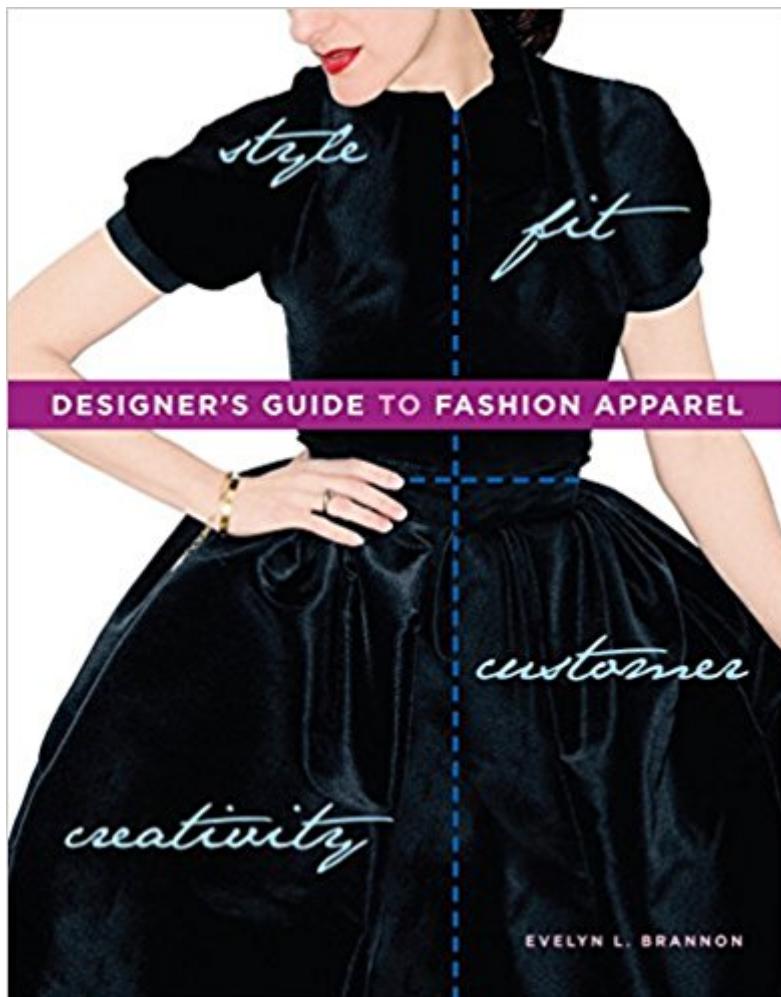


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# Designer's Guide To Fashion Apparel



## Synopsis

Designer's Guide to Fashion Apparel explores the creative process of apparel design and the development of a collection. From budget to couture, children's to men's and women's, fashion-forward to traditional and formal to active, the text demonstrates the proper application of design principles in creating aesthetically pleasing apparel while emphasizing the importance of production parameters as dictated by the needs of the target consumer. Written from an industry perspective, the book is intended to nurture the student's interest in design while providing the thorough grounding needed for a successful career in the business.

## Book Information

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## Customer Reviews

Evelyn L. Brannon is Professor Emeritus at Auburn University.

My girlfriend's textbook and the price in university's store is 70 bucks.

The book arrive perfect!!

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