

From Managing to Merchandising Basics: A Comprehensive Guide to Fashion Management

This comprehensive guide to fashion management covers everything from managing a fashion business to merchandising basics, with a focus on the latest trends and best practices. Whether you're a seasoned fashion professional or just starting out, this book is a valuable resource that will help you succeed in the fashion industry.



Fashion Retailing: From Managing to Merchandising (Basics Fashion Management) by Naomi Klein

★★★★☆ 4.4 out of 5

Language : English
File size : 85418 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 316 pages
Screen Reader : Supported



Managing a Fashion Business

The first part of the book covers the basics of managing a fashion business, including:

- Developing a business plan
- Financing your business

- Managing your team
- Marketing your products

This section of the book provides a solid foundation for understanding the business side of fashion, and it will help you avoid common pitfalls that can lead to failure.

Merchandising Basics

The second part of the book focuses on merchandising basics, including:

- Planning your product line
- Buying and selling merchandise
- Managing inventory
- Pricing your products

This section of the book will help you develop the skills you need to create and manage a successful fashion brand. You'll learn how to identify your target market, develop products that they will love, and price your products competitively.

The Latest Trends and Best Practices

The fashion industry is constantly evolving, so it's important to stay up-to-date on the latest trends and best practices. This book covers the latest trends in fashion management and merchandising, including:

- The rise of online retailing
- The importance of sustainability

- The use of social media to market fashion products

By staying up-to-date on the latest trends, you can ensure that your fashion business stays ahead of the competition.

This comprehensive guide to fashion management is a valuable resource for anyone who wants to succeed in the fashion industry. Whether you're a seasoned professional or just starting out, this book will provide you with the knowledge and skills you need to succeed.

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