



Fashion Buying: From Trend Forecasting to Shop Floor (Basics)

By David Shaw, Dimitri Koumbis

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Fashion Buying: From Trend Forecasting to Shop Floor uniquely looks at what fashion buying entails in terms of the activities, processes and people involved – from the perspective of the fashion buyer. It breaks down the five key areas of buying activity for those wishing to pursue a career in the industry; crucially exploring the role of the fashion buyer, sources of buying inspiration, sourcing and communication, merchandise planning, and trends in fashion buying.

The book features insightful interviews with successful fashion creatives alongside business case studies, putting the contents of each chapter into professional context and perspective. Exercises and activities also enable you to apply your knowledge of the subject as you work through the book. Fully illustrated with inspiring imagery, *Fashion Buying* is an invaluable go-to handbook for fashion design, marketing, buying and merchandising students, written by industry experts.

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Editorial Review

Review

This is a great book for all interested in a career in Fashion Buying - and covers all the basics involved. I will definitely use this text with my own students. -- Virginia Grose, Principal Lecturer University of Westminster, London I really enjoyed Fashion Buying: it is really fantastic, so easy to read and understand. This is definitely a book students can work with and understand; I would definitely recommend any college or university to use this book as prescribed material. It will make my job as a lecturer so much easier - there is nothing out there that is as enjoyable to teach from! -- Lisa de Villiers, Lecturer in Fashion Management North West School of Design, South Africa A comprehensive overview of fashion buying that offers both theory and practice that are essential to become a fashion buyer. -- Shuyu Lin, Senior Lecturer, BA in Journalism, MSc in Management with Marketing Manchester Metropolitan University, UK This is worth a thousand mediocre books on theory with scant data or access to actual experience. The book is aimed at the student and to researchers and others who wish to learn how this field is structured. It succeeds completely in this endeavor. The format is practical and engaging. It utilizes case study, interview, exercise and discussion points well. These features, in addition to text that covers buying within the fashion industry from concept through consumer, makes the book interesting and interactive. I think it is a very good book. It really is impressive in its scope and detail. The book is impressive on many levels, and is particularly successful in two ways. It goes into a great depth, supplying guidance, instruction and elaboration on all the facets of the buyer's role within an institutional (firm and industry) and global market context. It also paints a larger picture for the reader of the retail industry and all the fields in which fashion buying is implicated: the economy, design, art, manufacturing, popular culture, with special attention given to the actual role of the buyer within this vast and complex framework. While capturing the structure of fashion buying and situating it as a commercial endeavor it does not lose sight of what attracts most people to a career in this field: the fact that it is and always will be at its core a glamorous and creative endeavor which relies as much on if not more on subjective factors of taste, inspiration, creativity and the networks one forms, than it does on skills, training, and analytics which track trends, consumer behavior and market demand. We have at once a detailed guide to the business of buying within the world of fashion retailing which links the practice of this profession to other divisions within the firm with which one closely interacts: design, merchandising, marketing, public relations, as well as to sectors in the global retail market: sourcing, manufacturing, technology, and indeed to the larger culture and society in which fashion trends are shaped. The fashion buyer is a key individual in the world of fashion around whom so many other facets depend. I think the book does an excellent job of educating the student about the world of fashion buying. -- Veronica Manlow, Assistant Professor, Finance and Business Management CUNY, NYC (New York Institute of Technology)

From the Back Cover

The role of the fashion buyer is seen as one of the most glamorous jobs within the entire fashion industry. *Basics Fashion Management 03: Fashion Buying* explains what fashion buying actually entails in terms of the activities, process and people involved, to help fashion design and management students prepare to enter this most rewarding and competitive industry.

A fashion buyer's main task is to select best-selling lines, which will appeal to their target customers, but more importantly sell out quickly. Working closely with a designer and merchandise planner, it is the fashion buyer who ensures that their business is adequately stocked at the appropriate point of the season, with enough best-selling lines, to meet the business's planned sales and profit. In order to achieve this, and stay

ahead of the competition, fashion buyers must accurately track and predict the latest trends, colours, styles and brands that will have commercial appeal. David Shaw, with over 20 years' experience as a fashion buyer, leads readers through this exciting and multifaceted profession.

About the Author

David Shaw worked in fashion buying for over 20 years for some of the UK's largest fashion retailers. A pioneer of several of the first fashion buying courses, David is now an academic, consultant trainer and writer.

Dimitri Koumbis worked in visual merchandising for more than 15 years for many fast-fashion retailers. He currently teaches courses in Fashion Merchandising and Marketing at the Art Institute, New York, USA.

Users Review

From reader reviews:

Robbie Stamant:

The particular book Fashion Buying: From Trend Forecasting to Shop Floor (Basics) has a lot info on it. So when you read this book you can get a lot of advantage. The book was published by the very famous author. The author makes some research ahead of write this book. This particular book very easy to read you may get the point easily after scanning this book.

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