



Fashion Buying: From Trend Forecasting to Shop Floor (Basics)

David Shaw, Dimitri Koumbis

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Fashion Buying: From Trend Forecasting to Shop Floor uniquely looks at what fashion buying entails in terms of the activities, processes and people involved – from the perspective of the fashion buyer. It breaks down the five key areas of buying activity for those wishing to pursue a career in the industry; crucially exploring the role of the fashion buyer, sources of buying inspiration, sourcing and communication, merchandise planning, and trends in fashion buying.

The book features insightful interviews with successful fashion creatives alongside business case studies, putting the contents of each chapter into professional context and perspective. Exercises and activities also enable you to apply your knowledge of the subject as you work through the book. Fully illustrated with inspiring imagery, *Fashion Buying* is an invaluable go-to handbook for fashion design, marketing, buying and merchandising students, written by industry experts.

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