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Apparel Product Development, 2nd Edition

Maurice J. Johnson, Evelyn C. Moore

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This innovative, easy-to-read 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 procedures, and several "hands-on" exercises for real-world practice contribute to the making of this valuable self-help guide. Chapter coverage includes: cost and specification sheets, workboards, "triangle of balance" tool, customer demographics and psychographics, fabric knowledge basics, global trade, and apparel on-line. For anyone looking for not only the skills—but the means to acquire them—for a successful career in the garment-making industry today.

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