



Fashion Buying

By Helen Goworek

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Fashion Buying By Helen Goworek

Fashion buying, a key component in fashion retailing, is second only to design as a career option for fashion graduates. The buyer has a central role in influencing what consumers choose to wear and in determining whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourcing and budgeting.

This comprehensive textbook describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, give a clear insight into this exciting and challenging role.

The new edition has been revised throughout, includes more emphasis on buying for the internet, and all the interviews have been updated or replaced.

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Fashion Buying By Helen Goworek Bibliography

- Sales Rank: #1583059 in Books
- Brand: Brand: Wiley-Blackwell
- Published on: 2007-06-05
- Released on: 2007-05-22
- Original language: English
- Number of items: 1
- Dimensions: 9.53" h x .42" w x 6.83" l, .97 pounds
- Binding: Paperback
- 200 pages

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Editorial Review

From the Back Cover

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About the Author

Helen Goworek is senior lecturer in fashion buying, merchandising and product development at Nottingham Trent University. Her experience in industry includes having worked in both buying and design for several major UK fashion retailers.

Users Review

From reader reviews:

Laura Wilson:

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