Key Concepts for the Fashion Industry (Understanding Fashion)

Andrew Reilly

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Key Concepts for the Fashion Industry is the first concise and accessible overview of fashion theories for students on any fashion course. Providing an easy understanding of the core concepts, from scarcity to conformity, this book offers clear, practical examples and accessible case studies, making complex theory easy to digest.

All fashion students need a basic understanding of how a style becomes a fashion and how this spreads or declines, whether they are studying fashion design, merchandising or any other fashion course. Containing student-friendly features such as discussion questions, activities and further reading, this book is essential reading for all students studying across all areas of fashion.

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