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The Fashion Game

Synopsis

Innovative approach, current perspective. Â   The Fashion Game, 1e presents a new, relevant voice in fashion merchandising. This innovative text follows a unique â œfashion in fourâ • approach, which stresses the relationships among the various facets of fashion merchandising. This groundbreaking approach helps students understand how the fashion world functions and how fashion professionals pursue their careers. While many older texts have lost touch with current technologies, issues, and trends, Kendall offers keen insight into today â ™s important issues, including social media, privacy concerns, counterfeit products, sweatshops, and sustainability, in addition to covering basic fashion fundamentals. The textâ ™s straightforward approach and current insight will make it a favorite of both students and instructors. Â   Teaching and Learning Experience Â   This offers a current and comprehensive introduction to fashion merchandising. It provides: An innovative Fashion in Four approach: This underlying theme emphasizes the strategic processes involved in merchandising. A practical, hands-on focus: Chapter discussions and resources engage readers with material they can directly apply in their careers. Up-to-date coverage of current trends: Students learn about the issues, technologies, and processes important in today â ™s industry.

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