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Synopsis This practical text walks students through the preproduction processes of apparel product development from planning through forecasting, fabricating, developing silhouettes and specifications and pricing to sourcing.

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Edition book explores the practical day-to-day realities and technicalities of the garment-making business wholesale, manufacturing, designing, and private-label product development. It explains, step-by-step, how to handle a real, roll-up-the-sleeves job in today's fashion industry. Insider perspectives, wisdom from the pros, detailed illustrated

Apparel Product Development by Maurice J. Johnson

4.0 out of 5 stars Apparel Product Development (2nd Edition) Reviewed in the United States on September

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7, 2005 this book is a must for people seeking knowledge in the field of fashion & textile ,help in perparing for the gound realities of the trade ...

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