



## 9787506486644 Introduction to Fashion Industry(Chinese Edition)

By GUO JIAN NAN ZHU BIAN

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-08-01 Pages: 292 Publisher: China Textile Press title: Introduction to Fashion Industry List Price: 38.00 yuan Author: Guo Jiannan editor of Press: China Textile Press Publication Date :2012-8- the 1 ISBN: 9787506486644 Words: 347.000 yds: 292 Edition: 1 Binding: Paperback: 16 Weight: Editor's Choice book garment Higher Education 12th Five-the ministries level planning textbooks. national quality courses supporting materials of the same name to the development of international and domestic fashion industry is compiled from the background. Book comprehensive and systematic exposition of the basic principles of the fashion four major fashion industry structure. fashion marketing and fashion education. is the crystallization of the practical application of fashion theory has long been engaged in research. and teaching. The book includes the principle of fashion. fashion environment. changes of clothing. fashion new product development. the fashion industry. with jewelry and other related industries. the global fashion market. fashion buyers. fashion retail. fashion brand visual merchandising. window display design fashion network marketing and global fashion education. teaching CD-ROM attached with the book to gift the readers. The book can...



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