The Fashion Industry And Its Careers An Introduction | 43912d82e8d2e4361b69950e7e71f0


This text provides the foundation for a wide range of careers in the fashion business. Incorporating the experience of the author and her five earlier editions of Fashion Merchandising: An Introduction, this book covers product development, home fashions, retailing strategies, and examines how communication trends and technological advances impact the fashion world.

"This thesis focuses on human rights defiance in the fashion industry and how certain countries (The United States, India, China, and Brazil) have overstepped or exacerbated these violations. The fashion industry has had a history of human rights issues and disregarding their employees arguably due to such an international supply chain. One company may have five different suppliers handling one product on three different continents; each supplier’s rules and regulations can differ greatly, as well as the operations, costs, and employment. What is acceptable in one country may not be in another. It is nearly impossible for one corporation to monitor every step of their suppliers. Therefore, workers have been subjected to social, economic, and political exploitation in the country, the fashion industry, and its employees. Examples of different types of violations are given in order to further understand how employees are being abused. These violations include, but are not limited to: sweatshops, child labor, discrimination, working conditions, harassment, and proactively and reactively have also been implemented in the forms of laws and regulations, in the hopes to protect employees. Unfortunately, not all countries evaluated have made positive imprints on human rights despite their decrees and promises. Four categories of pressures (social, legislative, activist, and economical) are then used to measure the total impact of change and human rights are then evaluated in each country. After all elements and pressures are argued and explained, the countries are graded using scores based off of low positive impact, medium positive impact, and high positive impact. After all scoring and evaluations are done; conclusions are then drawn on which countries have had the most progressive influence from these pressures. As written in the proposition nations, like the United States, being a more “westernized” and a technologically advanced country; they have taken more affirmative steps to prevent these violations while also receiving increasing pressures to prevent the maltreatment of humans. India came in second, while China and Brazil battle for last place. Recommendations follow suit, explaining how important it is for fashion companies to monitor their suppliers. Such as choosing the low-cost model may not be the right decision, if your reputation and workers are at risk. Many corporations see cheap labor as an advantage, but then realize their suppliers are using five year olds and paying their employees a dollar a week, consequently ruining the company’s credibility and debatably risking consumer less. Another important recommendation is transparency and communication. If there is an issue, be honest with the world. Showing that you have found a problem and accept it is more honorable than trying to hide it or blame others. Lastly, the fashion industry and its companies should collaborate. Coming together and making their own supply company would not only lower costs but also allow monitoring and baffle worrying. The alliance would instill the same goal of protecting their workers, reputation, and consumers while also gaining peace of mind. This thesis has been developed and written to create awareness on labor abuses encountered while working in the fashion industry, steps/preservers taken for prevention, and how to withhold the same problems from happening in other companies. The thesis has its most important element and aspect to remember is that everyone has certain rights and when those rights are being brought into question, or blatantly violated, something should be done. As John F. Kennedy said, "The rights of every man are diminished when the rights of one man are threatened.”

This book covers all sustainable fibres applicable in the fashion sector and discusses their importance in the context of sustainability. It is the first of its kind to address the minute details pertaining to these fibres and each of these fibres with the world of sustainable fashion. It stresses their importance in developing sustainable apparel, since fibres play a major role as the starting point in the life cycle of clothing.

Evaluates the costs of low-priced clothing while tracing the author’s own transformation to a conscientious shopper, a journey during which she visited a garment factory, learned to resize shoes, and shopped for local, sustainable clothing.

Circulatory Economy in Textiles and Apparel: Processing, Manufacturing, and Design is the first book to provide guidance, presenting the tools that can help in the reduction of waste. Drawing on contributions from leading experts in industry and academia, this book covers every aspect of this increasingly important subject and speculates on future developments. Provides case studies on the circular economy in operation in the textiles industry identifies challenges and opportunities to implement the potential to entirely change the way we make and use clothing. From the Vault Career Library: breakdown of different functions in fashion, with detailed look at typical days for buyers, designers, resources and training programs, interior design careers, top buying programs for department and specialty stores. Pricing for the Fashion Industry is a practical, easy-to-use guide for the manufacturer, sourcing and risk management methods essential to make a new fashion business venture financially viable. Each chapter focuses on a theme, such as entrepreneurship, time consciousness, global awareness and new markets and sourcing, along with tactical exercises and detailed industry case studies to put the theory into context. This second edition explores capital investment decisions, the changing nature of cost and the importance of global awareness and new markets, as well as expanded coverage of internationalization strategies for SMEs.

Seminar paper from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1.7, University of Siegen, language: English, abstract: The main focus of this paper is the Fashion Industry, and its use of public relations tools, such as fashion blogs and applications like Instagram. Fashion blogs are frequently linked to Instagram pages to reach and attract more customers as well as increase customers’ satisfaction. The modern business world in the 21st century could not be as prevailing and profound as it is without the use of new technologies; it is a major advantage for every business including the Fashion market. Information technologies enable business owners, consumers and their employees to stay in touch with customers, business partners and intermediate bearing while out of the office. Cell phones allow individuals easy access to e-mails, open software applications (apps) and social network platforms. Companies are able to save costs when it comes to promotion, improve services, and attract new customers easily. By analyzing the needs of customers, understanding shortfalls in business which need to be corrected, and by listening to millions of bloggers worldwide; it becomes easier to create exactly what customer X wants today. More than 100 million bloggers are communicating, sharing their experiences of products, services, and other topics. These bloggers have the power to influence ordinary people’s decisions. The use of blogs creates a new branch of public relations, a new strategy to attract customers, and to influence buying decisions. This feedback from bloggers worldwide is the best, honest, fastest, and easiest public relation tool an industry may get.

Information Systems for the Fashion and Apparel Industry brings together trends and developments in fashion information systems, industrial case-studies, and insights from an international team of authors. The fashion and apparel industry is fast-growing and highly influential. Computerized information systems are essential to support fashion business operations and recent developments in the retailing industry, mobile commerce models, radio frequency identification (RFID) technologies, and ERP systems are all driving innovative business measures in the industry. After an introductory chapter outlining the basic preparation requirements in fast fashion supply chains, Part One focuses on the principles of fashion information systems, with chapters covering how decision making to the apparel supply chains can be improved through the use of fuzzy logic, RFID technologies, evolutionary optimization techniques, and artificial neural networks. Part Two then reviews the range of applications for information systems in the fashion and apparel industry to improve customer choice, aid design, implement intelligent forecasting and procurement systems, and manage inventory and returns. Provides systematic and comprehensive coverage of information systems for the fashion and apparel industry Combines recent developments and industrial best-practices in apparel supply chain management in order to meet the needs of the fashion and apparel industry professionals and academics. Information systems of highly business oriented industries, as the ones with great experience, overseen by an editor who is a leading expert in the field Reviews the range of applications for information systems in the fashion and apparel industry to improve customer choice, aid design, implement intelligent forecasting and procurement systems, and manage inventory and returns. British Fashion Design explores the tensions between fashion as art form, and the demands of a ruthlessly commercial industry. Based on interviews and research conducted over a number of years, Angela McRobbie charts the flow of art school fashion graduates into the industry; their attempts to reconcile training with practice, and their precocious position between the twin supports of the education system and the commercial sector. Stressing the social context of cultural production, McRobbie focuses on British fashion, and its graduate designers as products of youth street culture, and analyses how designers from diverse backgrounds have created a labour market for themselves, remodelling ‘enterprise culture’ to suit their own careers.

In her controversial second book in the Fashion 2.0 series, Season of Change, serial entrepreneur Yuji Zie analyzes major technology trends and forecasts their effect on the fashion industry. She questions why everyday objects such as clothes used by the entire human race see so little innovation. Her book, with a foreword by a visionary venture capitalist Laurence Lenihan of FirstMark Capital, is a wake-up call to the outdated fashion industry. A must-read for everyone involved in the business of fashion from designers to company CEOs and marketers, Zie’s bold predictions - ranging from concept to reality – combines cutting-edge technology with multiple advances in fashion design and retail: ingestion and marketing; traditional advertising; trend forecasting; fashion week and more. She also offers up ideas for fellow entrepreneurs seeking to make their mark on the industry. Zie highlights trends that brands need to consider in developing a successful strategy to navigate this new environment of constant change including: the rise of group

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The book explains in detail and with many examples the concept of responsible innovation by answering the following questions: How will the fashion industry be in 2030? What can the different stakeholders do in order to speed the responsible innovation? Which will be the role of traceability, circularity, cradle-to-cradle, collaborative consumption, B-corporations? How technologies can catalyze the change? How do the consumers interested in sustainability contribute to this change?

This book provides an overview of current issues and challenges in the fashion industry and an update on data-driven artificial intelligence (AI) techniques and their potential implementation in response to those challenges. Each chapter starts off with an example of a data-driven AI technique on a particular sector of the fashion industry (design, manufacturing, supply or retailing), before moving on to illustrate its implementation in a real-world application.

The apparel industry has the scale, reach, and technical expertise to deliver on-target sustainable development goals within the industry's sphere of influence in its interconnected global and local value chains. From the farm to the consumer, the textile, retail, and apparel production industry has an array of economic, environmental, social, and governance impacts. In order to meet sustainable goals, the industry is challenged to buy and produce goods and services that do not harm the environment, society, and the economy. Circular Economy and Re-Commerce in the Fashion Industry is a pivotal reference source that explores and proposes solutions for best practices to meet sustainable development goals in the fashion industry and provides guidelines for assessing the technological landscape and modelling sustainable business practices. Highlighting a wide range of topics including digital marking, consumer behavior, and social and legal perspectives, this book is ideally designed for suppliers, brand managers, retailers, multinational investors, marketers, executives, designers, manufacturers, policymakers, researchers, academicians, and students.

Advances in technology, combined with the ever-evolving needs of the global market, are having a strong impact on the textile and clothing sector. The global textile and clothing industry: Technological advances and future challenges provides an essential review of these changes, and considers their implications for future strategies concerning production and marketing of textile products. Beginning with a review of trends in the global textile industry, the book goes on to consider the impact of environmental regulation on future textile products and processes. Following this, the importance of innovation-driven textile research and development, and the role of strategic technology roadmapping are highlighted. Both the present structure and future adaptation of higher education courses in textile science are reviewed, before recent advances in textile manufacturing technology, including joining technologies, 3D body scanning and garment design and explored in depth. Finally, the global textile and clothing industry concludes by considering automated textile producing technology for the mass production of fibre-reinforced polymer (FRP) composites. With its distinguished editor and international team of expert contributors, The global textile and clothing industry: Technological advances and future challenges is an essential guide to key challenges and developments in this industrial sector. Comprehensively examines the implications of technological advancements and the evolving needs of the global market on the textile and clothing industry and considers their role on the future of textile manufacturing. The importance of innovation-driven textile research and development and the role of strategic technology roadmapping are thoroughly investigated. Recent advances in textile manufacturing technology, including joining techniques, 3D body scanning and garment design and explored in depth.

Costumes, Clothes & Fashion.

The A to Z of the Fashion Industry examines the origins and history of this billion-dollar industry. This is done through a chronology, an introductory essay, a bibliography, and hundreds of cross-referenced entries on designers, models, couture houses, significant articles of apparel and fabrics, trade unions, and the international trade organizations.

Fashion is all around us: we see it, we buy it, we read about it, but most people know little about fashion as a business. Veronica Manlove considers the broader significance of fashion in society, the creative process of fashion design, and how fashion unfolds in an organizational context where design is conceived and executed. To get a true insider's perspective, she became an intern at fashion giant Tommy Hilfiger. Th ere, she observed and recorded how a business's culture is built on a brand that is linked to the charisma and style of its leader. Fashion firms are not just in the business of selling clothing along with a variety of sidelines. Th e very companies must also sell a larger concept around which people can identify and distinguish themselves from others. Manlove deftly weaves the four main tasks of a fashion firm: creation of an image, translation of that image into a product, presentation of the product, and selling the product. Each of these processes is interrelated and each requires the efforts of a variety of specialists, who are often in distant locations. Manlove shows how the design and presentation of fashion is influenced by changes in society, both cultural and economic. Information about past sales and reception of items, as well as prospective research informs design, manufacturing, sales, distribution, and marketing decisions. Manlove offers a comprehensive view of the ways in which creative decisions are made, leading up to the creation of actual styles. She helps to define the contribution fashion firms make in upholding, challenging, or reinforcing the social order. Readers will find this a fascinating examination of an industry that is quite visible, but little understood.

There is no doubt that the textile industry – the production of clothing, fabrics, thread, fibre and related products – plays a significant part in the global economy. It also frequently operates with disregard towards its environmental and social impacts. The textile industry uses large quantities of water and outputs large quantities of waste. As for social aspects, many unskilled jobs have disappeared in regions that rely heavily on these industries. Another serious and still unsolved problem is the flexibility textile industry companies claim to need. Faced with fierce international competition, they are increasingly unable to offer job security. This is without even considering the informal-sector work proliferating both within and developing countries. Child labour persists within this sector despite growing pressure to halt it. Fashion demands continuous consumption. In seeking to own the latest trends consumers quickly come to regard their existing garments as inferior, if not useless. “Old” items become unwanted as quickly as new ones come into demand. This leads towards disposability results in the increased use of resources and thus the accelerated accumulation of waste. It is obvious to many that current fashion industry practices are in direct competition with sustainability objectives; yet this is frequently overlooked as a pressing concern. It is, however, becoming apparent that there are social and ecological consequences in the current operation of the fashion industry: sustainability in the sector has been gaining attention in recent years from those who believe that it should be held accountable for the impact it has on the planet and its contributions to increases in consumption and waste disposal. This book provides a wide screen approach to the topic, covering, among other issues: sustainability and business management in textile and fashion companies; value chain management; use of materials; sustainable production processes; fashion, needs and consumption; disposal; and innovation and design. The book will be essential reading for researchers and practitioners in the global fashion business.

The book studies the way the luxury fashion sector develops presentational politics by repositioning symbolic fields such as art and culture, religion and the sacred as well as politics, in other words fields that represent a certain common pattern of life and a common interest. It develops a semiotic approach of the way art exhibits, print and audiovisual advertising, publishing and distribution politics as well as special ready to wear collaborations with arts such as Jeff Koons reveal the fashion industry's gesture of pretending being a non-commercial structure especially in order to cover up its industrialisation and banalization process.

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