



# *Fashion*

FROM CONCEPT TO CONSUMER  
FOURTH EDITION



**USED**

Gini Stephens Frings

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PRENTICE HALL CAREER & TECHNOLOGY  
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# FOREWORD

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Everyone has to wear clothes. Clothes are an important part of our lives. The clothing we buy for special occasions—proms, graduations, weddings, and so on—becomes part of our memories. We remember these occasions by what we were wearing.

This is what makes my business special. I enjoy designing those special dresses that my customers will remember. My customer knows what she wants. She wants to look beautiful. She wants to feel nostalgic about her purchase. I design with my customer in mind. My success comes from my strong focus, my point of view. I developed a special style and stuck to it over the years. I adapt current trends to my own style. Buyers know they can find a consistent look from me and so do my customers. I try every day to make my designs better than yesterday. I am never satisfied with myself. I have always felt that I have a special talent, a special creative force, but aside from that, I'm my own toughest critic.

Fashion design is not work to me, it is my fun, my life. I'm up at six, to work by eight, break half an hour for lunch—usually at my desk to look at fashion magazines so I can keep my eye on what's happening—then spend the rest of the day in the workroom making sure my designs are going the way I want. I create 150 designs a season, five times a year for our seven lines. But it's not enough to be creative. I have to combine my creative ability with a business sense, too. I love my business. No, it's more than that. What I do for a living is exactly the way I want to live.

I have known the author of this book for over 18 years. In her role as an educator, Gini would bring her students to meet with me to discuss my fashion philosophy and see my current line. Then the students would design and make a sample garment for the next season and bring them back to me for a critique. One of Gini's students later became my assistant.

Because of people like Gini, who has experience in the industry, fashion education is much better today. I am happy to introduce her excellent book which prepares the student to know how the fashion business operates and what to expect working in it. The book covers the fashion business in logical sequence with complete and realistic information. I hope each student will take advantage of this text and absorb its contents for later use.

As a student, you have to realize that your college education is just the beginning, a time to open your mind to new possibilities. Students want to be successful the minute they graduate and enter the field. But you can't expect to be a success overnight. As a graduate you must be focused and use your first job as a new learning situation and grow in your knowledge day by day.

Best wishes in your fashion career,



Jessica McClintock  
San Francisco

# PREFACE

The purpose of this book is to tell the whole story of how the fashion business works, in sequential order from concept to consumer. The fashion business is an integrated series of processes from buying supplies, creating and developing a new product, and marketing the product. This process is repeated on three levels: raw materials, manufacturing, and retailing. The fashion business includes all the firms involved with producing apparel and accessories: material producers; garment and accessory manufacturers; and the retail stores that sell the finished product to the public. It is important for executives in the fashion industry to know how all the facets interrelate.

Fashion designers and manufacturers must work with textile producers to develop fabrics that they need for their garments. Fashion designers and manufacturers must also understand the importance of selling garments on the retail level. Retail fashion buyers should understand how garments are designed so that they can be creative merchandisers and make wise buying decisions.

Part One concentrates on fashion fundamentals. Chapter 1 traces the development of fashion and the fashion industry as a background to understanding today's business. Chapter 2 discusses influences on consumer demand that affect decisions at all levels of the industry. Chapter 3 explains fashion change and consumer acceptance. Chapter 4 covers market research, design analysis and design resources as a background for the designer and merchandiser.

Part Two covers the development, production, and marketing of raw materials, including textiles, trimmings, leather, and fur—the supplies needed for fashion manufacturing.

Part Three traces the fashion manufacturing process through design and merchandising development, production, and sales. The first test of a successful fashion design is at the wholesale market, the meeting ground of the manufacturer and retailer.

Part Four covers retailing: types of retail organizations, the buying and selling process, and promotion.

Each chapter contains list of objectives, review questions, terminology, and projects to aid in reviewing the subject matter. The appendices contain information on career guidelines and business organization. A glossary of fashion terminology is provided for easy reference.

This book will be a valuable tool for an introductory course in fashion design, marketing, merchandising, retailing, or business. There is also important information for textile marketing, apparel manufacturing, accessory design, production and marketing; and advertising and promotion. This is a text for specialists as well as those who are taking only a single course in fashion. In fact, it will interest anyone who wants to know more about fashion and the fashion business.

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