

Individuality in Clothing Selection and Personal Appearance

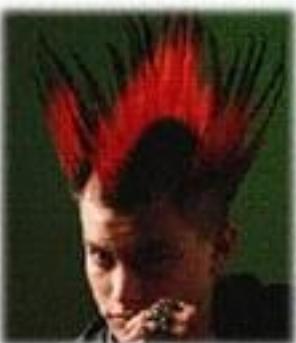


INDIVIDUALITY IN CLOTHING SELECTION

& PERSONAL APPEARANCE

SIXTH EDITION

MARSHALL • JACKSON • STANLEY • KEFGEN • TOUCHIE-SPECHT



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出版者:Prentice Hall

出版时间:2003-7

装帧:HRD

isbn:9780130358653

For courses in Introduction to Fashion and Fashion Merchandising. This acclaimed text provides a strong, multidisciplinary foundation for individual and family clothing choices as it balances theory with actual applications. The authors present a broad base of knowledge at an introductory level for students' general education--unlike other texts, which focus more narrowly on the needs of fashion majors only. Packed with activities, learning objectives, illustrations, and photographs, this user-friendly book meets the needs of future fashion professionals as well as students taking a single fashion course.

作者介绍:

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