

Fashion Buying



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Fashion buying, a key component in fashion retailing, is second only to design as a

career option for fashion graduates. The buyer has a central role in influencing what consumers choose to wear and in determining whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourcing and budgeting. This comprehensive textbook describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, give a clear insight into this exciting and challenging role. The new edition has been revised throughout, includes more emphasis on buying for the internet, and all the interviews have been updated or replaced.

作者介绍:

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标签

买手

buying

fashion

buyer

英国

时尚

教科书

retail

评论

我不是学fashion的。感觉挺教科书的。不很生动。但了解一下buying也够了。

这本？ <http://book.douban.com/subject/3398233/>

例子很少，乏味。说教。

怎么说呢 写得是好 但对实际操作的借鉴意义并不大

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书评

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