



In Fashion

Elaine Stone

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This 2nd Edition of Elaine Stone's best-selling text, *In Fashion*, offers a clear introduction to the fashion industry that is as dynamic as the business itself. Through concise language and full-color photographs, author Elaine Stone provides students with an overview of fashion, from its history, cyclical nature, and development to the materials, producers, and retailers who impact the business on a global level. Whether their plans include design, product development, merchandising, buying, manufacturing, or entrepreneurship, students will gain a thorough understanding of how the industry works and what lies ahead for them professionally.

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