know about measuring sample garments, creating fully-graded spec sheets, and fitting garments for production. Over 450 technical flats are clearly labeled with measurement points and instructions for taking measurements. New sections on men's wear expand upon the already comprehensive coverage of knit and woven women's wear. As the industry has become more computerized, the Second Edition includes current coverage of modern equipment and technology used in apparel specification. This book is also ideal for industry professionals working without a comprehensive spec manual.

### CONTENTS

#### Getting Started

- Introduction to Size Specification and Technical Design
- Tools of the Trade
- Basic Measurement Points

#### Working with Knits

- Knit Tops
- Knit Skirts
- Knit Pants
- Knit Dresses
- Knit Jumpsuits and One-Piece Garments

#### Working with Wovens

- Woven Tops
- Woven Skirts
- Woven Pants
- Woven Dresses
- Woven Jumpsuits and One-Piece Garments
- Blazers and Unconstructed Jackets
- Outerwear
- Coats

#### Fitting and Grading

- Achieving the Perfect Fit
- Grading

#### Appendixes A–D

- Basic Garment Croquis
- Body Ease

- Care Labeling

- Ordering a Body Form

### NEW TO THIS EDITION

- New sections on measuring men's wear
- Overview of related technology such as new software and equipment
- Expanded coverage of the importance of size specification in today's apparel manufacturing industry, possibly including profiles of technical designers
- CD-ROM includes blank spec sheets that students can fill-in directly on the computer, rather than printing them out and writing by hand
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom

### 1st Edition Still Available!

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368 pp.

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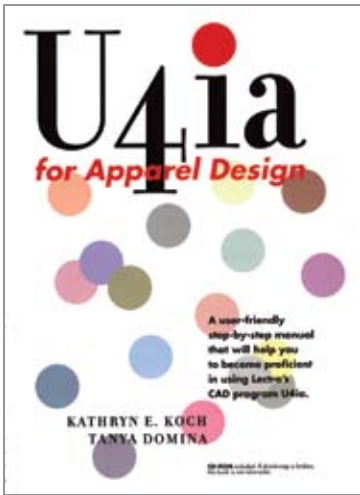
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**Instructor's Guide**  
1-56367-400-9

## U4ia for Apparel Design

KATHRYN E. KOCH —Central Michigan University  
TANYA DOMINA —Central Michigan University

*U4ia for Apparel Design* is a user-friendly manual that illustrates the tools and techniques needed to become proficient in using Lectra's computer aided design (CAD) program, U4ia 7.0 and earlier versions. U4ia is a product visualization software program currently used by many apparel and textile manufacturers and retailers, including Liz Claiborne, The Gap, and Saks. This book, with accompanying CD-ROM, provides detailed instructions on how to use U4ia—from creating a new canvas to using special shortcut tools.

### CONTENTS

- The Basics of U4ia
- Getting Started
- Flat Drawings
- Applying Fabric Prints to a Flat Drawing
- Introduction to Print Development
- Color Palettes
- Printing
- Plaids, Stripes, and Weaves
- Cleaning and Recoloring Flat Textile Prints
- Reducing and Recoloring Tonal Prints
- Advanced Print Development
- Segmenting and Gridding
- Knit Design
- Yarns
- Presentation Boards
- Beyond the Basics
- Troubleshooting
- Glossary

### FEATURES

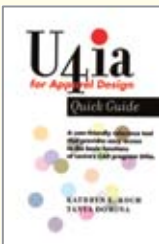
- Clear and thorough discussion of U4ia tools and techniques
- Step-by-step instructions with sample screen images to guide readers through decision processes
- Multiple assignments for practical application of each new skill
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom

### CD-ROM FEATURES

- Sample files to supplement the learning process
- Motifs and line drawings to create exercises for users

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80 pp.  
softcover  
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5 x 8  
1-56367-342-8  
\$15.00 (list)  
\$12.00 (net)



## U4ia for Apparel Design: Quick Guide

*U4ia for Apparel Design: Quick Guide* is a companion to the main text, *U4ia for Apparel Design*. It is a handy reference tool that provides easy access to the basic U4ia functions. This quick guide is designed to remain at a computer workstation and to be compact and mobile.

### CONTENTS

- File Management • Line Art • Color Palettes
- Cleaning and Recoloring Prints • Original Fabric Designs • Text and Logos or Labels • Printing • Plaids, Stripes, and Weaves • Segmenting and Gridding
- Knits • Yarns • Miscellaneous





©2008  
 256 pp.  
 hardcover  
 8.5 x 11  
 Includes CD-ROM  
 978-1-56367-466-2  
 \$88.50 (list) | \$70.80 (net)

## Modaris and Diamino for Apparel Design

CATHERINE BLACK —Washington State University

A step-by-step guide to Lectra System's two related software programs, *Modaris and Diamino for Apparel Design* gives students and professionals working in apparel design and product development the technical know-how they need to succeed. Modaris is used for all phases of pattern development, including pattern manipulation, drafting, and grading. After the patterns are created, they are transferred to Diamino, the marker-making program. Together these programs create the final project.

### CONTENTS

- The Basics of Modaris
- Getting Started
- Digitizing in Modaris
- Pattern Manipulation
- Pattern Creation
- Completing a Pattern
- Pattern Grading
- Creating a Variant
- Diamino and Marker Making

### FEATURES

- Glossary of key terms
- Sample patterns and exercises that teach students about pattern development.
- Appendices with shortcuts and macros
- CD-ROM in full color with sloper blocks, grade rules, size tables, and markers



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384 pp.

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hardcover

spiral bound

8.5 x 11

978-1-56367-432-7

\$76.00 (list) | \$60.80 (net)

**Instructor's Guide**

978-1-56367-433-4

## Computer Aided Fashion Design Using Gerber Technology

JANE D. ESPINOZA-ALVARADO —Art Institute of Ft. Lauderdale

Computer aided design is at the forefront of the patternmaking business today. *Computer Aided Design Using Gerber Technology* provides clear, step-by-step instructions for AccuMark Explorer, Silhouette/Pattern Design System, and Marker Making—everything necessary to aid the designer in the creation of a garment from conception to output. Appropriate for new students as well as design professionals who need a technological refresher course.

### CONTENTS

- What is Gerber Technology
- Getting Started: Set Up Parameter Tables in AccuMark Explorer
- Navigating Through PDS
- Drafting Pattern Pieces Using Pattern Design System
- Basic Cleanup Functions in PDS that Follow Drafting
- Set Up Model Editor
- Plotting Pieces
- Piece Functions in PDS
- Line Functions in PDS
- Point Functions in PDS
- Grading for Computerized Patterns
- Marker Making

### FEATURES

- Step-by-step procedures for commands and functions
- Illustrations, screen images, and examples to guide the reader
- Menus for manipulating patterns
- Chapter practical exercises and review questions
- Glossary of terminology
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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**Instructor's Guide**  
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## Introduction to AccuMark, Pattern Design, & Project Data Management

JULIA RIDGEWAY-SHARP —Queens College  
 VIRGINIA HENCKEN ELSASSER —Centenary College

The first textbook of its kind, *Introduction to AccuMark, Pattern Design, and Project Data Management* provides step-by-step instructions to Gerber Technology's in-demand software programs. AccuMark, used to copy patterns into the computer, is covered from the basics of data storage and retrieval to the complexities of digitization. The Pattern Design section details the sizing and measuring, point and notch, line, and piece functions necessary to translate creativity into pattern reality. Rounding out the book are instructions in Product Data Management (PDM), including design and cost specifications. Together, these three Computer-Aided Design (CAD) programs are the industry standard. This clear, user-friendly book is the companion tool students need to master them, and to maximize their technological savvy in today's dynamic fashion industry.

### CONTENTS

- Getting Started in AccuMark
- Introduction to Grading
- Digitizing
- Getting Started in Pattern Design
- Measure, Edit, and View Functions
- Point and Notch Functions
- Line Function
- Piece Function
- Marker Making
- WebPDM

### FEATURES

- Reviews grading and garment construction
- Illustrations of functions, commands, and examples
- "Hints for Success" help students avoid common mistakes
- Exercises culminating in a portfolio of projects to show a prospective employer
- Summaries, key terms and review questions at the end of each chapter
- Glossary of terminology
- Appendices with grade rule table and fraction/decimal conversion chart
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Computerized Patternmaking for Apparel Production

LAURA NUGENT —Art Institute of New York

*Computerized Patternmaking for Apparel Production*, written as a workbook, contains 20 lessons using Gerber/AccuMark Version 8.3 technology. The student learns patternmaking in the first 15 lessons followed by 3 lessons in digitizing and grading procedures, concluding with 2 lessons in order-processing and marker-making. The sequence of lessons simulates the actual Gerber job flow processes used in the apparel industry. The intent of this book is to bridge the gap between knowing what the software functions do and applying them to the working environment. It will appeal to students who aspire to work in the fashion industry as well as highly experienced garment industry employees who need to learn new technical skills.

### CONTENTS

- Starting Gerber/AccuMark
- Pockets and Tabs
- Handkerchief Skirt
- Jean Skirt
- Pleat Skirt
- All About Darts
- Camisole
- Revere Jacket
- Man-tailored Shirt
- Alterations
- Essentials
- Cargo Pant
- Eight Gore Skirt
- Ruffle Dress
- Alterations (2)
- Creating a Grade Rule Table
- Applying Grade Rules
- Digitizing
- Model, Order, Order Processing
- Marker Making

### FEATURES

- Each lesson includes step-by-step instructions, a technical design sketch, a table of thumbnail pattern images that comprise the model to be made from the lessons instructions, and a photo of the sample that the student is expected to make
- Assignments include industry specific forms such as the Technical Design Sketch, Cutter's Must, and Technical Spec Sheets
- Appendix includes Career Paths in Fashion and Web sites to Explore
- **Instructor's Guide** includes a CD with all the slopers, rule tables, parameters and settings referred to in the book
- **PowerPoint® Presentation** provides outlines and ideas for lectures, compatible with PC and Mac platforms



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## Dress and Society

JANE E. WORKMAN —Southern Illinois University  
BETH W. FREEBURG —Southern Illinois University

Careers in the fashion industry are challenging because of the continual change that is an essential feature of fashion. The growth in fashion-related occupations is rooted in a growing population that demands an increasing quantity and variety of clothing appropriate for different social situations. Understanding the societal expectations associated with dress is critical to a successful career in fashion. Also critical to a successful career in fashion are research techniques to capture the history of current and future trends in fashion. *Dress and Society* fulfills these requirements for students pursuing careers in the fashion industry. The authors present a sociological perspective on the way people dress and research perspective to help student develop an appreciation of the value of research skills in their academic and professional careers. What more exciting topic to study and research than dress and society!

### CONTENTS

- Dress, Society, and Social Control
- Dress, Society, and the Novice Researcher
- The Rules We Live By: Norms
- Research: Dress Codes, Gender Norms, Group Norms, and More
- Violation of Norms
- Tattooers, Body Piercers, Cross-Dressers, Punks, Goths, and More
- Recognition of Norm Violation: The Fashion Police
- Research about Recognition of Norm Violations
- Reports of Norm Violations: Spreading the Word
- Reading and Talking about Norm Violations
- Response to Norm Violation: Sanctions
- Sanctions in Various Settings
- Enforcement of Sanctions
- Research about Enforcement of Sanctions

### FEATURES

- Newspaper and magazine articles as opening vignettes for each chapter engage students' interest
- Discussion questions relate the terms, concepts, and procedures back to the opening vignettes
- Research activities give students an opportunity to apply and expand their knowledge of dress and society and practice research methods and tools to collect data
- **Instructor's Guide** provides a test bank, internet research activities, and discussion questions
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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## Fashioning Society: A Hundred Years of Haute Couture by Six Designers

KARL ASPELUND —University of Rhode Island

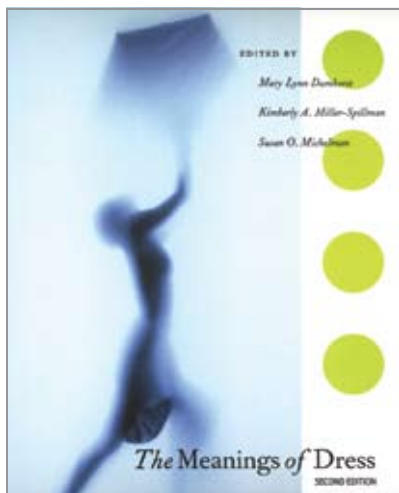
*Fashioning Society* tells the story of the period from the 1860s to the 1970s, a time when a succession of haute couture designers—most notably, Charles Worth, Paul Poiret, Coco Chanel, Elsa Schiaparelli, Christian Dior, and Yves Saint Laurent—were the arbiters of fashion, and their creations were the weapon of choice for power-seeking members of the aristocracy and upper classes. The book explores the ways in which high fashion designers and their *maisons* mutually influenced the fine arts and sociological, technological, philosophical, and political developments. The author compares the “hundred years of fashion” to the current relationship of haute couture with other aspects of world culture and civilization. In addressing the question, “What has happened to high fashion design?” it presents what students of style and fashion should consider when trying to understand and predict broad trends.

### CONTENTS

- Modernity Rising: The Age of Worth
- An Empire of Fashion
- Revolution in the Air
- Into a New Century: Backward, Forward, and Sideways
- The Fading of Europe: The American Age Begins
- The Ground Shifts
- “What a Drag It Is Getting Old”
- The Flesh Fails (Let the Sun Shine In)
- The Great Rock ‘n’ Roll Swindle
- High Fashion and Art
- The “End of History”
- Millennium Schmillennium
- We Are Caught: Trendspotting in the Early Twenty-First Century
- Thresholds

### FEATURES

- “Looking Forward/Looking Back,” demonstrates how motives similar to those that drove relationship between high fashion and society during the hundred years of fashion continue to affect those interactions today
- End-of-chapter boxes contain extracts from recent newspaper articles to generate discussion comparing the role of high fashion in the past and present
- The timeline in the appendix provides a chronological framework of events and trends
- 16-page color insert illustrates key examples of the work of the six designers whose stories form the core of the narrative
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** lists discussion topics for each chapter and provide diagrams of the influences and relationships discussed in the text in the classroom



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**Instructor's Guide**

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## The Meanings of Dress

### 2nd Edition

EDITED BY

MARY LYNN DAMHORST —Iowa State University

KIMBERLY A. MILLER-SPILLMAN —University of Kentucky-Lexington

SUSAN O. MICHELMAN —University of Kentucky-Lexington

This revised collection of articles from magazines, newspapers, books, and journals expands the reader's awareness and understanding of what dress is all about. The essays in *The Meanings of Dress, 2nd Edition*, illustrate essential topics, such as dress and sociology, cultural studies, gender, religion, modesty, and technological changes. Design and merchandising students will gain insight into how and why consumers buy clothing and other products related to dress and will grasp ways to forecast future trends. The book serves all interdisciplinary and multidisciplinary course needs.

### CONTENTS

- Introduction
- The Body in Cultural Context
- Dress as Nonverbal Communication
- Dress and Relationships
- Appearance for Gender and Sexuality
- Modesty and Immodesty
- Dress in the Workplace
- Dress from Infancy to Adolescence
- Dressing throughout Adulthood
- Race and Ethnicity
- Fashion as Social Process
- Dress and World Religions
- Dress and Technological Change
- Future Trends

### FEATURES

- Chapters covering dress and relationships, modesty and immodesty, and technological change
- Sixty-seven readings, some previously printed in publications such as *The New York Times*, *Essence*, and *Psychology and Marketing*, and others original for this text
- Visuals from popular magazines, newspapers, and scholarly journals
- Examples, references, and learning activities
- **Instructor's Guide** includes an outline of concepts presented in each chapter, listings of the readings cross referenced to general topics, and methods of implementing readings in the classroom



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496 pp.

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**Instructor's Guide**

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NEW  
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## The Visible Self: Global Perspectives on Dress, Culture, and Society

3rd Edition

JOANNE B. EICHER —University of Minnesota

SANDRA LEE EVENSON —University of Idaho

HAZEL A. LUTZ —Lecturer, University of Minnesota

“What shall I wear?” “How shall I dress?” Everywhere in the world people make daily decisions about what to wear or how to dress. Some people have more choices than others do. Some people like making the decision more than others do. Using Western and non-Western examples, *The Visible Self, 3rd Edition*, is about the daily act of dress in cultures around the world—not simply the act of putting on clothing, and accessories but also grooming the body. The first edition of *The Visible Self* by Mary Ellen Roach and Joanne B. Eicher provided a new approach at the time to the study of dress, presenting the idea that “dress” was a larger concept than “clothing,” a concept to be viewed cross-culturally and objectively. The second edition elaborated on the concept and introduced a discussion of ethnocentrism, ethnic dress, and culture. This new edition, adds discussion of more issues, contains further refinements of concepts, adds new concepts, updates many images and examples to increase understanding, and concludes with a discussion of how dress practice might change in the future.

### CONTENTS

#### The Systematic Study of Dress

- The Classification System of Dress
- Dress, Culture, and Society
- Records of the Types of Dress
- Written Interpretations of Dress

#### Physical Appearance, Environment, and Dress

- Physical Appearance and Dress
- Body, Dress, and Environment

#### Scales of Culture and Dress

- Domestic-Scale Culture and Dress

- Political-Scale Culture and Dress

- Commercial-Scale Culture and Dress

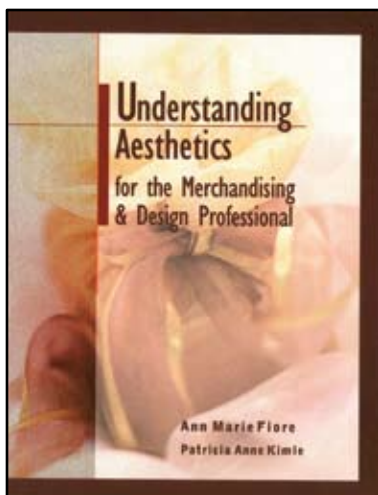
#### Art, Aesthetics, and Dress

- The Art of Creating Dress
- Ideals for Individual Appearance and the Art of Dress
- The Art of Dress: Conformity and Individuality
- Dress and the Arts
- Dress and the Future
- Your Future and Dress

### NEW TO THIS EDITION

- Readings from a variety of sources provide discussion and consideration of controversial issues
- Updated examples and current approaches to theoretical orientations, such as new work on the scale of world cultures, genetics, race, and globalization
- Revised and expanded art program, including 8-page color insert
- Introductory material links each reading to chapter concepts
- Expanded end-of-chapter pedagogy will increase utilization of the images and readings
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom





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## Understanding Aesthetics for the Merchandising and Design Professional

ANN MARIE FIORE —Iowa State University

PATRICIA A. KIMLE

*Understanding Aesthetics* bridges the gap between the study of aesthetics and the down-to-earth needs of the merchandising and design professional. In this beautifully illustrated text, the authors present sophisticated concepts from the field of aesthetics and design in a lively conversational style, making them clear and easy to understand. By mastering the principles underlying successful design, the reader learns how products and their promotional surroundings can create a pleasing environment.

### CONTENTS

#### A Primer on Aesthetics

- Defining Aesthetic Experience
- Apparel, Body, and Environment as Contributors to Aesthetic Experience
- Value Derived from Products and Environments
- Factors Influencing Aesthetic Evaluation or Preference

#### Elements and Principles of Design of the Apparel Product and Environment

- Visual Elements of Design
- Visual and Tactile Elements of Design
- Auditory and Olfactory Elements of Design
- Complexity, Order, and Novelty
- Principles of Design

#### Aesthetics Related Skills and the Apparel Professional

- Creative Activities and Skills
- Developers and Promoters of Textile and Apparel Products

#### Application of Aesthetics Related Skills Used by Apparel Professionals

- Perceiving Form: The Body and Apparel
- Abstracting across Products within Collections
- Fashion Trend Forecasting
- Communications to Promote Apparel

### FEATURES

- An 8-page, 4-color insert demonstrates the relationship of colors and their influence upon design
- **Instructor's Guide** provides sample course outlines, exercises, projects, and tests as well as recommended teaching techniques for applications



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## Survey of Historic Costume

### 5th Edition

PHYLLIS G. TORTORA —Professor Emerita, Queens College  
KEITH EUBANK —Professor Emeritus, Queens College

In the Preface of the 5th Edition of *Survey of Historic Costume*, Tortora and Eubank conclude with the following: “In the history of dress at the beginning of the 21st century, costume might be compared to a constantly moving river. This river divides into many narrower channels that separate, cross, come together, and separate again, and yet that river continually moves on.” Building on the previous editions, the authors update their analysis of Western dress to 2008. With each new edition some elements of the title change. And those changes provide an opportunity to focus on some aspect that adds to the usefulness of this best seller. *Survey of Historic Costume* has, from its beginnings, taken seriously the need to accompany the text with appropriate illustrations and the major change in the 5th Edition is the move to full color throughout the book to enrich the text and the concepts. Perfect for anyone interested in historic costume, fashion, textiles, drama, and design, this beautifully illustrated book is full of interesting facts and commentary.

### CONTENTS

- The Ancient Middle East 3500–600 B.C.
- Crete and Greece c. 2900–300 B.C.
- Etruria and Rome c. 800 B.C.–A.D. 400
- The Early Middle Ages c. 300–1300
- The Late Middle Ages c. 1300–1500
- The Italian Renaissance c. 1400–1600
- The Northern Renaissance c. 1500–1600
- The Seventeenth Century 1600–1700
- The Eighteenth Century 1700–1800
- The Directoire Period and the Empire Period 1790–1820
- The Romantic Period 1820–1850
- The Crinoline Period 1850–1869
- The Bustle Period and Nineties 1870–1900
- The Edwardian Period and World War I 1900–1920
- The Twenties, Thirties, and World War II 1920–1947
- The New Look and Beyond 1947–1960
- The Sixties and Seventies: Style Tribes Emerge 1960–1980
- The Eighties and Nineties: Affluence and Information
- The 21st Century: The New Millennium

### NEW TO THIS EDITION

- Over 500 four-color photographs and illustrations
- Updated text to 2008
- Additional influences from one period or civilization to another, including influences from other cultures
- Index – updated and organized to be utilized as glossary with terms defined and page numbers printed in boldface
- **Instructor's Guide** provides sources for visuals, websites, teaching strategies and evaluation techniques
- **PowerPoint® Presentation** contains interactive visual presentation with links to Internet



#### 4th Edition Still Available!

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## 20th Century Dress in the United States

JANE FARRELL-BECK —Professor Emerita, Iowa State University

JEAN PARSONS —Iowa State University

The 20th century was a fast-paced race into modernization—but how did it affect what we wear? From revolutionary politics to the new machine age, war and depression to growth and prosperity, *20th Century Dress in the United States* details how fashion goes hand-in-hand with history. The authors examine American dress from 1898 to 2004 and find innovation at every turn. Diversity and complexity are key: far from the fashion stereotypes embodied by popular ideas of “the twenties” or “the sixties”—periods noted for their youthful upheaval and influence—we see how every era has its conformists and rebels, from the Arrow Collar Man and the Gibson Girl to flappers, bell-bottom-clad hippies, and Jackie Kennedy. Each chapter explores the social, cultural, economic, artistic, and technological themes that shape fashion in both festive and everyday clothing. Changes in retailing and manufacturing are also examined, from the sweatshops of yesterday to the Internet shopping of today. Whether high fashion or low, glitz or grunge, this vivid and comprehensive book explains what we wear on our backs—and why.

### CONTENTS

- New Century, New Fashions: 1898 – 1907
- The 20th Century Takes Hold: 1908 – 1918
- Thoroughly Modern Americans: 1919 – 1928
- Fashion on the Dole: 1929 – 1938
- Fashion on Duty: 1939 – 1946
- New Wealth, New Looks: 1947 – 1958
- Tripping Out on Fashion: 1959 – 1968
- Retrenchment and Reaction: 1969 – 1978
- Glitz to the Max: 1979 – 1988
- Party Like It's the '90s: 1989 – 1999
- Stocks Down, Dressing Up: 2000 – 2004

### FEATURES

- Illustrations and photographs depicting a century of American fashion
- 8 pages of full-color photographs highlighting the 20th century's most important trends
- Profiles of influential designers, photographers, and illustrators
- Charts and maps with demographic and geographic data
- Timelines showing parallels between historical events and fashion innovations
- **Instructor's Guide** includes teaching suggestions and additional resources



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## Designing and Patternmaking for Stretch Fabrics

KEITH RICHARDSON—International Academy of Design and Technology—Toronto

Stretch fabrics are more popular than ever, used for Juicy Couture's sweats and in the trendy, ready-to-wear styles found at H&M. Stretch fabrics have long been a staple of designer fashion as well—from Missoni's colorful knits to Donna Karan's basics. *Designing and Patternmaking for Stretch Fabrics* provides the design student or working designer with the essential information for understanding the specifics of knit fabrics and the pattern-making process for different garments. Fibers, dyes, treatments, care, and fabric sources are discussed, along with the principles of sizing and measuring for women's, men's, petite, plus, and half sizes. Chapters focusing on particular garments begin with a draft of a sloper block. Numerous illustrations and diagrams demonstrate the effects of draping, gathering, shirring, ruffling, and making adjustments as needed to flatter the wearer. These instructions will put students' skills and creativity to work with everything they need to turn an ordinary garment into one of original designer quality.

### CONTENTS

- Stretch Terms and Jargon
- Sizing and Measurements
- Principles of Pattern-Drafting
- Slopers and Reductions
- Skirts
- Pants
- Tops
- Sleeves
- Sweaters
- Dresses
- Oversized Projects
- Four-Way Stretch Fabrics
- Bodysuits, Leotards, and One and Two-Piece Swimsuits
- Fitting and Corrections
- Costing Sheets

### FEATURES

- Hundreds of illustrations of garments and techniques
- Sloper block drafts for each areas of study
- Tables with fabric terminology and stretch ratios
- Conversion charts and grading rules
- Assignments and review questions
- Instructions for completing practice garments
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Designing a Knitwear Collection: from Inspiration to Finished Garments

LISA DONOFRIO-FERREZZA—Fashion Institute of Technology

MARILYN HEFFEREN —Fashion Institute of Technology

Foreword by Sonia Rykiel

From sportswear and sweaters to lingerie and couture, knitwear accounts for most of the apparel we wear. *Designing a Knitwear Collection* is an all-in-one reference book: in addition to serving as an introduction to knitting, design, and production, it is an ongoing resource for working in the industry. Both students and professionals will find inspiration from the gallery of work by knitwear designers on display here—from icons such as Chanel, Sonia Rykiel, and Missoni to today's hottest practitioners such as Stella McCartney, Marc Jacobs, and Alexander McQueen. The book covers the history of the industry, from the earliest hand-knit garments to apparel created with computerized equipment. Students learn the basics of yarn selection, stitch patterns, and CAD programs, and they can follow detailed instructions for knitting a sample garment, preparing a design development package, and assembling presentation materials for their own portfolios or for showroom display. From concept through finished creation, *Designing a Knitwear Collection* is an essential how-to for building a successful knitwear career.

### CONTENTS

- Knitwear Designers of the Twentieth and Twenty-First Centuries
- The History of Knitwear
- Yarn Basics
- Stitch Fundamentals
- Knitting Methods
- Preparing the Design Development Package
- Knitting a Sample Garment
- Computer Aided Design for Knitwear
- Presentation Trends for Knitwear

### FEATURES

- Color photographs of work by well-known knitwear designers
- Timelines tracing milestones in knitwear design from the early 20th century to the present
- Illustrations depicting yarn types, stitch samples, garment assembly, and more
- Sample documents for production, including line sheets, specification sheets, trim sheets, color information sheets, graphs, and swatches
- Examples of presentation boards and guidelines for creating portfolios
- Appendices with design documents, industry resources, and a glossary of knitwear terms
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Men's Fashion Reader

EDITED BY

ANDREW REILLY —University of Hawaii, Manoa

SARAH COSBEY —Northern Illinois University

For a full list of contributors, please visit our website at [www.fairchildbooks.com](http://www.fairchildbooks.com)

With *Men's Fashion Reader*, students of fashion have a resource to help them understand an important yet sometimes neglected segment of the apparel industry: menswear. This collection of commissioned and reprinted articles covers such topics as men's fashion and meaning through history, fashion as masculinity and sexuality, fashion as defiance, fashion as identity, fashion as acculturation, body as fashion, the media and fashion, and fashion as fantasy. Design and merchandising students will find insights into how and why men buy clothing and how to forecast future trends. Addressing the social, cultural, and psychological phenomenon of men's dress, the readings blend consumer behavior and history to create a better understanding of men's fashions. This book is a must-read for the well-rounded fashionista, designer, merchandiser, or fashion scholar.

### CONTENTS

- Men's Fashion and Meaning Through History
- Men's Fashion as Zeitgeist
- Men's Fashion as Masculinity and Sexuality
- Men's Fashion as Defiance
- Men's Fashion as Culture and Identity
- The Male Body as Fashion
- Men's Fashion and the Media
- Men's Fashion as Role Dress
- The Fashion of the Man's Suit

### FEATURES

- Thirty-three essays and articles, including selections from scholarly and popular sources
- An introduction to each chapter, written by the editors, drawing connections between the readings and relevant theoretical perspectives
- Topical discussion questions at the end of each article
- **Instructor's Guide** with quizzes, suggestions for projects, and demonstrations of how readings can be grouped in different ways to touch upon the multiple topics



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## Menswear: Business to Style

MICHAEL LONDRIGAN —Laboratory Institute of Merchandising

Think fashion, and menswear is probably not the first thought that comes to mind. More often than not your first thought will most likely be about women's wear, as this dominates the fashion scene. *Menswear: Business to Style* explores the historical beginnings of menswear to set the stage for today's diverse and exciting industry and prepares students to assume a role in the business as it continues to evolve. Drawing on his experiences in menswear, the author discusses design and manufacturing in four main areas: tailored clothing, furnishings, formal wear, and sportswear. The text also covers the principles, procedures, and techniques practiced by merchandisers to attract their target customer, giving the reader an appreciation of the importance of menswear from both a fashion and economic standpoint.

### CONTENTS

- Menswear—The Past
- Customer Demographics
- Design
- Manufacturing
- Retailing
- Menswear and the Media
- Tailored Clothing
- Furnishings
- Formal Wear
- Sportswear
- Trends in the Menswear Market
- Supporting Cast

### FEATURES

- Boxes recounting the author's experiences highlight the topics of each chapter helping students gain a better understanding of how the menswear market works
- Interviews with key industry executives in the menswear industry
- Discussions of the differences between tailored clothing and tailored outerwear
- Highlights from the world of formal wear from specific design features to differences in the formal wear market
- Examples of key sportswear silhouettes and changes in style that make up this category
- Lists of supporting organizations as excellent sources of information for anyone interested in expanding their knowledge of menswear
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Designer's Guide to Girls' and Junior Apparel

RANDI BEER —Woodbury University

This book explains the process that a fashion designer goes through to put a line together specifically for the girls' and junior markets, following a sequence similar to the schedule that an actual working designer follows when he or she is working on a line for a manufacturer. It starts with the inspiration phase, and then moves to research and sketching. Chapters teach students how the designer works with patternmakers to see the garment fabricated and sewn, then follows the garment as it is costed, merchandised, and prepared to be sold. Students will be exposed to the many layers of specifications, production patterns, and testing, and finally producing and shipping the garments. Each chapter will conclude with a "Designer's Diary" in the voice of a fictitious designer, documenting her successes, frustrations, and other experiences intrinsic to the job. Students will also be given a chance to create a diary of their own, tracking the progression of their own children's wear collection.

### CONTENTS

- Manufacturing Girls' and Junior Clothing
- Overview of the Consumer and the Customer
- Finding the Inspiration for Design
- Foundation of the New Line
- Fabric Selection
- Pin Sketch to Pattern
- From Sample Cutting to Construction
- Trimmings and Finishing Touches
- Garment Costing
- Merchandising the Line
- Preproduction New Style Preparation
- Cycle of Production

### FEATURES

- Illustrated timeline shows the evolution of ready-to-wear children's wear from the 1960s to today
- "Designer's Diary" concludes each chapter and follows experiences of a fictitious designer
- Activities related to the content of each chapter will train and inspire the student to think like a working designer
- A book-long project will ask students to fill out their own day planner to track their progress as they create their own line; this will become their own "designer's diary" that can serve as a portfolio for their new collection or inspiration for their next collection
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom





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**Instructor's Guide**

978-1-56367-641-3

## Costuming for Film and TV: From Resume to Wrap

ANGEE BECKETT —Art Institute of California—Hollywood

MARCY GOSSETT —Former Manager. ABC Wardrobe Department

Until now there has never been a comprehensive text that addresses all the unique needs, tools, and skill sets necessary to succeed in the field of costume design. This is the definitive book for learning the craft of costuming and an introduction to costume design for film, television, commercials, and interactive media. This textbook package, is an all-encompassing learning tool for training college students and entry level professionals for a career in costuming for film, television, commercials, and interactive media. Covering all phases of production, this ground-breaking learning package provides both an overview and an intensive examination of the elements of costuming and wardrobe management for this complex field.

### CONTENTS

#### Preproduction

- Costume Department
- Breaking Down the Script:
- Components of a Budget
- Fittings, Ageing, and Teching
- How the Camera Reads Color and Texture
- Introduction to Character Development
- How to Research Resources

#### Production

- Set-Up and Prep
- On the Set: Blocking, Crews, Continuity
- The Costume Designer and Costumers as Independent Contractors

#### Post Production

- Strike
- Television Pick-ups and Film Re-Shoots
- The Digital and Computer World of Costuming
- Getting Your Foot in the Door

### FEATURES

- Hands-on and interactive exercises designed to teach techniques used by costumers and costume supervisors working in the “industry”
- “New Words” lists of key terms and definitions in each chapter plus complete glossary with industry terminology
- Checklists at the end of each chapter to ensure comprehension of chapter material
- Lists of costume rental houses and vendors of costume supplies including online resource information
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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**Instructor's Guide**  
 978-1-56367-576-8

## Beyond Design: The Synergy of Apparel Product Development

2nd Edition

SANDRA J. KEISER —Mount Mary College

MYRNA B.H. GARNER —Associate Professor Emerita, Illinois State University

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.

### CONTENTS

#### Planning for Success

- The Role of Product Development in the Apparel Supply Chain
- Business Planning
- Consumer Markets

#### Creative Planning

- Trend Forecasting
- Color Management
- Fabrication
- Garment Styling
- Line Development

#### Technical Design

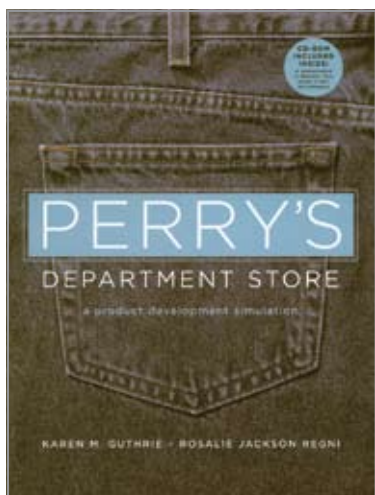
- Translating Concept to Product
- Findings and Trim
- Sizing and Fit
- Quality Assurance

#### Production Planning and Distribution

- The Role of Sourcing
- Pricing and Costing
- Sales, Production, and Distribution

### FEATURES

- International examples and case studies address the effects of globalization
- Updated tables and statistical information
- Discussion of new technological advancements related to product development
- New photo and color insert examples
- Appendix describing careers in apparel product development
- **Instructor's Guide** includes course outlines, suggestions for teaching each chapter, and guidelines for overseeing and evaluating product development projects



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 136 pp.  
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**Instructor's Guide**  
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## Perry's Department Store: A Product Development Simulation

KAREN M. VIDETEC —Virginia Commonwealth University  
 ROSALIE J. REGNI —Virginia Commonwealth University

This textbook simulates the product development experience of a buyer or product developer at Perry's, a fictional department store, while exposing students to the principles, concepts, knowledge, and skills needed for success in a real-world setting. *Perry's Department Store: A Product Development Simulation* covers the entire process of developing a new line of jeans, including defining the customer, conceptualizing the product line, selecting fabric and trims, and completing a spec pack. A CD-ROM is included and provides resources and worksheets to complete the simulation.

### CONTENTS

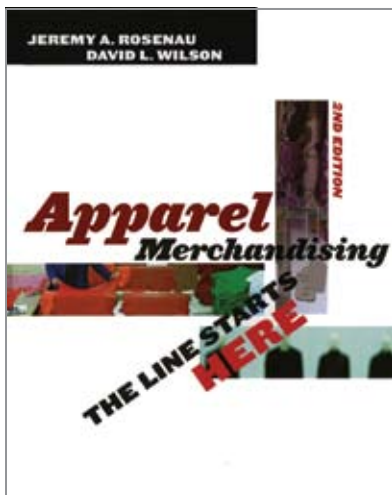
- Introduction: Perry's Background Information
- Step One: Define Your Customer
- Step Two: Industry Research
- Step Three: Theme and Inspiration Boards
- Step Four: Design and Concept Boards
- Step Five: Choosing the Best Fabrications, Findings, and Trims
- Step Six: Developing Style Specification Sheets
- Step Seven: Developing Cost Sheets and Size Specs
- What Happens Next? Preproduction and Production Process Problems
- Selling the Line: Marketing and Public Relations
- Career Opportunities in Product Development

### FEATURES

- Learning objectives that introduce new concepts
- Charts, forms, illustrations, and examples
- Chapter on career opportunities in product development
- Glossary of terms, industry information, and statistical data
- **Instructor's Guide** that shows examples of each form accurately completed, along with teaching suggestions and assignments

### CD-ROM FEATURES

- Industry research and forecasting information
- Articles from *Women's Wear Daily*, *Daily News Record*, and Cotton Incorporated's *Lifestyle Monitor* covering the men's, misses/juniors, and children's jeans industries
- Sample theme and inspiration boards
- Examples of design and concept boards
- Blank worksheets needed to complete the simulation



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**Instructor's Guide**  
 1-56367-449-1

**PowerPoint® Presentation**  
 1-56367-455-6

## Apparel Merchandising: The Line Starts Here

### 2nd Edition

JEREMY A. ROSENAU —Philadelphia University  
 DAVID L. WILSON

*Apparel Merchandising: The Line Starts Here, 2nd Edition*, 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 covering men's tailored clothing, men's and women's sportswear and activewear, and children's wear, in both domestic and international markets. This text follows the evolution of the merchandising function with emphasis on production efficiency. This entails a focus on product development and the philosophies and perspectives of industry executives. The authors capture the interface of merchandising with the marketing and manufacturing departments and the way these functions integrate in an effective team concept.

### CONTENTS

#### Merchandising: The Concept

- Evolution of Merchandising in the Apparel Industry and Managing Private Label Apparel in the Retail Industry
- Modern Merchandising

#### Merchandising: The Planning

- Market Knowledge
- Planning and Control
- Merchandising: The Execution

- Line Development: Principles and Technologies
- Line Development: The Process
- Costing and Pricing Strategies
- Quality

#### Supply Chain Management

- Sourcing Strategies
- The Sourcing Process

#### Merchandising: The Future

- Future Direction

### FEATURES

- Extensive coverage of private labels and private brand apparel bring the text up-to-date with important industry trends
- New Case Studies provide real-world context to the concepts discussed in the text
- New Executive Perspectives profile a broad spectrum of merchandising professionals
- Updated information on U.S. importing trends, merchandising calendars, line development calendars, private brand development calendars, and technology software vendors
- Current information about international business paradigms focus on the differences in doing business in China, Thailand, and Mexico
- **Instructor's Guide** includes course syllabus, answers to discussion questions and activities, and project ideas
- **PowerPoint® Presentation**, developed by CVK Engineering, includes more than 200 slides that illustrate key concepts from the book and provide the basis for classroom lectures and discussion for each chapter; compatible with PC and Mac platforms



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464 pp.

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7.375 x 9.25

1-56367-301-0

\$15.00 (list) | \$12.00 (net)

**Instructor's Guide**

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## Furniture Marketing: From Product Development to Distribution

2nd Edition

RICHARD R. BENNINGTON —High Point University

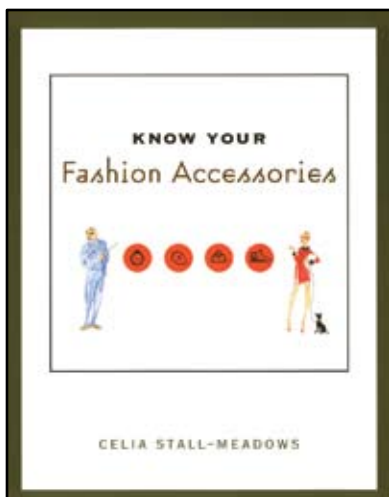
*Furniture Marketing, 2nd Edition*, contains an overview of how residential furniture products are developed, marketed, and presented to targeted retailers and consumers. Bennington focuses on developing an appreciation for furniture as a functional art form. This new edition covers the entire industry, including types of furniture products, design periods, product development, and manufacturing. The text also explains how to sell furniture through pricing, promotion, and distribution. The second edition includes a chapter on contract furniture. This book can serve as a helpful reference for students as well as the beginning and experienced employees of manufacturers, retailers, and wholesalers.

### CONTENTS

- Furniture Marketing —An Overview
- Upholstered Furniture
- Case Goods
- Other Residential Furniture Products
- Furniture Design
- Product Development
- The Furniture Manufacturing Process
- Marketing Through Segmentation, Targeting, and Positioning
- Marketing Research and Information Systems
- The Ultimate Consumer Market
- Pricing Methods and Practices
- Personal Furniture Selling
- Advertising
- Sales Promotion and Public Relations
- Marketing Channels for Home Furnishings
- Furniture Retailing
- Furniture Wholesaling
- Wholesale Furniture Markets
- Physical Distribution and Inventory Management
- International Furniture Marketing
- Contract Furniture Marketing

### FEATURES

- Two boxed features in each chapter with readings written expressly for the text or from furniture industry trade publications such as *Home Furnishings News*, *InFurniture*, *Furniture Today*, and *Upholstery Design and Management*
- Chapter that describes how to market residential furniture through segmentation, targeting, and positioning
- Chapter that outlines the channels of distribution for home furnishings
- Photos and illustrations
- **Instructor's Guide** includes course outlines, teaching tips, discussion topics, assignments, additional sources of information, test questions, and term projects



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**Instructor's Guide**  
 1-56367-246-4

**PowerPoint® Presentation**  
 1-56367-325-8

## Know Your Fashion Accessories

CELIA STALL-MEADOWS —Oklahoma State University

This comprehensive study of women's and men's fashion accessories provides fashion merchandising students with a detailed analysis of accessory categories. Broken into three units, the text not only covers the major categories, but also provides an overview of the accessories business and discusses the materials used in the production of a variety of accessories.

### CONTENTS

#### An Overview of Fashion Accessories

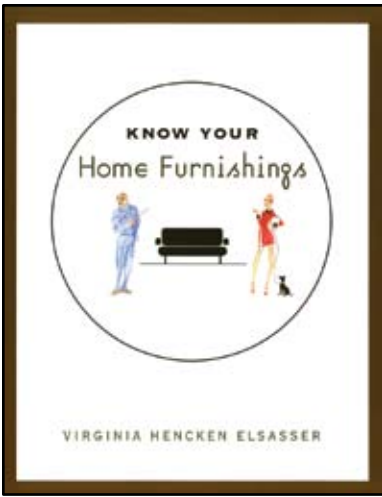
- The Fashion Accessories Industry
- Product Development
- The Materials of Fashion Accessories
- Textiles and Trims
- Leather
- Fur
- Metals and Stones

#### The Categories of Fashion Accessories

- Footwear
- Handbags, Small Personal Goods, Luggage, and Belts
- Socks and Hosiery
- Scarfs, Ties, and Handkerchiefs
- Hats, Hair Accessories, Wigs, and Hairpieces
- Gloves, Umbrellas, and Eyewear
- Fine Jewelry
- Costume Jewelry
- Watches

### FEATURES

- Historical surveys of each accessory classification and exploration of the current state of global industries
- Numerous tables, illustrations, and industry and product photographs for visual reinforcement
- Review questions and chapter summaries to improve content retention
- Exercises that provide readers with opportunities to apply their knowledge of the products
- Profile boxes that provide detailed real-life examples of businesses in each accessory industry
- **Instructor's Guide** by Tana Stufflebean of the University of Central Oklahoma provides suggestions and resources for using the book as a textbook and reference
- **PowerPoint® Presentation** includes slides that illustrate key concepts from the book and provide the basis for classroom lectures and discussions



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**Instructor's Guide**  
 1-56367-244-8

**PowerPoint® Presentation**  
 1-56367-343-6

## Know Your Home Furnishings

VIRGINIA HENCKEN ELSASSNER —Centenary College

Filled with illustrations, this text presents up-to-date information that interior designers, merchandisers, product developers, retailers, and consumers need to better understand the categories of consumer goods for the home and the raw products utilized to make them. *Know Your Home Furnishings* will enable students to understand the major categories of home furnishings and the diverse consumer demand for fashionable and functional products.

### CONTENTS

#### Introduction to the Home Furnishings Industry

- Home Furnishings and the Marketplace

#### Materials in Home Furnishings

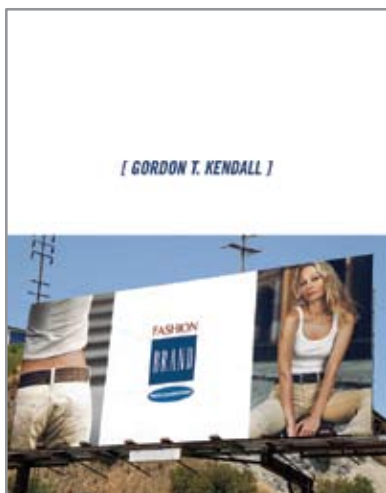
- Textiles
- Wood
- Glass
- Pottery
- Plastics
- Metals
- Other Materials

#### The Categories of Home Furnishings

- Furniture
- Bedding
- Linens
- Carpets, Rugs, and Flooring
- Paints and Wall Coverings
- Lighting
- Tableware

### FEATURES

- Industry Profiles and Industry Statements that highlight important people and concepts
- End-of-chapter exercises, such as review questions and learning activities
- Illustrations that help visually define numerous terms
- **Instructor's Guide** includes suggested syllabi for a 15-week course, a 12-week course, and an 8-week course, teaching suggestions using projects and audio/visual aids, answers to end-of-chapter review questions, and sample exams for each chapter
- **PowerPoint® Presentation** includes more than 200 slides that illustrate key concepts from the book and provide the basis for classroom lectures and discussions for each chapter; compatible with PC and Mac platforms



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**Instructor's Guide**

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## Fashion Brand Merchandising

GORDON T. KENDALL

*Fashion Brand Merchandising* introduces the concepts and practices that will help students build, develop, and work with fashion brands. The book comprises four parts, each exploring an important facet of fashion brands and the fashion brand process. It covers how branding and merchandising activities are interrelated and interdependent with respect to marketing fashion-related products. In whatever capacity you engage with fashion brands—marketer, merchandiser, retailer, designer, or student—this text includes information you will need to work meaningfully with fashion brands.

### CONTENTS

#### What are Fashion Brands?

- Fashion Brand Merchandising
- Fashion Brands in the Marketplace
- Fashion Brands and Consumers
- Products, Services, and Fashion Brands

#### Building Fashion Brands

- Planning Fashion Brands
- Elements of Fashion Brands
- Fashion Brand Communication
- Fashion Brand Experiences

#### Developing Fashion Brands

- Changing Nature of Fashion Brands
- Expanding Fashion Brands
- Measuring Fashion Brand Performance
- Fashion Brand Portfolios

#### Working with Fashion Brands

- Organizing the Fashion Brand Team
- Business and Social Issues of Fashion Brands
- Future Trends of Fashion Brands

### FEATURES

- “Focus on Fashion Brands” features an article or case study relevant to the topics of the specific chapters
- “BrandBlog” provides online discussion topics to help facilitate a Web-based course design
- “BRANDLAB” offers an opportunity to create a fashion brand
- End of chapter material includes key terms and review questions designed to assist development of your career
- Eight-page insert consists of full-color photographs
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom





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## Fashion Branding Reader

JOSEPH HANCOCK —Drexel University

Fashion brands and the images they convey dictate much about what Americans think and feel about fashion and style. This book presents students and scholars with a better understanding of fashion branding through a dedicated examination of fashion and apparel in an applied, academic, and scholarly style. It will include the history of fashion brands, the culture of fashion brands, chapters devoted to specific fashion brands, and the future of fashion brands. One of the author's goals of this text was not to place judgment on the fashion brands presented, but let you moderate for yourself. While, there are opinions about certain brands, you will have one too. And that is great! All the fashion companies, interviewees, and editors who participated in the writing of this book encourage the readers to visit websites, sign-up for their mailing lists and of course visit stores. *"Go outside!"*

### CONTENTS

#### The Beginning

- What is Fashion Branding? A Storytelling Approach

#### Thinking Critically

- From Modern to Postmodern and Beyond: A History of Fashion Brands and Culture

#### The History of a King

- Lifestyle Merchandising  
Ralph Lauren

#### Mass Luxury Style & Building an Empire

- Fantastically Sexy!!! Dolce & Gabbana

#### From 5th Avenue to Simply Vera

- The Empress of Fashion Vera Wang

#### In-Store Branding Concept

- From Safari Gear to Shirtless Hunks:  
Abercrombie & Fitch

#### Viral Fashion Branding

- Chasing Your Dreams!  
Johnny Cupcakes

#### The Evolution of A New Fashion Brand

- It is All in The Graphics Dante Beatrix

#### Creating a Television Brand

- Brini Maxwell "Now Why Didn't You Think of That?"

#### Niche Fashion Branding

- Live Like A Kid Ginch Gonch

#### A Socially Responsible, Fashion

#### Branding Cult Redefines Luxury

- Hitting Below the Waist billy blues

#### The Future of Fashion Brands

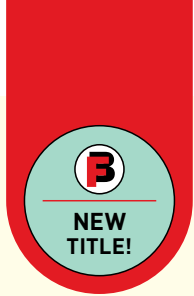
- Looking Into the Crystal Ball Moving Forward into the 21st Century

### FEATURES

- Interviews with established fashion branding leaders, as well as "up and coming" individuals
- Coverage of "high" and "trendy" fashion brands like Johnny Cupcakes, Dante Beatrix, billy blues will appeal to student interest
- Illustrated with art from designers, retailers, and manufacturers covered in the text
- **Instructor's Guide** includes suggested projects and pertinent news items



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**Instructors Guide**  
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**Power Point® Presentation**  
 978-1-56367-862-2

## Apparel: Concepts and Practical Applications

BEVERLY KEMP-GATTERSON —University of Houston  
 BARBARA L. STEWART —University of Houston

Given the variety of ways in which merchandise is designed and produced for today’s dynamic world market, it is essential for merchants to develop and maintain a solid foundation of current apparel knowledge. Changes in the past three decades have profoundly affected the field of retailing. The wealth of data now available, advances in technology for designing and producing apparel, and the changing face of management in retail organizations provide only a few examples. Consumers have become more discerning apparel purchases; and while price is no longer the sole determining factor for a purchase, quality remains high on the list. Technological advances and societal changes fuel the need for up-to-date information and understanding among merchandising and management executives in the retailing industry. This book is designed to fill that need by examining the many components involved in becoming knowledgeable about apparel.

### CONTENTS

#### Foundations of Apparel

- Historic Costume
- Social and Psychological Foundations of Apparel

#### The Creative Processes and Design

- Creative Processes
- Designers

#### Apparel Factors

- Styles and Trends
- Fabrics and Findings
- Manufacturing Process

- Industry Standards
- Shoes and Handbags

#### Coordination and Marketing

- Creating a Coordinated Image: Corporate and Personal Strategies
- Marketing Apparel Products

#### Decision Making

- Personal Choices
- Organizational Decisions: Retail Choices

### FEATURES

- Provides broad overview of the evolution of apparel and sociological and psychological foundations influencing consumer demand
- Includes brief summaries of selected fashion designers in the world of haute couture
- Introduces the world of textiles and the importance they play in apparel development
- Discusses industry standards for sizing, labeling, and quality control
- Explores the origin of footwear and handbags and the role they play in the apparel industry
- Focuses on the decision-making processes used by consumers and buyers in selecting apparel for the retail industry
- Illustrations, key terms, and concepts throughout enhance the material
- **Instructor’s Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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**Instructor's Guide**  
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**PowerPoint® Presentation**  
 978-1-56367-458-7

# The Why of the Buy: Consumer Behavior and Fashion Marketing

PATRICIA MINK RATH —International Academy of Design and Technology—Chicago

STEFANI BAY & RICHARD PETRIZZI —both of Illinois Institute of Art—Chicago

PENNY GILL —Writer/Journalist

Consumer behavior affects all aspects of design, production, merchandising, and promotion in the fashion industry. *The Why of the Buy: Consumer Behavior and Fashion Marketing* addresses how psychology, sociology, and culture influence what, when, where, why, and how consumers buy what they buy. With topics ranging from consumer attitudes, personality, and values to the global marketplace, ethics, and social responsibility, this text presents consumer behavior in an enthusiastic and relevant way that will attract and engage students.

## CONTENTS

### We Are All Consumers

- Why Is Consumer Behavior Important to the Fields of Fashion and Design?
- Consumer Behavior, Marketing, and Fashion: A Working Relationship

### Internal Factors Influence Fashion Consumers

- How Fashion Consumers Perceive, Learn, and Remember
- Motivation and the Fashion Consumer
- Attitude and the Fashion Consumer
- Personality and the Fashion Consumer

### External Factors Influence Fashion Consumers

- Age, Family, and Life Cycle Influences

- Social Influences on Fashion Consumers
- Demographics, Psychographics, and the Fashion Consumer

### How Fashion Marketers Communicate And Consumers Decide

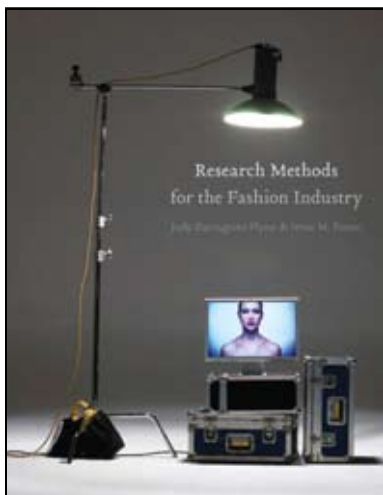
- How Marketers Obtain and Use Consumer Information
- Decision Making
- How Fashion Consumers Buy
- The Use of Fashion Goods by Organizations
- Global Consumers of Fashion and Design

### Fashion Consumers And Responsible Citizenship

- Ethics and Social Responsibility
- The Role of Government

## FEATURES

- Chapter-opening vignettes place the chapter topics in real world settings for students to understand how theory derives from actual consumer behavior
- Case studies at end of each unit provide further examples of the relevance of the text to their own behavior as consumers and as future professionals in the fashion industry
- “Point of View” and “Special Focus” sidebars highlight timely topics and cover aspects of consumer behavior, marketing applications, and business profiles throughout the text
- “Let’s Talk” features within the text of each chapter encourages students to relate the topic to their own experience and observations
- **Instructor’s Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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**Instructor's Guide**  
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**PowerPoint® Presentation**  
 978-1-56367-636-9



## Research Methods for the Fashion Industry

JUDY ZACCAGNINI FLYNN —Framingham State College  
 IRENE M. FOSTER —Framingham State College

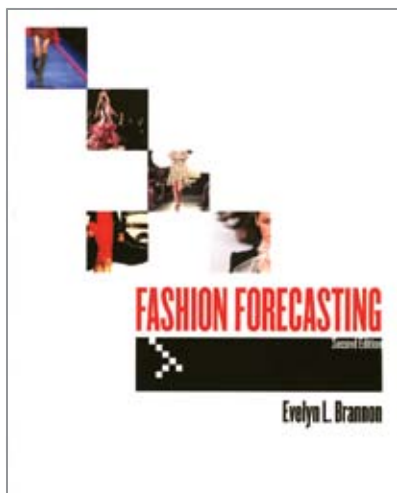
If the trade papers report that gloves are making a comeback, should production start manufacturing them? How would someone judge and react to a woman walking down the street in a purple wig and spandex body suit with layers of red polka dot silk wrapped around her to form a bell shaped tent? What is accurate and inaccurate to conclude about her appearance? Research is the foundation for understanding consumers and making informed decisions. Based on their experience in academia, the authors provide the tools for students and professionals to analyze and develop critical thinking skills and sift through what is read and seen to understand the target market for which they will design, buy, market, or manage in the fashion industry. Both a textbook and manual for undergraduate and graduate students studying research methods used in the fashion industry, it can also serve as a reference for industry professionals.

### CONTENTS

- Research Theory
- The Library
- Defining the Research
- Review of Literature
- Methods and Procedures of Conducting the Research: Sample
- Methodology Procedures
- Quantitative Design: Experimental and Survey Research
- Qualitative Design: Ethnographic and Historic Research
- Method of Analysis
- Results
- Conclusions, Implications, and Recommendations for Further Study
- Writing and Communicating Research

### FEATURES

- Includes concepts, theories, and research examples drawn from juried academic articles, trade journals, and business research studies
- Examples, key terms/concepts, questions, problems, summaries, and learning activities all relate directly to the fashion industry
- Each chapter includes a “Highlight of a Researcher” and “Highlight of a Fashion Business” that conducts research
- Workbook/manual format permits students to reference for ongoing and additional research
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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456 pp.

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**Instructor's Guide**

1-56367-351-7

**PowerPoint® Presentation**

1-56367-352-5

## Fashion Forecasting: Research, Analysis, and Presentation

2nd Edition

EVELYN L. BRANNON—Auburn University

A textbook for fashion professionals interested in improving forecasting abilities, this unique book combines the theories of fashion changes with the process of organizing and analyzing the information for presenting and implementing the forecast. It integrates traditional and electronic approaches to the process of forecasting at each stage of research, organization, analysis, interpretation, and presentation.

### CONTENTS

#### Forecasting Frameworks

- The Fashion Forecasting Process
- Introducing Innovation
- The Direction of Fashion Change
- Cultural Indicators

#### Fashion Dynamics

- Color Forecasting
- Textile Development
- The Look: Design Concepts and Style Directions

#### Marketplace Dynamics

- Consumer Research
- Sales Forecasting

#### Forecasting at Work

- Competitive Analysis
- Presenting the Forecast

### FEATURES

- Resource Pointers providing addresses for Web-based forecasting information
- Profiles of forecasting professionals
- Chapter activities reinforcing content
- Case studies based on situations prevalent in the textile and apparel industry
- Lists of periodical, broadcast, and online information sources
- Appendix lists agencies, consultants, trade associations, and other companies specializing in forecasting services
- Glossary of key terms
- An 8-page 4-color insert that demonstrates important theories in fashion forecasting
- Career studies and profiles of fashion professionals
- Methods explaining how to prepare a forecasting portfolio
- Updated illustrations and discussion questions
- **Instructor's Guide** includes a sample syllabus, objectives for class sessions coordinated with chapters, discussion questions, classroom activities, project ideas, sources for visuals, and test questions
- **PowerPoint® Presentation** prepared by the author provides the basis for classroom lecture and discussion for each chapter and includes additional visuals to reinforce key concepts from the text



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# Merchandising: Theory, Principles, and Practice

## 3rd Edition

GRACE I. KUNZ —Associate Professor Emerita, Iowa State University

With full-color photographs and expanded discussion of sourcing throughout the book, the 3rd Edition focuses on the process of merchandising and the principles applied to the planning, development, and presentation of product lines in both the manufacturing and retailing sectors. Each chapter includes cases that illustrate how merchandising principles and theories are applied by actual businesses and the chapter learning activities promote an interactive learning environment with multiple course objectives. Students become capable of making sequential and integrated decisions to develop a complete merchandise plan and analyze the effectiveness of the plan.

## CONTENTS

### Merchandising Theory

- Merchandising Concepts
- Merchandising Technology
- Merchandising Systems

### Merchandise Planning

- Fundamentals of Merchandise Planning
- Merchandising Perspectives on Pricing
- Planning and Controlling Merchandise Budgets

- Planning and Controlling Merchandise Assortments

### Developing and Presenting Product Lines

- Developing Product Lines
- Presenting Product Lines
- Global Sourcing
- Customer/Vendor Relationships

### Career Opportunities

- Merchandising-Related Career Development

## NEW TO THIS EDITION

- Updated information throughout on the current status of textile and apparel companies, production and trade statistics, applications of technology, and relevance to sourcing
- Excel applications added to mathematical learning activities
- Full-color and expanded art program
- Updated case studies include technology components
- **Instructor's Guide** provides chapter outlines, test questions and answers, problem sets with answers and computer applications



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**Instructor's Guide**

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# Perry's Department Store: A Buying Simulation for Juniors, Men's Wear, Children's Wear, & Home Fashion / Giftware

3rd Edition

KAREN M. VIDETEC —Virginia Commonwealth University

CYNTHIA W. STEELE —New Creative Enterprises

This classic text continues to use the fictitious Perry's Department Store to bridge the gap between the principles of retail buying and mathematical formulas and concepts. Drawing on their experience, Videtec and Steele provide the tools for students to understand buyer's responsibilities by "walking" them through the various steps a new buyer would take to complete a six-month dollar plan and a merchandise assortment plan. The professional perspective is emphasized even more in the third edition with the inclusion of two new chapters on shopping critically, cultural constraints, and ethical responsibilities of the buyer.

## CONTENTS

- Introduction: Perry's Background Information
- Step One: Redefine Customer
- Step Two: Research Current Trends
- Step Three: Develop Dollar Buying Plan
- Step Four: Develop Stock Assortment Plan
- How to Shop the Market
- Step Five: Plan Market Purchases
- Negotiating Profitability
- Step Six: Examine Income Statement
- The Buyer's Role in Product Development
- Career Opportunities in Retail Buying

## NEW TO THIS EDITION

- Chapter on shopping the market including methodology, planning ethics, and cultural perspectives
- Chapter on negotiations including techniques, price, shipping, dating and

gross margin and negotiating across cultures

- Improved spreadsheets with embedded formulas, lined sheets, and explanations of how certain figures are transferred
- Additional worksheet on purchases by major vendor

## FEATURES

- Simulation format walks students through the buying process
- Appendix includes website resources and retailing formulas
- CD-ROM allows the student to follow the text's sequence to perform the corresponding steps and calculations; includes market information and templates provide real industry perspective
- **Instructor's Guide** includes a syllabus for a 15-week course; chapter objectives, teaching tips, discussion questions, and completed worksheets for each chapter; and midterm and final exams

### 2nd Edition Still Available!

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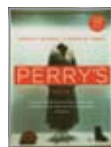
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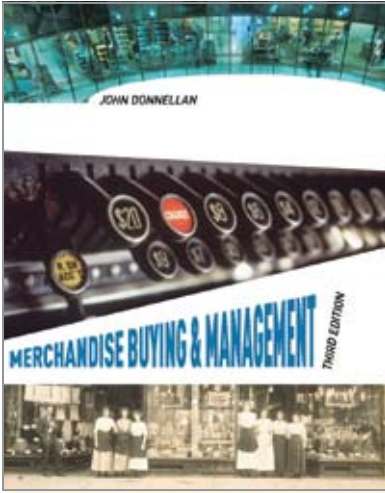
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**PowerPoint® Presentation**

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## Merchandise Buying and Management

3rd Edition

JOHN DONNELLAN —Holyoke Community College

*Merchandise Buying and Management, 3rd Edition*, has been redesigned from top to bottom. Now in full color with all new illustrations, the text also has a brand new array of pedagogical features. This best-selling, comprehensive text has been updated to cover the most current information on merchandising and retailing. Written for college-level courses dealing with retail buying and the management of retail inventories, the text covers topics relevant to future buyers and store-management personnel. The material is presented within the context of a contemporary retail environment.

### CONTENTS

#### The Structure of the Retail Industry

- Retail Merchandising
- Retailing Formats
- Retail Locations
- Retail Growth and Expansion
- Communicating with Consumers

#### The Development and Distribution of Consumer Products

- Fashion Merchandising
- Brands and Private Labels
- Merchandise Resources

#### The Financial Aspects of Merchandising

- Measures of Productivity

- Merchandising Accounting
- Inventory Valuation

#### Pricing, Planning, and Purchasing Retail Inventories

- Retail Pricing
- Planning Sales and Inventory
- Purchase Terms

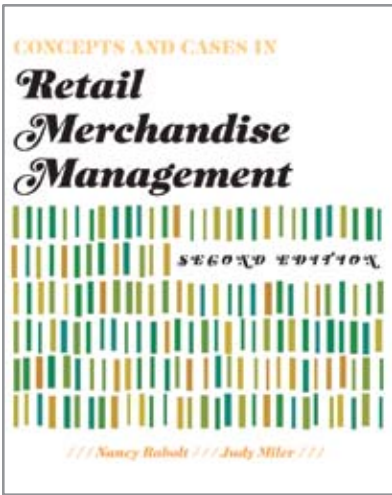
#### Merchandise Control and Presentation

- Merchandising Controls and Report Analysis
- Store Layout and Merchandise Presentation

### FEATURES

- Visuals illustrating retailing principles and organization of the retail industry
- Extensive coverage of Internet retailing and international merchandising
- Updated examples, tables, analysis of retail sales figures, and list of retail organizations
- More detailed explanation of mathematical concepts
- Section on vendor-sponsored store merchandising programs and expanded store fixtures section
- Contemporary company profiles on retailers
- Expanded student exercises and activities
- **Instructor's Guide** includes chapter teaching tips, suggestions for individual and team projects, references, case studies, answers to end-of-chapter discussion questions and problems
- **PowerPoint® Presentation** provides the basis for a chapter-by-chapter lecture outline that helps you to present concepts and materials; compatible with PC and Mac platforms





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**Instructor's Guide**  
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## Concepts and Cases in Retail and Merchandise Management

### 2nd Edition

NANCY J. RABOLT —San Francisco State University

JUDY K. MILLER —Appalachian State University

For a full list of contributors, please visit our website at [www.fairchildbooks.com](http://www.fairchildbooks.com)

Actual experience is the best preparation for the business world, but if this is not available, the simulated experience of case studies can be an excellent substitute. *Concepts and Cases in Retail and Merchandise Management, 2nd Edition* takes the reader into the real world of retail and merchandise management. Ninety-five challenging new and updated cases present a wide variety of actual situations that retail professionals face at all levels of management. Written by academics and professionals from retail, manufacturing, marketing, and merchandising perspectives, each case study asks the reader to analyze inside information on business ranging from small sole-proprietorships to industry titans.

### CONTENTS

- Merchandise Management, Roles, and Responsibilities
- Retailing Formats and Structures
- Merchandise/Store Positioning
- Merchandise Characteristics
- Merchandise Planning, Buying, Control, and Profitability
- Sourcing
- Buyer/Vendor Relationships
- Sales Promotion, Advertising, and Visual Merchandising
- Personal Selling and Customer Relations
- Entrepreneurship and Small Business Ownership
- Ethics and Legal Behavior in Merchandise Management

### NEW TO THIS EDITION

- Expanded coverage of technology, sourcing, branding, private labels, and ethical and legal behavior in retail management
- Additional student activities related to each case study
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Mathematics for Retail Buying

6th Edition

BETTE K. TEPPER —Fashion Institute of Technology

This popular textbook/workbook meets the needs of students who will be directly or indirectly involved in the activities of merchandising and buying at the retail level. Tepper continues to explain the essential concepts, practices, procedures, calculations, and interpretations of figures that relate to the many factors that produce profit.

### CONTENTS

#### Merchandising for a Profit

- Defining the Basic Profit Factors
- Profit and Loss Statements
- How to Increase Profits

#### Retail Pricing and Repricing of Merchandise

- Retail Pricing
- Basic Markup Equations Used in Buying Decisions
- Repricing of Merchandising

#### The Relationship of Market to Profit

- Types of Markup
- Averaging or Balancing Markup
- Limitations of the Markup Percentage as a Guide to Profits

#### The Retail Method of Inventory

- Explanation of the Retail Method of Inventory
- General Procedures for Implementing the Retail Method of Inventory
- Shortages and Overages
- An Evaluation of the Retail Method of Inventory

#### Dollar Planning and Control

- Six-Month Seasonal Dollar Merchandise Plan
- Open-to-Buy Control

#### Invoice Mathematics: Terms of Sale

- Terms of Sale
- Dating
- Anticipation
- Loading
- Shipping Terms

### FEATURES

- CD-ROM includes templates for specific problems and cases
- Appendix summarizes, with simple directions, the basic operations of Microsoft Excel spreadsheets
- All practice problems apply industry terminology in realistic merchandising situations
- To become familiar with real-world examples, store forms have been added for the computation of appropriate practice problems
- Data is updated in the text and practice problems
- **Answer Manual** provides computations and solutions for all of the practice problems and case studies in the text



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## Merchandising Mathematics

### Revised First Edition

ANTIGONE KOTSIPOULOS —Colorado State University

JOAN ANDERSON —Washington State University

JIKYEONG KANG-PARK —Manchester Business School, Manchester, UK

Newly updated, *Merchandising Mathematics, Revised First Edition*, is a practical and easy-to-use text and software package. The book covers everything from basic markups and markdowns, the quantitative aspects of negotiating, and the basic elements involved in monitoring the success of stock planning to business plans and budgets, the maximizing of profits, and profit and loss statements.

### CONTENTS

- Making a Profit
- Reducing the Retail Price
- Discounts, Terms, and Datings
- Assessing Stock Activity
- Planning Merchandise Budgets
- Maximizing Profit

### NEW TO THIS EDITION

- CD-ROM with PC-compatible tutorial software for practice problems of all mathematical concepts and formulas presented in the book
- Revised computer drills in the text for use with the CD-ROM
- Updated mathematical problems and solutions system requirements
- **Instructor's Guide** describes and explains how to use the software in combination with the text



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## Retail Buying: From Basics to Fashion

**3rd Edition**

RICHARD CLODFELTER —University of South Carolina

With an emphasis on developing a strategy for buying, this comprehensive book gives students the skills they'll need to become successful buyers in all retail areas. Its simple and straightforward approach presents students with step-by-step instructions for typical buying tasks, such as identifying and understanding potential customers, creating a six-month merchandising plan, and developing sales forecasts. Ample activities give students the opportunity to apply these skills as they would in a professional environment. This new edition offers expanded coverage of the use of technology for retail buying and working with foreign markets. The companion text, *Making Buying Decisions: Using The Computer as a Tool* furthers the connection between retail buying strategies and merchandise math.

### CONTENTS

#### Understanding the Retail Environment

- Where Buying Occurs
- Today's Buying Environment
- The Buying Function in Retailing
- Buying for Different Types of Stores

#### Getting Ready to Make Buying Decisions

- Obtaining Assistance for Making Buying Decisions
- Understanding Your Customers
- Understanding Product Trends: What Customers Buy

#### Planning and Controlling Merchandise

- Purchases
- Forecasting

- Preparing Buying Plans
- Developing Assortment Plans
- Controlling Inventories

#### Purchasing Merchandise

- Selecting Vendors and Building

#### Partnerships

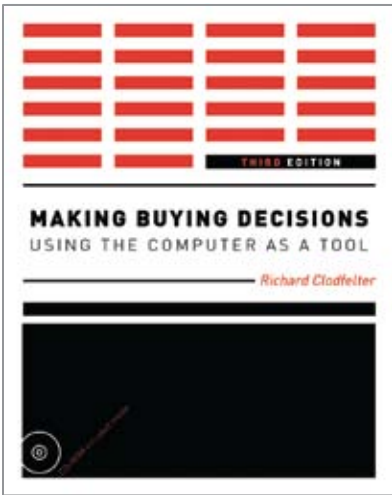
- Locating Sources in Domestic and Foreign Markets
- Making Market Visits and Negotiating with Vendors
- Making the Purchase

#### Motivating Customers to Buy

- Pricing the Merchandise
- Promoting the Merchandise

### NEW TO THIS EDITION

- Updated and expanded chapter features: "Internet Connections," "Snapshots," and "Trendwatches"
- New charts and illustrations
- Expanded and updated coverage of direct marketing and the growing use of database-driven marketing and technology
- Revised discussion of the types of buying offices and purchasing from foreign sources
- Updated facts for identifying changes in consumer markets
- More emphasis on using the Internet as a promotional tool
- Increased coordination with companion text, *Making Buying Decisions: Using the Computer as a Tool*
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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## Making Buying Decisions: Using the Computer as a Tool

### 3rd Edition

RICHARD CLODFELTER —University of South Carolina

This workbook is designed for use in a buying course with a heavy math emphasis. The book first presents merchandising concepts in a simple, understandable way and shows students how they can use computerized spreadsheets to perform related merchandising math operations. Activities then ask the students to apply what they've learned by solving merchandising problems using spreadsheets that are included on the enclosed CD-ROM. Students will learn how the computer can help minimize the time it takes to perform repetitive calculations. By constructing and using spreadsheets for each mathematical operation, they will develop a better understanding of the merchandising concepts they're studying. This manual is designed to accompany the text *Retail Buying: From Basics to Fashion*, also by Richard Clodfelter.

### CONTENTS

- Using Computerized Spreadsheets
- Individual Markup
- Initial Markup
- Cumulative Markup
- Markdowns and Markdown Cancellations
- Maintained Markup
- Stock Planning
- Planning Sales and Purchases
- Assortment Planning
- Purchase Orders
- Open-to-Buy
- Operating Results

### NEW TO THIS EDITION

- Merchandising concepts presented in a simple, understandable way to minimize rote memorization of formulas
- Math concepts used in merchandising presented for problem areas such as individual markups, stock planning, and open-to-buy
- Teaches fundamental computerized spreadsheet skills
- Helps students apply math formulas in creating their own spreadsheets
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom

### CD-ROM FEATURES

- Microsoft Excel® spreadsheets containing formulas
- PC and Mac compatible



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**Instructor's Guide**

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## A Practical Approach to Merchandising Mathematics

LINDA M. CUSHMAN —Syracuse University

Merchandising math is a multifaceted topic that involves many levels of the retail process, including assortment planning, vendor analysis, mark-up and pricing, and terms of sale. *A Practical Approach to Merchandising Mathematics* brings each of these areas together into one comprehensive text to meet the needs of students who will be involved with the activities of merchandising and buying at the retail level. Students will learn how to use typical merchandising forms, become familiar with the application of computers and computerized forms in retailing, and recognize the basic factors of buying and selling that affect profit.

### CONTENTS

- Basic Math Concepts
- Factors Affecting Profit
- Cost of Merchandise and Terms of Sale
- Reductions
- Calculating Basic Markup
- Markup and Pricing Strategy
- Valuation of Retail Inventory
- Six-Month Plans
- Purchase Performance and Profitability

### FEATURES

- Interviews with industry professionals on practical application topics like keys to anticipating stock turn, trend spotting, and timing
- CD-ROM includes templates for specific computer spreadsheet problems and cases
- Real-world examples, store forms to compute practice problems
- Industry terminology and data reflected throughout the text and in the practice problems
- Easy-to-follow, step-by-step presentations explain the derivations of formulas
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## A Buyer's Life: Planning & Forecasting 365

DANA CONNELL —Columbia College Chicago, Department of Art & Design

The area of retail buying relies heavily on mathematical formulas and forecasting. The formulas themselves remain unchanged. However, due to the advances in technology the context in which they are analyzed is constantly evolving. The most successful retail buyers are able to withstand the highs and lows of business trends by utilizing analytical skills, trend forecasting, and customer knowledge. As a retail buyer for 20 years with various retailers, Connell draws on her experience providing practical fundamental mathematical formulas while also giving some context in the current retail environment. This text will give students a step-by-step approach to understanding the mechanics of a six-month merchandising plan. Each chapter in the book will layer upon the previous chapter highlighting how each step impacts the next until a six-month plan is complete. Upon completion of the plan students will gain insight into how the plan is forecast into the future as well as how it is implemented at the actual purchasing level.

### CONTENTS

- Buying vs. Planning
- Who is the Customer?
- Projecting Sales thru Sales Trend Analysis
- Markdowns
- Stock Levels: Capacity, Stability, and Profit=Average Stock
- Inventory Turnover
- Stock to Sales Ratio Method of Inventory
- Weeks of Supply Method of Inventory
- Planning Purchase Receipts
- Purchase and Pricing Strategies
- Classification, Identification, and Planning
- Assortment Planning and How Much to Buy?
- Open to Buy and Vendor Negotiation
- A Report Card: Gross Margin and Contribution

### FEATURES

- Practice problems incorporating a variety of products from apparel to paper towels
- Sample fill-in blank problems to allow student to practice step-by-step concepts before putting the whole concept together into a formula
- Case studies and real-life examples of various retail operations from department stores, specialty boutiques
- Excel formulas written in narrative and numerical formats
- Computer Application Assignments will ask students to apply the formula they've just learned and practiced to Excel
- Team decision making exercises simulate the real world experience cover topics such as markdown money allocation, open to buy allocation and style out decisions
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Retail Accountability: Advanced Retail Profitability Analysis

STEVEN LINDNER —Parsons the New School for Design

Profitability determines the fate of every retail business and manufacturer. As a fashion industry consultant and a teacher of retail mathematics, Steven Lindner has developed a textbook that teaches students how to negotiate agreements and how to 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.

### CONTENTS

#### Buyer-Vendor Relationships

- Types of Relationships
- Deals: The Intricacies of Partnership
- Vendor Analysis: Measuring Profitability
- Retailer's Report Card
- Negotiation
- Turn: The Life and Breath of Retail
- Retail Versus Cost Method of Markup

#### Analyzing Financial Documents

- Profit-and-Loss Statements
- Balance Sheets

#### Final Examinations

- Exercises and Projects

### FEATURES

- Numerous practical examples within each chapter
- End-of-chapter practice exercises and research projects
- Inside Scoops with differing perspectives on significant retailing issues
- Sidebars that provide additional background material
- An entire chapter of exercises and projects
- Answers to odd-numbered exercises at the back of the book
- **Answer Manual** provides computations and solutions for all the exercises in the text
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms





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## International Retailing

### 2nd Edition

BRENDA STERNQUIST—Michigan State University

The fashion industry is becoming more and more global, with many companies sourcing and manufacturing their goods overseas. Retailing is no different. As more US retailers begin to expand beyond the home borders, students must have a keen understanding of both foreign and domestic retailing environments in order to remain competitive. *International Retailing, 2nd Edition*, will lay the groundwork for understanding the retail environment in key countries around the world, including Korea, India, China, and members of the European Union. It will concentrate on how legal, social, and economic measures have affected the distribution of consumer goods throughout the world and provide a conceptual framework for understanding future trends.

### CONTENTS

#### Overview

- Internationalization of Retailing
- Strategic International Retail Expansion Extended
- Model and Propositions (SIRE2)
- Location Factors
- International Culture and Human Behavior
- Retailing in Developing Countries Licensing, Franchising, and Strategic Alliances
- Retailing in Multinational Markets

#### Retailing in North and South America

- Retailing in the United States
- Mexico and Canada
- Retailing in South America

#### Retailing in Europe

- Retailing in the United Kingdom, the Netherlands, and Belgium
- Retailing in Germany and France
- Retailing in Spain, Italy, Greece, and Portugal
- Retailing in Central and Eastern Europe: The New Europe

#### Retailing in Asia and Australia

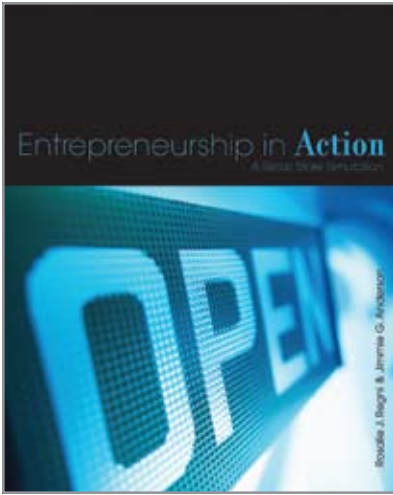
- Retailing in Japan
- Impact of Overseas Chinese
- Retailing in the People's Republic of China
- Retailing in South Korea
- Retailing in India
- Retailing in Australia

#### Regionalization and Internationalization of Retailing

- Prognosis for the Future

### FEATURES

- Comprehensive discussion of the SIRE (Strategic International Retail Expansion) theory
- Chapters on Korea, India, South America, and Australia
- Revised chapter on the People's Republic of China to reflect recent economic changes
- Revised chapter on the "New Europe" to reflect changes in Eastern Europe and the breakup of the Soviet Union
- Updated case studies to feature the most current research
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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**Instructor's Guide**  
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## Entrepreneurship in Action: A Retail Store Simulation

ROSALIE J. REGNI —Virginia Commonwealth University  
 JIMMIE G. ANDERSON

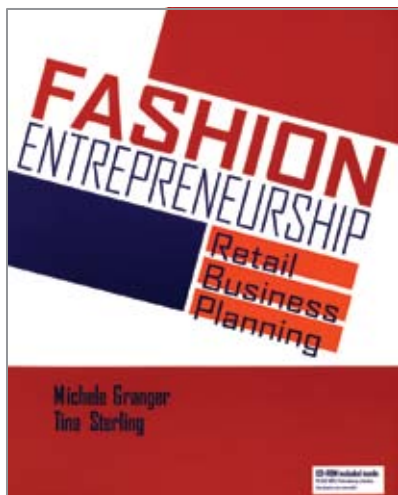
Going into business takes a leap of faith. Who hasn't at one time or another thought about what it would be like to own their own business, be their own boss, and just sit back and rake in the dollars. How many times have you heard someone say (or something similar), "Wow! You are a great cook! You should open a restaurant." In order to make that dream a reality and actually take that leap requires thought, hard work, ingenuity, planning, help, sometimes luck, and in almost all cases money. This book will help the reader delve into those myriad nuances of entrepreneurship as well as provide a tangible simulation on the processes necessary to start a business. Regni and Anderson bring enterprising students or people who are thinking of opening their own business one step closer to making their dream a reality.

### CONTENTS

- Step One: Choosing a Business and Product Line
- Step Two: Finding the Right Location
- Step Three: Funding the Business/Sales Planning
- Step Four: Preparing a Business Resume and Personal Financial Statement
- Step Five: Profit and Loss Plan
- Step Six: Merchandising Your Store
- Step Seven: Marketing Plan
- Step Eight: Personnel and Sales Management Plan
- Step Nine: Visual Merchandising and Store Layout
- Step Ten: Capital Spending Plan and Cash Flow Forecast
- Step Eleven: Financial Documents for Evaluation and Tax Preparation
- Step Twelve: Pulling It All Together
- Conclusion: Managing Your Success

### FEATURES

- Basic research and information provided for each chapter and a comprehensive list of Internet and research sources to help the student or entrepreneur complete the simulation
- Simulation assignments to guide students step-by-step through the creation of a business plan and pull together the content as well as the format of a well-conceived business plan
- CD-ROM with templates of all forms printed in the text
- **Instructor's Guide** will show examples of forms accurately filled out, provide teaching assignments, and include sample exams



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## Fashion Entrepreneurship: Retail Business Planning

MICHELE M. GRANGER —Missouri State University

TINA STERLING —Stephens College

This text provides a background in entrepreneurship for apparel, accessories, textiles, and home furnishings business development. In addition, the text delivers the information needed to develop a comprehensive, effective business plan, aspects of which have been incorporated in chapters on merchandising, operating procedures, human resource development, and financing. Further examined is the development of a fashion retail business from concept articulation to exit strategies. Included is a discussion of brick-and-mortar businesses, click companies, and service firms in the apparel and soft-good sectors. The last chapter of the text presents a sample business plan.

### CONTENTS

- Taking the Road to Entrepreneurship
- Analyzing the Product
- Researching the Industry and the Market
- Strategic Planning from Entry to Exit
- Finding a Location for the Business
- Becoming an E-Trepreneur
- Strategy for Penetrating the Market
- Exploring Management
- Merchandise Planning
- Selecting a Business Entity
- Creating and Understanding the Financial Plan
- Developing Operating and Control Systems
- Planning Growth Strategies
- Constructing the Business Plan—Creating the Roadmap

### FEATURES

- CD-ROM provides complete instructions on how to write an effective business plan based on FastTrack™ and The Business Mentor™ sponsored by the Ewing Marion Kauffman Foundation
- An emphasis on seasonal, fashion merchandise, and corresponding inventory requirements
- Profiles spotlighting successful entrepreneurs in the fashion industry
- **Instructor's Guide** includes options for organizing the curriculum and suggestions for teaching the course



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\$55.00 (list) | \$44.00 (net)

**Instructor's Guide**

978-1-56367-426-6

## Experiential Retailing: Concepts and Strategies That Sell

YOUN-KYUNG KIM —University of Tennessee

PAULINE SULLIVAN —Florida State University

JUDITH CARADONA FORNEY —University of Texas

Today's consumers demand more—they seek an emotional experience from shopping, one that will allow them to express who they are. From the cool, hipster appeal of Target to the rock-n'-roll nostalgia for sale at the Hard Rock Café, today's successful retailers are increasingly finding ways to provide that "total consumer experience." *Experiential Retailing* is about understanding these recent consumer and retail trends. Taking an innovative and interdisciplinary approach, the authors move beyond the traditional model of product assortment. They examine the history of retailing and consumption, and how cultural attitudes have changed over time. Different types of shopping experiences are described, from the efficiency of dollar stores to the flurry of activity at an entertainment center. Anecdotes and illustrations demonstrate strategies for success. Incisive, sensory, and entertaining, *Experiential Retailing* provides exciting new concepts for understanding this global phenomenon.

### CONTENTS

- Introduction
- Evolution of Consumption
- Utilitarian and Hedonic Consumption
- Symbolic Consumption
- Ritual Consumption
- Sensory Consumption
- Consumer Efficiency
- Entertaining Retailing
- Thematic Retailing
- Lifestyle Retailing
- Value Retailing
- Branding
- Brand Extension
- Strategic Alliance
- Global Experiential Retailing

### FEATURES

- Illustrations of retail settings and products
- Tables with retail characteristics, targets, timelines, and more
- Chapter summaries and discussion questions
- Examples to help students put theory into practice
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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## Retailing in the 21st Century

**2nd Edition**

JAY DIAMOND —Professor Emeritus, Nassau Community College

SHERI LITT —Florida Community College at Jacksonville

This new edition addresses up to date topics and trends in the retail environment. New chapters cover such current shifts as retailers expanding into overseas markets and others repositioning themselves to respond to the latest merchandising and management trends. More and more retailers are reconsidering their customer bases and are focusing on multi-cultural consumer segments instead of merely relying on the “one size fits all” philosophy of the past, and others are paying greater attention to the ethics of business in the running of their operations. It is vital that both those already in the field and students who will soon enter the field be aware of the most current retailing principles and practices.

### CONTENTS

#### Introduction to Retailing

- Retailing from Its Early Days to the Present
- Brick-and Mortar Retailing
- Off-Site Retailing: E-tailing, Catalogues, and Home-Shopping Networks
- The Globalization of Retailing
- Identification, Analysis, and Research of Consumer Groups
- Multiculturalism in Retailing
- The Role of Ethics in the Retail Environment
- Going Green

#### Management and Operational Controls

- Human Resources Management

- Loss Prevention
- Logistical Merchandise Distribution

#### Retail Environments

- Location Analysis and Selection
- Designing the Facility

#### Buying and Merchandising

- Buying Domestically and Abroad
- Private Labeling and Product Development
- The Concepts and Mathematics of Merchandise Pricing

#### Promotion and Customer Service

- Advertising and Promotion
- Visual Merchandising
- Customer Service

### NEW TO THIS EDITION

- New Chapters: The Globalization of Retailing, Multiculturalism in Retailing, and The Role of Ethics in the Retail Environment and Going Green
- Focus Features of specific retailers and retail-related businesses include: ACNielsen, Sephora, Zappos.com, Target Corporation, and Simon Property Group
- “In The News” articles from leading trade and consumer publications or on the Internet to cover every aspect of the retail scene
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom

- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms

#### Retailing in the New Millennium

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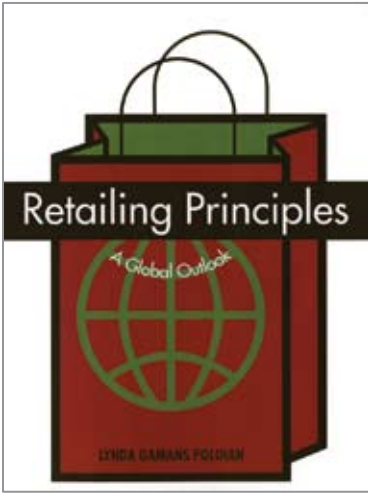
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**Instructor's Guide**

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**PowerPoint® Presentation**

1-56367-276-6

## Retailing Principles: A Global Outlook

LYNDA GAMANS POLOIAN —Southern New Hampshire University

This introduction to the world of retailing takes advantage of the author's own extensive travel and research to provide a global perspective, enhanced by carefully chosen examples and visuals and by global retail profiles at the end of each unit. The multichannel approach integrates brick-and-mortar stores, e-tailing, and catalog retailing as key growth strategies for retailers who hope to survive in an uncertain environment.

### CONTENTS

#### The State of the Industry

- Roots and Rudiments
- Planning and Predicting
- The Retail Environment

#### Retail Structures and Strategies

- Brick-and-Mortar Retail Stores
- Ownership Dynamics
- Direct Marketing and Selling
- Electronic Retailing
- Global Retailing

#### The Human Factor

- Human Resource Management
- Customer Behavior

#### Store Location and Planning

- Site Selection
- Shopping Centers and Malls
- Store Design and Visual Merchandising

#### Marketing the Merchandise

- Merchandise Planning and Buying
- Pricing for Profit
- Supply Chain Management
- Retail Promotion

#### Appendix A: Retail Career Directions

#### Appendix B: Focus on Small Business

### FEATURES

- Engaging “Did You Know?” features provide news about the retailing environment from recent consumer and trade periodicals
- “Cyberscoops” direct readers to interesting Web sites, where they can personally experience online retailing
- “From the Field” readings present complete news articles from authoritative sources
- Learning Objectives, new terms defined in the text margin at first use and in comprehensive glossary, end-of-chapter summaries, questions for review and discussion, and unit cases reinforce the concepts contained in the text
- **Instructor's Guide** includes recommended course outlines, suggested activities for each chapter, and a test bank
- **PowerPoint® Presentation**, prepared by the author, provides the basis for classroom lecture and discussion for each chapter, and includes additional visuals to reinforce key concepts from the text



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**PowerPoint® Presentation**

978-1-56367-632-1

## Multi-Channel Retailing

LYNDA GAMANS POLOIAN —Southern New Hampshire University

The advent of the Internet has added another dimension to the way that merchandise reaches consumers. Integrating this technology with traditional retailing methods has become the dominant retail model that students of retailing should all be aware of.

*Multi-Channel Retailing* identifies and explains the underlying principles of e-retailing and its relationship with conventional retail methods. The strategic integration of brick-and-mortar stores, electronic retailing, and direct marketing methods forms the core of this text. It begins with the roots of the multi-channel approach, analyzes key players, and explores the techniques that are used to develop effective online stores and synchronize cross-channel functions. The book will provide readers with a guide for implementing and operating a successful e-retailing business. Students will learn that a key element of developing multi-channel strategies is understanding consumer needs and implementing appropriate technologies.

### CONTENTS

#### The Road to Multi-channel Retailing

- Evolution and Impact
- Components of Multi-channel Retailing
- The Multi-channel Customer

#### Strategic Imperatives

- The Strategic Planning Process
- Implementing MCR Strategies
- Cross-channel Collaboration

#### Technology Solutions

- Designing Effective Online Stores
- Multi-channel Customer Service
- Synchronizing the Supply Chain
- Business Intelligence

### FEATURES

- Profiles of key multi-channel retailers at the end of each unit
- Case studies and Internet-based activities
- **Instructor's Guide** includes solutions to review questions, case study problems, and sample tests
- **PowerPoint® Presentation** highlights key points in the text



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**PowerPoint® Presentation**

978-1-56367-549-2



## Fashion Economics

DONNA W. REAMY —Virginia Commonwealth University

DEIDRA ARRINGTON —Virginia Commonwealth University

Having an understanding of basic economic theories is essential to success in the increasingly competitive fashion business, so *Fashion Economics* presents the fundamentals in the context of their direct application to the textile and apparel industries. Students will learn about economic indicators, mergers and acquisitions, supply and demand, and other economic theories to gain a better perspective on the mutual impact of the fashion industry and the world economy. Placing the theoretical content in the real world are five major fashion business case studies, and statistical information on the U.S. apparel and footwear industries. Charts and graphs throughout the book to help students visually understand economic concepts, end-of-chapter pedagogy, and a comprehensive glossary help them retain and process what they have learned.

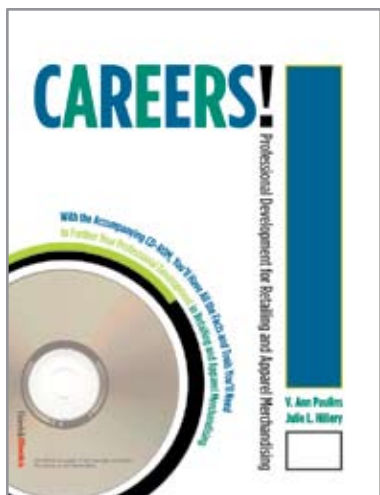
### CONTENTS

- What is Fashion?
- Historical Perspective of the Fashion Industry
- The Economic Way of Thinking
- Fashion Industry through the Study of Microeconomics
- Macroeconomics and the Fashion Industry
- Principles of Economics and the Fashion Industry
- Understanding Fashion Businesses
- Measuring the State of the Economy
- Development of International Fashion Economics
- Trends in Fashion

### FEATURES

- Real-world examples that display the growth and decline of major businesses
- End-of-chapter study questions, key terms, and Internet activities
- Articles from business periodicals that relate to the content of each chapter
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms





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**Instructor's Guide**  
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## Careers! Professional Development for Retailing and Apparel Merchandising

V. ANN PAULINS —Ohio University

JULIE L. HILLERY —Northern Illinois University

This book and CD-ROM combination is designed to provide students and aspiring professionals with realistic information about careers in the retailing and apparel merchandising industry. With its focus on preparing students for careers in their chosen field, *Careers! Professional Development for Retailing and Apparel Merchandising* will help students explore their options, develop portfolios and résumés, prepare for job interviews, complete internships, and negotiate the transition from student to professional.

### CONTENTS

- Careers in Retailing and Apparel Merchandising
- Preparing to Become a Professional
- Developing Your Professional Portfolio
- The Job Search
- Résumés and Cover Letters
- Interviewing
- Work Experiences and Internships
- Professional Ethics
- The First Job and Beyond

### FEATURES

- Charts detailing different career paths in the industry to help students plan out their own career development
- Chapters 1 and 7 feature career profiles of entry-level professionals in various retailing and apparel merchandising fields
- Guide to creating, using, and updating a professional portfolio
- Interview preparation and advice about wardrobe and etiquette
- Individual and group exercises focused on goal-making ethics
- **Instructor's Guide** includes options for organizing the curriculum and general suggestions for teaching the course as well as supplementary assignments and a test bank for each unit, along with a final examination

### CD-ROM FEATURES

- Videos of interviewing scenarios with employers and applicants
- Templates for résumés, cover letters and other professional documentation that students will need as they enter the workforce
- Personal assessment exercises that will help students to identify their strengths and interests
- Links to online job resources



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**PowerPoint® Presentation**  
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## Developing and Branding the Fashion Merchandising Portfolio

JANACE BUBONIA-CLARKE —Texas Christian University  
 PHYLLIS BORCHERDING —University of Cincinnati

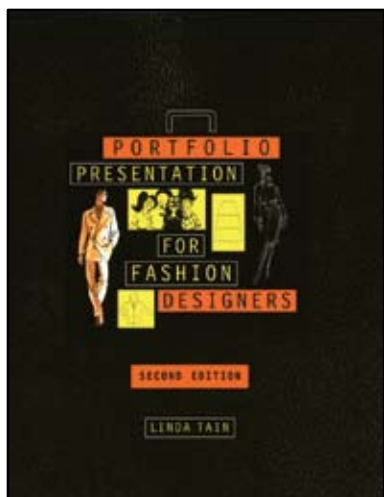
A career in fashion merchandising means working in a fast-paced, creative industry—and a highly competitive one. *Developing and Branding the Fashion Merchandising Portfolio* is a guide to creating a portfolio and brand for yourself that will stand out. Portfolios provide immediate visual evidence of what you can do, and they communicate hands-on experience more explicitly than a résumé can on its own. Whether you're interested in design, product development, buying, textile design, or trend forecasting, this book provides activities to help you identify and focus your skills. Step-by-step instructions demonstrate how to gather examples of your work, how to choose a design and layout, and ways to incorporate drawings, sketches, and CAD-generated material into a consistent, streamlined portfolio that reflects your personality. User-friendly and above all visual, this is the guide for creating a portfolio that will get you hired—and keep your career on track.

### CONTENTS

- Introduction to the Merchandising Portfolio
- Merchandising Portfolio Model
- Portfolios
- Organization and Contents
- Presentation Formats and Layout
- Use of Technology in Portfolio Development
- Portfolio Presentation
- Résumé Development
- The Interview and the Cover Letter
- Maintaining and Updating the Portfolio

### FEATURES

- Do's and don'ts of résumés and cover letters
- Tips for interviewing and networking
- Color insert with samples from actual portfolios
- Sidebars with career profiles and comments from industry managers
- Figures and tables with tips, resources, and how-to's
- Worksheets to help determine career goals and skill sets
- Glossary for quick reference of key terms
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom
- **PowerPoint® Presentation** provides outlines and ideas for lectures; compatible with PC and Mac platforms



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## Portfolio Presentation for Fashion Designers

### 2nd Edition

LINDA TAIN — Fashion Institute of Technology

In this comprehensive guide to creating a fashion portfolio, Linda Tain helps prepare designers as they begin their fashion design careers in women's, men's, children's and accessories markets and how to create portfolios for each market. Those already working in the industry or wishing to reenter the job market will also appreciate her recommendations for revising or recreating their portfolios. Each chapter highlights essential skills and techniques to help designers become competitive within their chosen markets. By focusing on both logical and creative solutions, the designer becomes aware of the process of developing the portfolio—from concept through presentation of the finished product.

### CONTENTS

- The Portfolio: A Statement of Style
- The Design Sketch: A History of Style
- Customer Focus
- Organization and Contents
- The Design Journal
- Presentation Formats
- Flats and Specs
- Presentation Boards
- Men's Wear Presentations
- Children's Wear Presentations
- Fashion Accessories Presentations
- The Computer as a Design Tool
- The Digital Portfolio: Creating a Virtual Résumé
- The Job Market: Basic Organization of Manufacturing Firms
- Résumé and Cover Letter
- Organizing Your Job Hunt, Mastering the Interview
- Freelance Designing
- The First Job: Building Your Career

### FEATURES

- Chapter on methods for creating a dazzling, digital portfolio
- Different types and purposes of portfolios, focusing on the importance of media and techniques
- Clues to prepare portfolios appropriate for interviews in various markets and price points in the industry
- The role of design journals, or croquis, or presentation boards play in communicating design skills to the various markets
- Interviews with freelance designers with sample art featured in freelance designer chapter
- Checklists, lists of do's and don'ts and helpful hints, exercises, sample résumés and cover letters
- Glossary of frequently used terms in the apparel industry, fashion information resources, art supplies for fashion designers



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## The Fashion Intern

MICHELE M. GRANGER —Missouri State University

This text helps students understand and analyze the segments of the textile and apparel industry. Incorporating the experience of the author and her previous publication, *A Guide to Analyzing Your Fashion Industry Internship*, this updated and revised guide with accompanying CD-ROM teaches students how to apply classroom theories to their real world experience. It also focuses on how the internship experience relates to the organization's customers, business environment, competition, fashion trends, and more, while encouraging interns to view the fashion industry from a new perspective.

### CONTENTS

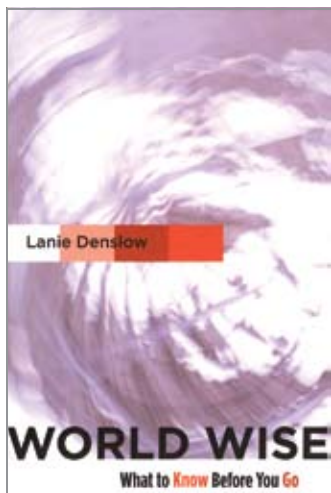
- Getting Started
- Writing a Résumé and Letter of Application
- Applying and Interviewing for the Internship
- Before Settling In
- The Company Mission, Image, and Location
- The Nature of the Organization
- The Customer
- The External Environment and E-commerce
- Product Identification
- Product Development and Design
- Production
- Pricing
- Promotion
- Case Studies
- Glossary

### FEATURES

- Directed questions and case studies to promote critical thinking
- Evaluation tools and form templates to link internships with fashion curriculum
- Flexible format for customization among the intern, organization, and school
- Portfolio development and presentation
- Career options
- Appendices: Learning Agreement for the Internship, List of Resources for Finding Internships and Researching Employers, Daily Activity Journal, Weekly Activity Report, Student's Internship Summary, Student's Evaluation of the Internship Organization, Internship Supervisor's Evaluation of the Intern, Intern's Evaluation of Internship Supervisor, Self-Evaluation by Student Intern

### CD-ROM FEATURES

- Daily journal for recording internship observations and experiences
- Featured questions and case studies from the text
- Internship evaluation forms for both the student and the internship supervisor



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## World Wise: What to Know Before You Go

LANIE DENSLow —The Fashion Institute of Design & Merchandising

For business travelers, from the newcomer to the global business scene to the seasoned professional wanting to sharpen skills, *World Wise* offers advice on establishing effective working relationships with businesspeople in all regions of the world. This savvy traveling companion is a handy reference for information ranging from the level of communication technology available in a particular country to proper etiquette for hosts and guests at business meals and other meetings. Based on the author's years of worldwide business travel, the book supplements what she has learned along the way with the shared experiences of Americans and the perceptions of their foreign business partners.

### CONTENTS

- The Clock and the Calendar
- Write or Call
- Who Am I? Respect for the Individual and the Group
- Friends Old and New for Business and for Pleasure
- The Companies
- Advisers All
- Change
- Trade Isn't New
- Beyond the Handshake
- Canada and the United States
- Latin America
- The European Union
- Russia and the Commonwealth of Independent States
- The Middle East and the Indian Subcontinent
- Asia
- Australia and New Zealand
- Africa
- Getting to Know You
- Practical Matters
- Dining
- Travel

### FEATURES

- Maps and tables illustrating geography, regional alliances, and trade agreements
- Cartoons representing a lighter view of global business communications
- Checklists for packing and for maintaining communication with family and colleagues at home
- Advice addressing the special needs of businesswomen traveling alone



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## Your Personal Style

NANCY PLUMMER —International Academy of Design & Technology—Chicago

*Your Personal Style* is an image management guide that will help readers match their personalities to their outward expression of clothing. Unlike other image management books that begin by dictating general rules about body type and coloring, this book will use personality and lifestyle assessment as a point of departure for guiding readers towards establishing a style that is truly their own. The author uses an active learning approach that allows readers to learn first-hand what a fashion consultant does as well as gain an intimate knowledge of how the design and fashion merchandising industry best suits its client. Students in wardrobe planning courses will be able to obtain a basic understanding of their own fashion sense by following the guidelines outlined in this book. Fashion entrepreneurs can immediately apply this book's exercises to their own business. Image professionals constantly seeking to expand their knowledge in wardrobe planning can utilize their talents in conjunction any or all of the material found within these pages. *Your Personal Style* is packed with fashion tips and will serve as a handy reference guide for the student and professional alike.

### CONTENTS

#### Getting Started. *Who Are You?*

- Fashion Personality Types
- Personal Style Evaluation
- Closet Evaluation

#### Wardrobe Evaluation. *What Should You Wear?*

- Body Type Evaluation
- Wardrobe Selection Factors
- Cluster Concept

#### Taking Action. *Why You Should Add the Extras?*

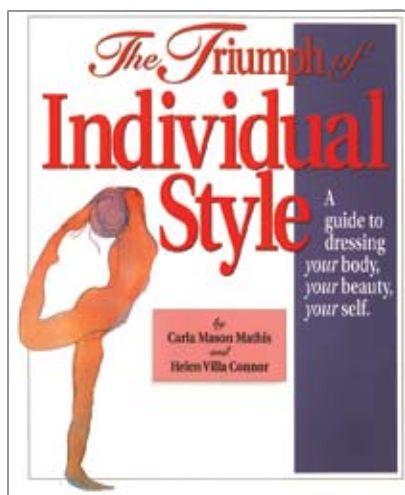
- Foundation Basics
- Accessories! Accessories! Accessories!

#### Focus on the Future! *Where Do You Go?*

- Shopping Basics
- A Global Perspective, Shopping Internationally
- Going Green with Your Personal Style
- Tying It All Together...Your Personal Style

### FEATURES

- Questionnaires and exercises—"Threads"—will combine into a personal style journal that readers can use as a tool for maintaining what they've learned in the book
- Magazine-like layout will include photographs tracking the progression of celebrity personal style, typical fashion do's and don'ts, and before and after photos of professional image consulting clients
- In-depth coverage of the six fashion personality types, style selection factors, and wardrobe clustering concepts
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



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full color

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**Instructor's Guide**

1-56367-270-7

## The Triumph of Individual Style: A Guide to Dressing Your Body, Your Beauty, Your Self

CARLA MASON MATHIS

HELEN VILLA CONNOR —Specialists in Image Management

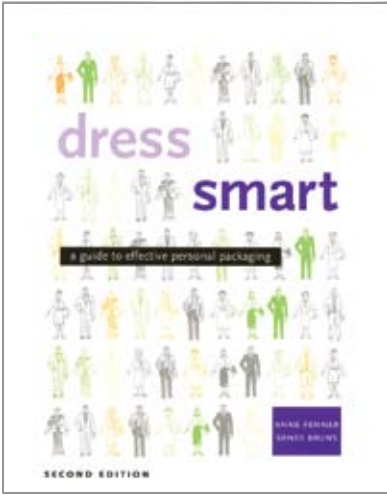
This text aims to teach the reader how to assess her body type and then choose clothing that looks good on her. The process involves what the authors call an individual's "design pattern." This pattern is made up of lines, shapes, proportions, body particulars, scale, colors, and textures. How they fit together in harmony and how an individual infuses them with her innate creativity is what authors call "style."

### CONTENTS

- An Introduction
- Line in your face . . . and body and how to choose fabrics that work for you
- Your body's basic shape . . . and how to choose silhouettes for your wardrobe
- Your body's length proportions . . . and how to discover and balance them
- Your body particulars . . . and how to camouflage and highlight them
- Scale: your body's bone structure, facial features and apparent body size . . . and how to choose clothing construction, accessories, and jewelry
- Your body's unique color pattern . . . and how to choose colors that enhance it
- Your body's textural qualities . . . and how they interact with your clothing textures
- Your innate creativity . . . and how to use it to develop your personal style

### FEATURES

- Principles of art as they apply to understanding and enhancing the female body
- Art reproductions from museums such as The Metropolitan Museum of Art and Musée de Louvre, illustrating women's body forms and surface features
- Hundreds of line drawings suggest contemporary wardrobe choices
- Two color wheels and pages of charts for skin, eye, and hair color
- Provides color swatches to create color wheel
- **Instructor's Guide** includes instructional guidelines for exercises, classroom activities, and assignments; and multiple choice and essay quiz questions



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280 pp.

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1-56367-316-9

\$38.00 (list) | \$30.40 (net)

**Instructor's Guide**

1-56367-401-7

## Dress Smart: A Guide to Effective Personal Packaging

2nd Edition

ANNE FENNER —Anne Fenner Image Management

SANDI BRUNS —Bruns Graphics

*Dress Smart, 2nd Edition*, is a combined reference book and workbook that aims to help men and women look and dress their best, taking into account personal style, lifestyle, goals, and budget. Using questionnaires, charts, and exercises, the authors provide tools for evaluating your individual style; accentuating your assets; and becoming aware of color, proportion, and fit. You will also learn how to shop wisely, know what you need, and where to look.

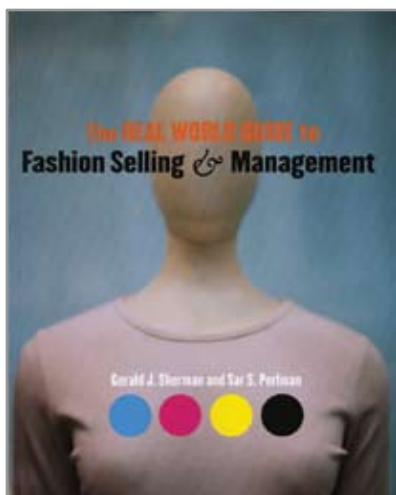
### CONTENTS

- Gather Data: Women
- Gather Data: Men
- Market Yourself
- Evolutionize Your Look
- Enrich Your Raw Materials
- Employ Color
- Use the Modular Approach to Wardrobe Building
- Consider the Total Look
- Get Organized
- Acquire Components

### FEATURES

- Inclusion of information on men's personal style and dress
- Workbook format creates a personalized account of image and style that serves as a guidebook and reference
- Line drawings have a humorous approach to illustrating wardrobe choices
- **Instructor's Guide** includes options for organizing the curriculum and suggestions for teaching the course





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**Instructor's Guide**  
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## The Real World Guide to Fashion Selling and Management

GERALD J. SHERMAN —Johnson & Wales University  
 SAR S. PERLMAN

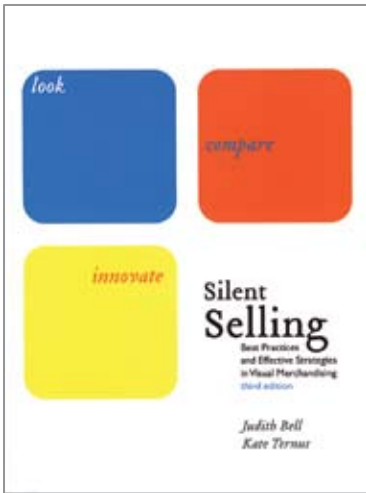
Today's fashion retail world is fast-paced and based on quick transactions—so how does the art of personal selling stand out among the sea of flashy advertisements and slick commercials? Students often feel that selling is something that magically happens and they find themselves unprepared when they're on the job. But now, more than ever, the personal approach matters and can determine whether a product succeeds or fails. *The Real World Guide to Fashion Selling and Management* provides the essentials required for success in the industry: how salespeople define and locate their markets, the importance of developing and maintaining relationships with clients, techniques for top-notch sales presentations, basic professional do's and don'ts, dynamic “behind the label” success stories, and how to anticipate—not just keep up with—today's global marketplace. The roles and expectations of sales managers are also detailed, from setting goals and targets to leading a successful, competitive sales force. Far from being a dirty word, selling is essential. With this book, students will get real-world information they need to put their careers on the fast track.

### CONTENTS

- Selling Isn't a Dirty Word
- The Characteristics of Successful Salespeople and Sales Managers
- Retail Sales in Fashion
- Business-to-Business Selling
- Getting to the Sale
- Selling Yourself
- The Sales Presentation
- Managing a Sales Force
- Training and Tools
- Follow Through and Relationship Development
- Measuring Productivity
- Organizational Structure and Interaction
- Adapting to Change in the Fashion Markets
- The Global Marketplace

### FEATURES

- Real-world terms, concepts, and principles that highlight and reinforce the text, plus true experiences from professionals in the industry
- Case studies that feature high-caliber fashion businesspeople and their successful methods
- Concise objectives and summaries in each chapter
- In-class exercises that encourage students to pair up and practice selling principles from the chapters
- **Instructor's Guide** includes teaching suggestions



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416 pp.

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12 pp. full color

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1-56367-396-7

\$88.50 (list) | \$70.80 (net)

**Instructor's Guide**

1-56367-397-5

## Silent Selling: Best Practices and Effective Strategies in Visual Merchandising

3rd Edition

JUDITH BELL

KATE TERNUS

This edition of *Silent Selling* captures the direction in which today's retail industry is moving and leads students beyond the basics of visual merchandising. Readers will benefit from an understanding of experts' recent discoveries and learn valuable new techniques. They are encouraged to think out of the box, while using Bell's Look-Compare-Innovate model. With these informational tools, students can learn to create and deliver professional presentations that will facilitate their move from the classroom to the workplace.

### CONTENTS

#### Preparation for Visual Creativity

- Creative Thinking: Getting "Out of the Box"
- What is Visual Merchandising?
- Core Design Strategies

#### Practices and Strategies for the Selling Floor

- Layout and Fixtures for Fashion Apparel
- Fashion Apparel Wall Setups
- Fashion Apparel and Accessory Coordination
- Home Fashion Presentation

#### Communicating Retail Atmospherics

- Signing
- Lighting

#### Visual Practices for

#### Nontraditional Venues

- Grocery and Food Service Stores
- Nontraditional Retailing

#### Tools and Techniques for

#### Merchandise Display

- The Magic of the Display Window
- Mannequins and Mannequin Alternatives
- Building a Visual Merchandising Department

#### Career Strategies

- Visual Merchandising Careers

### FEATURES

- Discussion of trends such as the stretch-the-brand movement and the increased emergence of lifestyle centers
- New and updated photos and illustrations
- New full-color photographs showing examples of concepts explained in the text, from special events to creating harmonious color arrangements
- **Instructor's Guide** includes suggestions for using text features in class, sample answers for case study discussion questions, additional chapter activities, and a test bank with 20-35 multiple choice questions per chapter



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1-56367-445-9

\$98.00 (list) | \$78.40 (net)

**Instructor's Guide**

1-56367-446-7

## Visual Merchandising and Display

### 5th Edition

MARTIN M. PEGLER, S.V.M. —Professional Display Designer

This new edition of the best-selling text is for anyone in merchandising—from store planners and manufacturers to visual merchandisers. Pegler zeroes in on all aspects of visual merchandising and display, from classic techniques to the most avant-garde developments. Using hundreds of textual and visual examples, the author reveals how to add interest to window and interior displays, optimizing the retailer's image and the target market.

### CONTENTS

#### Getting Started: Visual Merchandising and Display Basics

- Why Do We Display?
- Color and Texture
- Line and Composition
- Light and Lighting

#### Types of Display and Display Settings

- Where to Display
- The Exterior of the Store
- Display Window Construction
- Store Interiors

#### What to Use for Successful Displays

- Mannequins
- Alternatives to the Mannequin
- Dressing the Three-Dimensional Form
- Fixtures
- Visual Merchandising and Dressing Fixtures
- Modular Fixtures and Systems in
- Store Planning
- Furniture as Props

#### Visual Merchandising and Display

- Techniques

- Attention-Getting Devices
- Familiar Symbols
- Masking and Proscenia
- Sale Ideas
- Fashion Accessories
- Home Fasions, Hard Foods, and Food Displays
- Graphics and Signage

#### Visual Merchandising and Planning

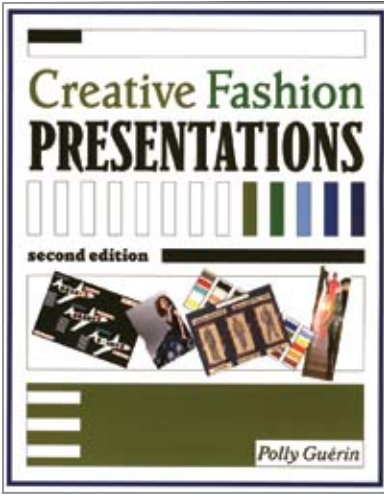
- Visual Merchandise Planning
- Setting Up a Display Shop
- Store Planning and Design
- Visual Merchandising and the Changing Face of Retail

#### Related Areas of Merchandising and Display

- Point-of-Purchase Display
- Exhibit and Trade Show Design—Industrial Display
- Fashion Shows
- Trade Organizations and Sources
- Career Opportunities in Visual Merchandising

### FEATURES

- Photo comparisons analyzing the stretch-the-brand movement, different home fashion store designs, and various signing styles
- Summaries of books on personal branding and working with right and left brain personalities that will engage students in a discussion of strategies invaluable in building relationships
- Many full-color photographs and illustrations
- **Instructor's Guide** provides lectures, teaching suggestions, and exams



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496 pp.

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7.375 x 9.25

1-56367-250-2

\$44.00 (list) | \$35.20 (net)

**Instructor's Guide**

1-56367-251-0

## Creative Fashion Presentations

### 2nd Edition

POLLY GUÉRIN —Fashion Institute of Technology

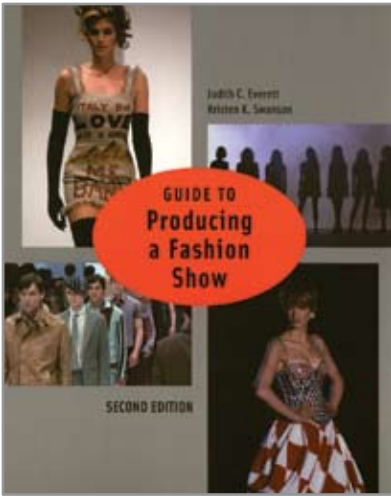
This edition of *Creative Fashion Presentations* provides an insider's look into how creative presentations impact the introduction or sale of fashion and other products at the trade and consumer levels. The entire spectrum of professionals who use creative presentations is covered, including fashion forecasters, fiber/fabric companies, promotion associations, designers, manufacturers, retailers, and apparel marts. Forms of presentations discussed range from visual boards to couture and prêt-à-porter fashion shows. Guérin's chapter on fashion show production is in effect a mini-course on how to organize and develop themes and methods for trade or consumer shows.

### CONTENTS

- A Visual Marketing Tool
- The Fashion Forecasting Process
- Color Forecasting
- Creative Visual Boards
- Romancing Leather and Fur
- Creative Presentations at the Fiber, Fabric, and Manufacturing Level
- The Retail Challenge
- The Fashion Show Circuit: New York/London/Paris/Milan
- The French Connection
- International Trade Shows
- Fashion Show Production
- Cosmetics and Fragrance Industry
- Men's Wear
- Toy Industry
- Internet

### FEATURES

- Coverage of the toy and home furnishings industries
- Analysis of e-commerce—from designing a Web page to driving traffic to that site
- Profiles on industry executives and professionals in each area
- Four-page color insert
- End-of-chapter readings from trade and consumer publications
- Appendices listing forecasting services, trade associations, and industry organizations
- **Instructor's Guide** includes a sample course calendar, projects, and additional readings for each chapter, and a midterm and final project



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**Instructor's Guide**  
 1-56367-348-7

## Guide to Producing a Fashion Show

### 2nd Edition

JUDITH C. EVERETT —Northern Arizona University

KRISTEN K. SWANSON —Northern Arizona University

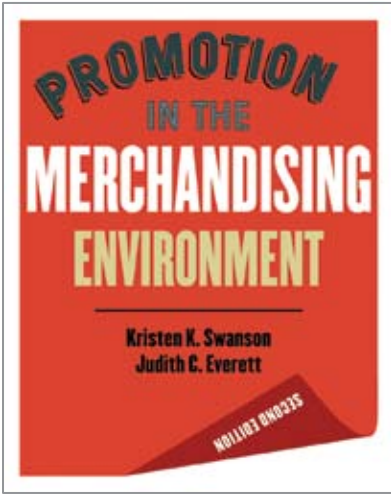
This text is for anyone interested in producing a fashion show, be it an informal event or a large, complex affair. Examining every behind-the-scenes step from concept to execution, this book enables the reader to organize and stage a show that is profitable, well attended, and aesthetically pleasing.

### CONTENTS

- The Fashion Dolls, Supermodels, and Celebrities
- The Background
- The Plan
- The Message
- The Workroom and Runway
- The Catwalk
- The Sound Check
- The Framework
- The Show
- The Wrap Up

### FEATURES

- Each chapter features an insightful fashion show article
- Charts, schedules, and forms that are necessary to execute a successful show
- **Instructor's Guide** includes options for organizing the curriculum and suggestions for teaching the course



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560 pp.

illustrated

8 pp. full color

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978-1-56367-551-5

\$97.00 (list) | \$77.60 (net)

**Instructor's Guide**

978-1-56367-552-2

## Promotion in the Merchandising Environment

### 2nd Edition

KRISTEN K. SWANSON —Northern Arizona University

JUDITH C. EVERETT —Northern Arizona University

Promotion is a key element at each step of the merchandising process. Advertising, direct marketing, public relations, special events, and visual merchandising all work together to communicate the same message about a product, brand, or organization to the end user.

*Promotion in the Merchandising Environment, 2nd Edition*, explains the process of promotion and describes the promotion tools available for creating successful campaigns. The book focuses on the comprehensive nature of promotion in the merchandising environment of fashion and related goods, emphasizing the changing nature of promotion in a global marketplace. This book also introduces promotion strategies and techniques that can be used in a fashion environment or transferred to other disciplines or product categories. Using international examples, the book takes a global perspective. In addition to covering the role and organizational structure of promotion and advertising and the creative elements involved, the text examines all the components of the promotion mix. Unlike other books in the field, it considers both personal and non-personal techniques.

### CONTENTS

#### Role And Structure Of Promotion

- Promotion: A Global Perspective
- Consumer Behavior
- Promotion Organization
- Promotional Aspects of Fashion Forecasting
- Promotion Planning
- Promotion Budgets
- Social Impact and Ethical Concerns

#### Promotion Mix

- Advertising and the Creative Process
- Print Media
- Broadcast Media
- Direct Marketing and Interactive Media
- Sales Promotion
- Public Relations
- Special Events
- Fashion Shows
- Visual Merchandising
- Personal Selling

### FEATURES

- Methods of evaluating promotional effectiveness throughout the text
- In depth information on posing strategies by attribute, price, quality, etc.
- Revised boxed readings from magazines, newspapers, and other sources
- Updated tables
- Boxed readings from magazines, newspapers, and other sources
- Future Trends section in each chapter
- Full-color promotion portfolio
- Checklists, tables, and forms on how to apply the concepts discussed
- Bullet summary, list of key terms, and discussion questions at the end of each chapter
- **Instructor's Guide** provides objectives, teaching hints, project suggestions, and test questions



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432 pp.

8 pp. full color

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8.5 x 11

978-1-56367-465-5

\$52.00 (list) | \$41.60 (net)

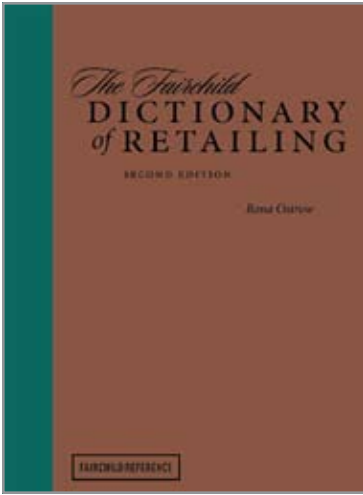
## The Fairchild Encyclopedia of Menswear

MARY LISA GAVENAS

Suit sales are on the rise. Men's makeovers are a staple of reality television, and male celebrities retain stables of stylists. Magazine publishers are busy launching male style spin-offs, while business and news titles are just as busy beefing up their coverage of men's fashion and grooming. As we enter the twenty-first century, there is more interest over menswear than there's been in decades, yet there has been no comprehensive resource or reference until now. Witty and exhaustively researched, *The Fairchild Encyclopedia of Menswear* remedies that need for students, retailers, customers, journalists, would-be dandies, and anyone else who is interested in what men wear and why they wear it.

### FEATURES

- More than 2,200 entries comprising biographies, industry slang, and technical jargon
- A color insert showing traditional menswear patterns and fabrics
- Portraits of male style setters ranging from Frank Sinatra and Elvis Presley to Beau Brummell and Yves Saint Laurent
- Step-by-step diagrams illustrating the "how to" of necktie knots, plus how to tie a bow tie, an ascot, or a stock tie, and how to fold a pocket square
- Consumer intelligence on fiber and fabric care, including why a sweater pills and why super 100s cost more



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## The Fairchild Dictionary of Retailing

### 2nd Edition

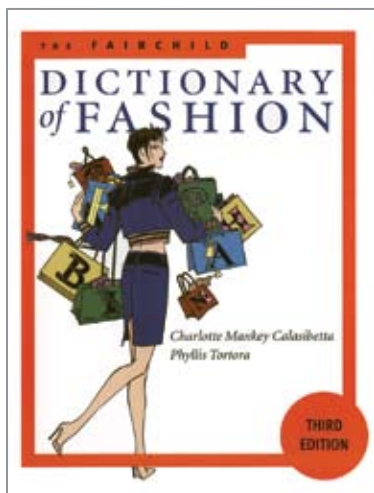
RONA OSTROW —Lehman College, City University of New York

The new edition of *The Fairchild Dictionary of Retailing* clearly defines terms commonly used in all parts of the retail industry, from retail advertising to merchandising and displays. This comprehensive reference for students and faculty in all retailing and merchandising programs lists over 10,000 terms alphabetically with extensive cross-referencing. Global terms used in the retailing industry, including descriptions of retail market structures of countries around the world, are covered. This up-to-date reference book also includes important legislation related to the retail industry, government agencies, and merchandise marts, and new terms related to the e-retailing business and features extensive Internet resources and bibliography.

### NEW TO THIS EDITION

- Terms from related disciplines such as marketing, advertising, computer science, marketing research, transportation and distribution, and consumer behavior
- Terms arranged in a single alphabetical sequence using letter-by-letter alphabetization and ignoring spaces and hyphens
- Headwords entered in bold type with the singular form of the term preferred wherever the sense would not be lost by doing so
- Cross references indicated with “See Also” and SMALL CAPS when embedded in the text of the definition
- Definitions include synonymous terms and alternative spelling indicated by italicized letters, generally following the phrase “Also called”





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544 pp.

illustrated

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8 x 10

1-56367-235-9

\$50.00 (list) | \$40.00 (net)

## The Fairchild Dictionary of Fashion

### 3rd Edition

CHARLOTTE MANKEY CALASIBETTA

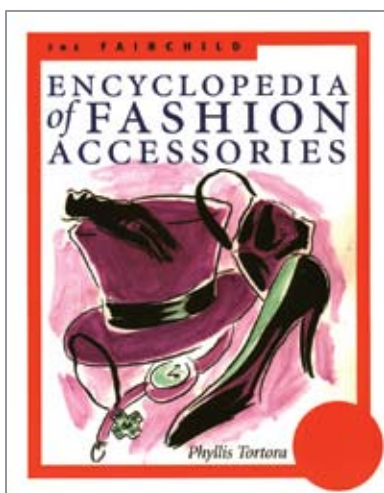
PHYLLIS G. TORTORA —Professor Emerita, Queens College

Illustrations by Bina Abling

Finding definitions for fashion is easier than ever. The *Fairchild Dictionary of Fashion, 3rd Edition* defines more than 15,000 fashion terms, including apparel, accessories, and their components; historical and textile terms that relate to contemporary fashion; and the language of the fashion business. Its organization of 51 broad categories, such as activewear, blouses and tops, clothing, construction details, footwear, headwear, jewelry, laces, necklines, shirts, skirts, and waistlines, promotes comprehension of related terms. Categories are fully cross-referenced to the alphabetical listing. Includes terms not readily found in ordinary dictionaries and pronunciation guides for foreign words. An appendix of designers includes emerging leaders. Lavish illustrations by Bina Abling enhance definitions, capturing both the details and style of fashion. Labeled “anatomical” drawings show how the parts of fashion items fit together. Alphabetical page tabs add to the ease of use. This dictionary is the ideal reference for designers, fashion media, instructors, students, historians, and fashion enthusiasts.

### FEATURES

- Revised categories for easier access to terms
- Lavish illustrations, including “anatomy” drawings, which label parts of apparel and accessory items
- Appendix of designers, including emerging leaders
- Pronunciation guide for foreign words and other terms
- Symbols to call attention to textile terminology, historic terms, and names of fashion designers
- Terms related to merchandising and retailing, formerly in an appendix, now integrated into the dictionary
- Appendix of references
- Alphabetical tabbing guide to help users find terms more quickly



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180 pp.

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\$20.00 (list) | \$16.00 (net)

## The Fairchild Encyclopedia of Fashion Accessories

PHYLLIS G. TORTORA — Professor Emerita, Queens College  
Illustrations by Bina Abling

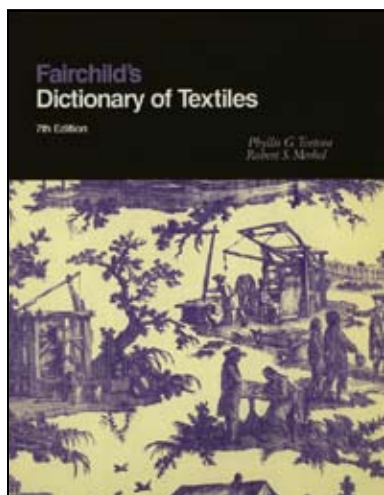
This reference provides a broad overview and in-depth information about individual categories of accessories and the materials and decorative features from which they are constructed. This encyclopedia is a comprehensive resource for anyone seeking information about fashion accessories. The text consists of two major parts: “Components of Accessories,” which includes materials and ornamental features; and “Accessories,” which covers all the major categories of contemporary fashion accessories. Each component or accessory category is introduced with a brief history and discussion of its significance to fashion. Its structure is described and illustrated in an “anatomy” section. A comprehensive list of terms and their definitions, based on the definitions of fashion accessories in *The Fairchild Dictionary of Fashion, 3rd Edition*, concludes each section.

### CONTENTS

- Components of Accessories: Textiles in Accessories; Laces and Braids; Leather; Furs; Feathers; Gems, Gem Cuts and Settings; Straw and Strawlike Materials; Closures; Embroideries and Sewing Stitches; Other Decorative Materials Used to Ornament Accessories; Other Materials Used in Accessories
- Accessories: Belts; Eyewear; Footwear; Gloves; Handbags and Related Accessories; Headwear, Veils and Hair Accessories; Hosiery; Jewelry; Luggage; Shawls, Scarves, and Handkerchiefs; Ties and Neckwear; Umbrellas; Watches; Wigs and Hairpieces; Other Accessories
- Appendix A: Trade Associations
- Appendix B: Bibliography

### FEATURES

- Comprehensive discussion of the full array of practical and decorative fashion accessories, from headwear to footwear, and the materials and other components that go into their construction
- Definitions of all relevant terms, styles, and features of each category of accessories and components
- Line illustrations by fashion illustrator Bina Abling, including “anatomy” drawings of categories of accessories and components
- Appendices providing resources for further study, including a list of professional organizations and a bibliography of books and periodicals



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688 pp.

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87005-707-3

\$55.00 (list) | \$44.00(net)

## Fairchild's Dictionary of Textiles

### 7th Edition

PHYLLIS G. TORTORA —Professor Emerita, Queens College

Consultant: ROBERT S. MERKEL —Florida International University

The revised and expanded edition features over 14,000 definitions of fibers, fabrics, laws, and regulations affecting textile materials and processing, inventors of textile technology, and business and trade terms relevant to textiles. Key terms are comprehensively defined and include details about historic background, geographic references, and uses both past and present. Extensive cross-referencing and listings of synonyms help the user to gain a broader understanding of the specific term being defined. Names of governmental entities relevant to the textile field and their acronyms are also included in the text including U.S. and multinational trade, educational, and professional associations, together with a description of their purposes and/or functions. This dictionary is an invaluable reference for students and those working in the textile industry.

### FEATURES

- Pronunciations for important terms
- Acronyms listed and defined
- Identification of archival terms
- Appendix of trade associations



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## Who's Who in Fashion

### 5th Edition

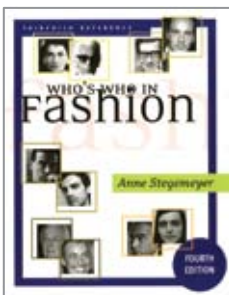
ANNE STEGEMEYER —Fashion Specialist

HOLLY ALFORD PRICE —Virginia Commonwealth University

*Who's Who in Fashion, 5th Edition*, captures the energy, drama, and excitement of the luminaries who make up the world of fashion. Alphabetical listing of profiles includes useful design philosophies, as well as mentors and sources of inspiration. The biographies trace the careers of many of the men and women who've contributed to fashion. Besides today's major figures and legendary designers of the past, there are lesser known people and newcomers worth watching as well as a sampling of interesting nonconformists—free spirits who prefer to work off the main fashion paths. The picture would not be complete without the style makers, those with an eye and an instinct for fashion and who interpret it for the public; and of course, the editors, photographers, artists— those who sketch and photograph, write about fashion, and promote it.

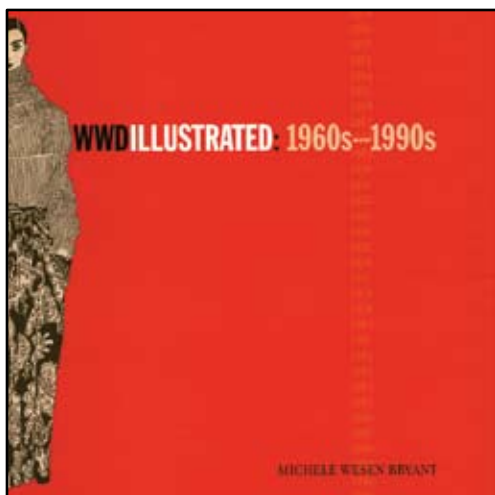
### NEW TO THIS EDITION

- Timeline organized by decades identifies influences of each period
- Highlights of the most successful names in the fashion industry including designers of apparel and accessories for men, women and children
- Features photographers, editors, and celebrities who've contributed to the industry
- Four-color pages throughout of designers at work and their most influential designs
- **Instructor's Guide** provides suggestions for planning the course and using the text in the classroom



### 4th Edition Still Available!

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## WWD Illustrated: 1960s–1990s

MICHELE WESEN BRYANT —Fashion Institute of Technology

Since the publication of its first edition in 1911, *Women's Wear Daily* has long been considered the bible of fashion. From 1960 to 1991, illustration was prominently featured in this daily report. Fairchild's staff of illustrators was able to capture the spirit of the moment—be it glamour, the space age, naiveté, or exotica. The illustrations were not necessarily meant to sell the fashion, but rather to comment on it and predict consumer reaction. *WWD Illustrated: 1960s-1990s* is a comprehensive—and long overdue—volume that celebrates the Fairchild artists' contribution to fashion.

### CONTENTS

- Introduction
- The Sixties
- The Seventies
- The Eighties
- The Nineties

### FEATURES

- Artwork from artists such as Pedro Barrios, Kenneth Paul Block, Antonio Lopez, Robert Passantino, Steven Stipelman, as well as many others, that chronicles lifestyles, social history, and culture while showing the relationship between fashion illustration and movements in fine art
- Drawing techniques and use of illustrations to comment on fashion and predict consumer reaction

## DESIGN FOUNDATIONS

### Design Concepts

JANE MILLS and JANET K. SMITH, ASID

—both of Lansing Community College

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## TEXTILES

### Understanding Fabrics: From Fiber to Finished Cloth

DEBBIE ANN GIOELLO —Fashion Institute of Technology

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## PATTERNMAKING

### Designing Apparel Through the Flat Pattern, 6th Edition

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\$68.00 (list) | \$54.40 (net)

### Professional Patternmaking for Designers: Women's Wear & Men's Casual Wear

JACK HANDFORD

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### How to Draft Basic Patterns, 4th Edition

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### Fashion Design for the Plus-Size

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## Designer Neckline Curves

VITTORINA ROLFO and LEE GROSS

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## GRADING

### Grading Techniques for Fashion Design, 2nd Edition

JEANNE PRICE —retired from Fashion Institute of Technology

BERNARD ZAMKOFF —retired from Fashion Institute of Technology

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### Professional Pattern Grading for Women's, Men's, and Children's Apparel

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## CONSTRUCTION AND FITTING

### Classic Tailoring Techniques: A Construction Guide for Women's Wear

ROBERTO CABRERA —Fashion Institute Of Technology

PATRICIA FLAHERTY MEYERS

©1984

320 pp.

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### Classic Tailoring Techniques: A Construction Guide for Men's Wear

ROBERTO CABRERA —Fashion Institute Of Technology

PATRICIA FLAHERTY MEYERS

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256 pp.

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### Design Without Limits: Designing and Sewing for Special Needs, Revised 1st Edition

RENÉE WEISS CHASE —Drexel University

M. DOLORES QUINN —Professor Emerita, Drexel University

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## COSTUME HISTORY

### Changing Styles in Fashion: Who, What, Why

MAGGIE PEXTON MURRAY —The Fashion Institute of Design and Merchandising

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264 pp.

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\$10.00 (list) | \$8.00 (net)

## PRODUCT DEVELOPMENT

### Evaluating Apparel Quality, 2nd Edition

ANITA A. STAMPER and SUE HUMPHRIES SHARP

—both of University of Southern Mississippi

LINDA DONNELL —Professional Development Associates

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\$40.00 (list) | \$32.00 (net)

### Experimental Apparel Construction: Laboratory Manual

ANITA A. STAMPER and SUE HUMPHRIES SHARP

—both of University of Southern Mississippi

LINDA DONNELL —Professional Development Associates

This Lab Manual is intended to accompany *Evaluating Apparel Quality*.

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1-56367-584-4

\$12.00 (list) | \$9.60 (net)

## DRESS AND SOCIETY

### Dress and Identity

Edited by MARY ELLEN ROACH-HIGGINS —University of Minnesota

JOANNE B. EICHER —University of Minnesota

KIM K.P. JOHNSON —University of Minnesota

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528 pp.

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### The Way We Look: Dress and Aesthetics, 2nd Edition

MARILYN REVELL DELONG —University of Minnesota

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