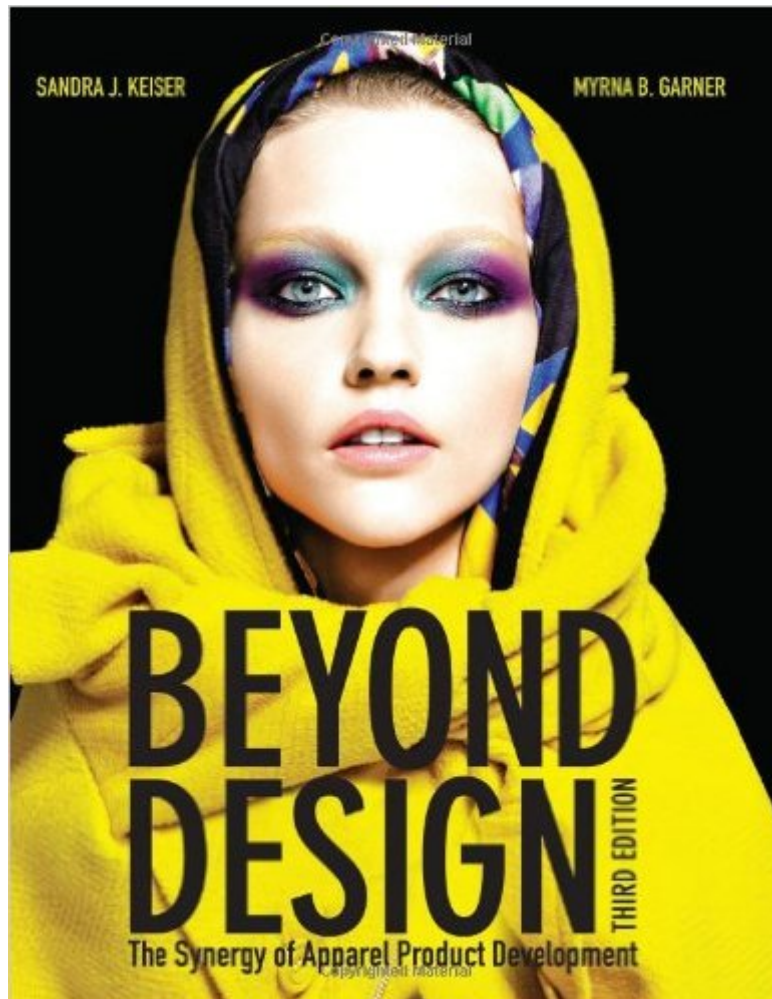


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# Beyond Design: The Synergy Of Apparel Product Development



## Synopsis

This practical text takes students step-by-step through the pre-production processes of apparel product development: planning, forecasting, fabricating, line development, technical design, pricing, and sourcing. It demonstrates how these processes must be coordinated to get the right product to market, when consumers want it, and at a price they are willing to pay. Now in full color, this 3rd Edition includes a greater focus on sustainability and business ethics, fast fashion calendars and their impact on product development, and the effect of social media on design and distribution. The text also includes a discussion of how technologies-such as color matching, body scanning, and the use of avatars for fitting and patternmaking-have advanced in their accuracy and commercial applications. Chapters have been updated to incorporate current practices in sourcing, pricing, and costing with a more focused point of view on how increasingly sophisticated distribution channels impact the product development process.

## Book Information

Paperback: 624 pages

Publisher: Fairchild Books; 3 edition (June 15, 2012)

Language: English

ISBN-10: 1609012267

ISBN-13: 978-1609012267

Product Dimensions: 8.6 x 1.3 x 11 inches

Shipping Weight: 4.8 pounds

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (12 customer reviews)

Best Sellers Rank: #52,612 in Books (See Top 100 in Books) #8 in [Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products](#) #13 in [Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Manufacturing](#) #20 in [Books > Business & Money > Industries > Fashion & Textile](#)

## Customer Reviews

I purchased this textbook as required for my Apparel Product Development class. Although our school offers this text as an e-book for an additional fee, I am inclined to purchase a hard copy of a textbook if I think it will be a good investment for my future career. With that in mind, I do think it was a reasonable purchase, and I will use it as a reference text later. The information on the garment styling chapter was redundant with my other texts, and quite frankly, not very valuable as it was

presented. Lots of styling sketches that seemed too elementary for the level of other information in the text. On the other hand, the amount of information and detail on the color management chapter seemed excessive, including information that was well beyond the overview of product development. My biggest complaint, and the reason for a 4 star rating, is the silliness of the review questions and activities at the end of each chapter. Instead of concentrating on the important content presented in each chapter, it seemed like they were geared to discussions of tangent topics, without definitive answers. Not very useful if you are using the questions as a chapter review tool. My suggestion is to skip the "coffee shop chatter questions", and instead, write the chapter terms and their definitions down as you read each chapter. This will serve as a better review of understanding the material.

The previous edition is not much different. The only major difference is that all the pictures are in color in the new addition.

this book takes you from concept to production. Good overview of the industry. i will keep it as a reference.

There's nothing I don't love about this book. It is heavy and it will hurt your back going back&forth from class to studio, BUT it is so worth it and I am keeping mine forever.

Required book that I have used numerous times for my college apparel analysis class.

Loaded with information i love it

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