

Apparel Merchandising The Line Starts Here

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Apparel Merchandising The Line Starts

Apparel Merchandising: The Line Starts Here analyzes the evolution and development of the merchandising function in branded apparel companies and retail private label apparel. It describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices - and at the right times.

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The apparel merchandising definition involves the actual production and distribution of designs to the consumer. A fashion merchandiser would follow this trail from start (the designer) to middle (the manufacturer) to the end (in the store and in the hands of the consumer) or take on any one aspect in the chain.

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