



Ready-to-Wear Apparel Analysis (3rd Edition)

By Patty Brown, Jane Rice RN CMA

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RN CMA

Taking a practical industry approach, this book provides fashion merchandisers with an understanding of the mass production process of ready-to-wear apparel, and the objective evaluation of its cost and quality. Coverage of practical issues and industry methods, along with the related vocabulary, make this book an excellent reference guide. Chapter topics include government regulations and labeling; the priority of industry and consumers; focus on design development; sizing and fit as the keys to competitive advantage; fabric; quality indicators such as fabric and trim; stitches; seams and edge treatments; garment assembly; and home fashions. For use in retailer- and manufacturer-run libraries, training programs, and testing labs, and for anyone working in the apparel industry.

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