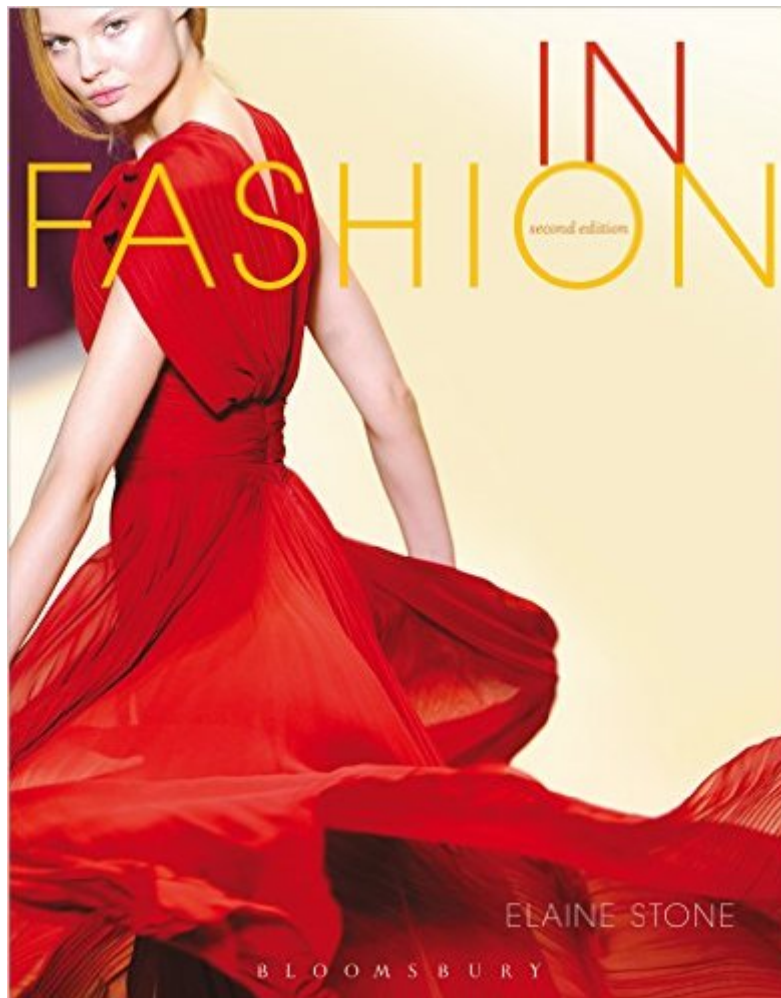


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# In Fashion



## Synopsis

This 2nd Edition of Elaine Stone's best-selling text, *In Fashion*, offers a clear introduction to the fashion industry that is as dynamic as the business itself. Through concise language and full-color photographs, author Elaine Stone provides students with an overview of fashion, from its history, cyclical nature, and development to the materials, producers, and retailers who impact the business on a global level. Whether their plans include design, product development, merchandising, buying, manufacturing, or entrepreneurship, students will gain a thorough understanding of how the industry works and what lies ahead for them professionally. PLEASE NOTE: Purchasing or renting this ISBN does not include access to the STUDIO resources that accompany this text. To receive free access to the STUDIO content with new copies of this book, please refer to the book + STUDIO access card bundle ISBN 9781501309816. STUDIO Instant Access can also be purchased or rented separately on BloomsburyFashionCentral.com.

## Book Information

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Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (20 customer reviews)

Best Sellers Rank: #50,803 in Books (See Top 100 in Books) #10 in [Books > Business & Money > Industries > Fashion & Textile](#) #31 in [Books > Arts & Photography > Decorative Arts & Design > Textile & Costume](#) #58 in [Books > Arts & Photography > Fashion](#)

## Customer Reviews

As a college student majoring in Fashion Merchandising, I can't imagine how anyone studying the field could possibly learn anything new from this book. Well-written and informative but is more like a Fashion Business for Dummies. Anyone studying fashion as a passion would surely find this book useless. Word of advice to anyone studying any area of fashion - unless you ABSOLUTELY are required to have this book, save yourself the money. It'll just sit on your shelf. Not a bad book. Just not useful for its intended audience; fashion students.

I love this book. it gives great detail about the fashion industry. It gives fashion a new meaning. able to completely understand what is in store for you when you chose to enter the fashion industry.

I purchased this book for two classes. It is a great book to introduce the fashion industry and mass production. The industry is so complex and global and this book is able to appropriately explain the industry with tons of brilliant photographs. A very good place to start if you are serious about breaking into the fashion industry.

This is a great text full of great info. However, there are a few minor gramatical errors that I am surprised that someone in production did not catch.

Absolutely had to have this book for a class. Got it as a rental and used Prime. So far, I like reading it, though some things I knew already, but it's okay~

Needed this for my Fashion class. Nice book- it was excellent /new condition! I got an A in my class-thanks!

I got this book bc it was a requirement for my intro to mass production class. Its actually a good book.

Good book that came in great condition. Really cheap compared to how much my school has it priced.

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