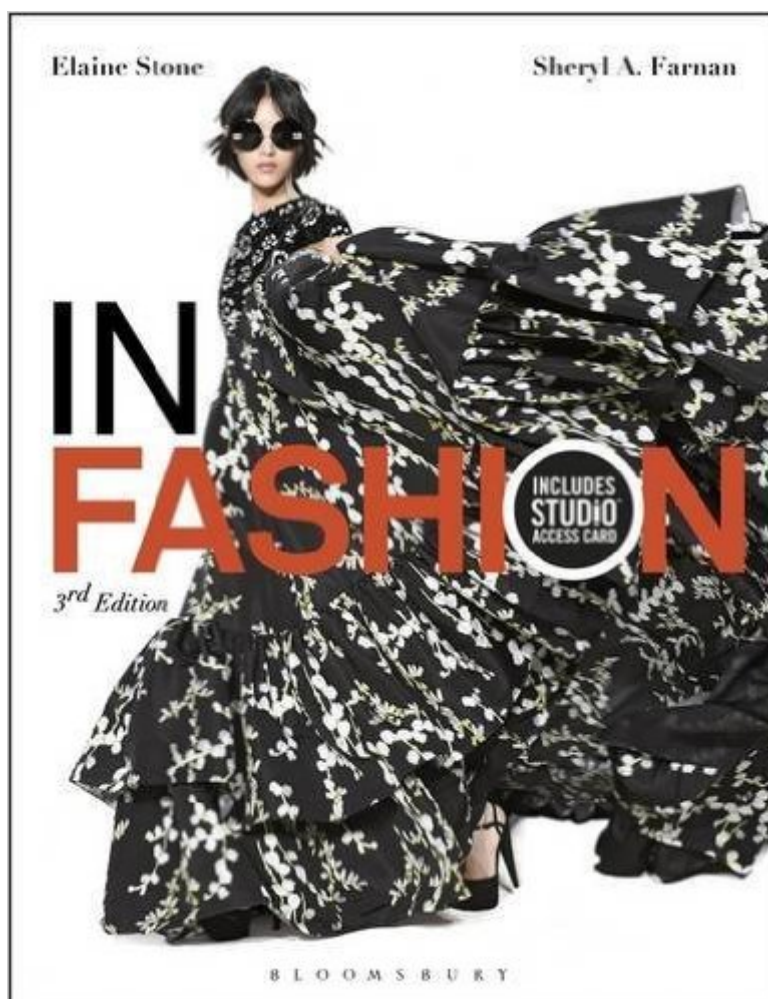


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Synopsis

This third edition of the best-selling *In Fashion* offers a concise and colorful overview of the key components of fashion—from its history, movements, and trends—to the materials, producers, and retailers that impact the business on a global level. Fashion students will gain a foundation and language for understanding how the current fashion industry works and explore an array of exciting career opportunities.

New to This Edition- Includes over 250 color images of current designers, fashion collections, retailers, and more - Covers digital and social media (Parts 1 and 4), updated textile trends and innovations (Chapter 5), and current omni-channel practices in retailing (Chapter 11)- Emphasizes global aspects of the fashion industry, changing demographics, and the effects of economics and politics on consumer choices

Key Features- Spotlight on Careers profiles the education, background, and career paths of noted fashion industry professionals- Spotlight on Innovators highlights groundbreaking designers and brands—past and present—such as Iris van Herpen and Donna Karan- Spotlight on Business explores key concepts, trends, and exemplary brands in a rapidly changing industry

In Fashion STUDIO- Study smarter with self-quizzes featuring scored results and personalized study tips- Review concepts with flashcards of terms and definitions- Watch videos that bring chapter topics and career opportunities to life- Enhance your knowledge with chapter exercises

Teaching Resources- Instructor's Guide including tips for integrating the STUDIO into a course, sample syllabi, teaching methodology, and grading resources.- Updated Test Bank includes 50% new questions and updates throughout. - PowerPoint presentations provide a framework for lectures and include color images from the book.- First Day of Class: Learning with STUDIO PowerPoint presentation

This bundle includes *In Fashion* 3rd Edition and *In Fashion STUDIO* Access Card.

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