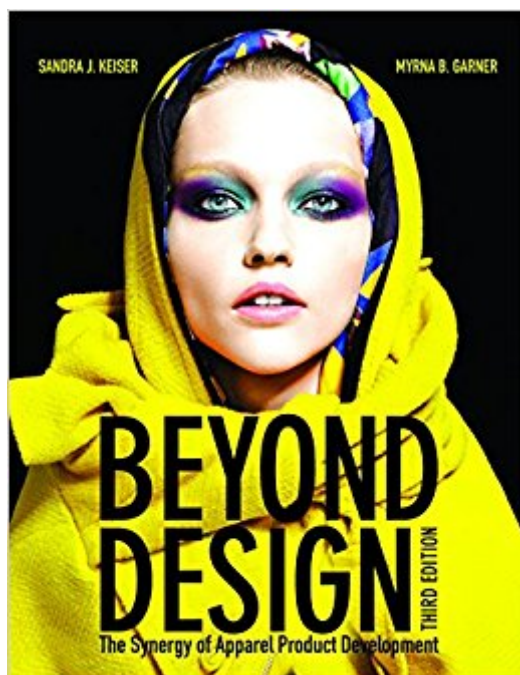


The book was found

Beyond Design: The Synergy Of Apparel Product Development



Synopsis

This practical text takes students step-by-step through the pre-production processes of apparel product development: planning, forecasting, fabricating, line development, technical design, pricing, and sourcing. It demonstrates how these processes must be coordinated to get the right product to market, when consumers want it, and at a price they are willing to pay. Now in full color, this 3rd Edition includes a greater focus on sustainability and business ethics, fast fashion calendars and their impact on product development, and the effect of social media on design and distribution. The text also includes a discussion of how technologies-such as color matching, body scanning, and the use of avatars for fitting and patternmaking-have advanced in their accuracy and commercial applications. Chapters have been updated to incorporate current practices in sourcing, pricing, and costing with a more focused point of view on how increasingly sophisticated distribution channels impact the product development process.

Book Information

Paperback: 624 pages

Publisher: Fairchild Books; 3 edition (June 15, 2012)

Language: English

ISBN-10: 1609012267

ISBN-13: 978-1609012267

Product Dimensions: 8.6 x 1.3 x 279.4 inches

Shipping Weight: 4.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 27 customer reviews

Best Sellers Rank: #12,339 in Books (See Top 100 in Books) #3 in [Books > Business & Money > Industries > Fashion & Textile](#) #3 in [Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Manufacturing](#) #3 in [Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products](#)

Customer Reviews

This practical text takes students step-by-step through the pre-production processes of apparel product development: planning, forecasting, fabricating, line development, technical design, pricing, and sourcing. It demonstrates how these processes must be coordinated to get the right product to market, when consumers want it and at a price they are willing to pay. Now in full color, this 3rd Edition includes a greater focus on sustainability and business ethics, fast fashion calendars and

their impact on product development, and the effect of social media on design and distribution. The text also includes a discussion of how technologies-such as color matching, body scanning, and the use of avatars for fitting and patternmaking-have advanced in their accuracy and commercial applications. Chapters have been updated to incorporate current practices in sourcing, pricing and costing with a more focused point of view on how increasingly sophisticated distribution channels impact the product development process.

Sandra J. Keiser is associate professor and chairperson of the Fashion Department of Mount Mary College. Myrna B. Garner is associate professor in the Department of Family and Consumer Sciences at Illinois State University and a member of the Graduate Faculty.

I only bought this book because I had to for class. I would say that it was one of the better books in my class however it was also the most expensive. I sort of wished the teacher wouldn't have required us to buy this one.

There's nothing I don't love about this book. It is heavy and it will hurt your back going back&forth from class to studio, BUT it is so worth it and I am keeping mine forever.

I enjoyed this book and it is a good reference for styles and style names. There will be a new edition coming out, if it hasn't already. I would suggest purchasing the new edition because there were many references/ examples that could be outdated in this version and there will be more up to date references/ examples in the newer edition. There is a vast amount of knowledge to be gained from this book, but if given a choice I would go for the third edition.

Loads of information

Required book that I have used numerous times for my college apparel analysis class.

Purchased for my daughter great price with fast shipping thank you.

The previous edition is not much different. The only major difference is that all the pictures are in color in the new addition.

Loaded with information i love it

[Download to continue reading...](#)

Beyond Design: The Synergy of Apparel Product Development Synergy For Clinical Excellence: The AACN Synergy Model for Patient Care Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) The Principles of Product Development Flow: Second Generation Lean Product Development Apparel Manufacturing: Sewn Product Analysis, 4th Edition Drawing for Product Designers (Portfolio Skills: Product Design) A Field Guide to Fabric Design: Design, Print & Sell Your Own Fabric; Traditional & Digital Techniques; For Quilting, Home Dec & Apparel The Secret Synergy Group System For Investing In Tax Lien Certificates Acute and Critical Care Clinical Nurse Specialists: Synergy for Best Practices, 1e Product Leadership: How Top Product Managers Launch Awesome Products and Build Successful Teams Hair Care Product and Ingredients Dictionary (Milady's Hair Care Product Ingredients Dictionary) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers - Watch ... Finish (E-Commerce from A-Z Series Book 3) Product Manager Interview: A Step by Step Approach to Ace the Product Manager Interview at The Product Book: How to Become a Great Product Manager Strategize: Product Strategy and Product Roadmap Practices for the Digital Age The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books) The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager FBA: Private Label Product Sourcing: Finding Manufacturers and Understanding Product Regulations, Standards, Customs and Import Tax Rates. (Mastermind Roadmap to Selling on with FBA Book 2) Star Wars Miniatures Ultimate Missions: Clone Strike: A Star Wars Miniatures Game Product (Star Wars Miniatures Product)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)