



# Fashion: From Concept to Consumer

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For Introduction to the Fashion Industry, Introduction to the Fashion Business, Fashion Merchandising, Fashion Marketing, Fashion Manufacturing, Fashion Design, and Fashion Analysis courses. Fashion: From Concept to Consumer tells the entire story of how the fashion business works in sequential order from concept to consumer. It includes the processes involved with producing raw materials, apparel, and accessories, as well as the retail businesses that sell fashion merchandise to the public. Each chapter contains a career focus, chapter objectives, review questions, terminology, and projects to aid in reviewing the subject matter. It is a valuable tool for anyone who wants to know more about fashion and the fashion business.

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