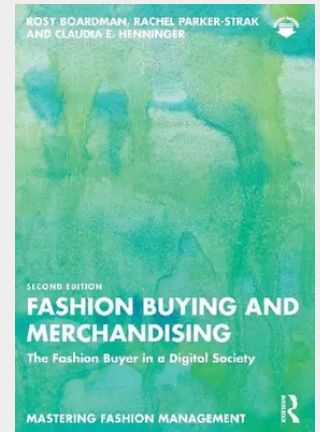


Fashion Buying and Merchandising

The Fashion Buyer in a Digital Society

This textbook is a comprehensive guide to fashion buying and merchandising, covering fast fashion, environmental sustainability, ethical issues, omnichannel retailing, and computer-aided 3D design. It presents a contemporary buying cycle that reflects key industry realities, with detailed explanations of fashion product development, trend translation, and sourcing. Fully updated, this second edition expands its sustainability focus, underscoring the crucial role of ethical practices and responsible sourcing and production. It examines global consumers, markets, and networks, providing a thorough understanding of how international trends and cross-cultural influences shape buying decisions. Financial drivers of the industry are analysed in depth; from budgeting, forecasting, and cash flow management to profitability, it offers essential insight into fashion retail's financial foundations. Digital approaches are embedded throughout, demonstrating how technology and data analytics have transformed merchandising. From online retail strategies to AI in trend forecasting, this book equips readers with skills needed for digitally driven markets. Voice of Industry case studies deliver real-world perspectives and practical applications of contemporary theories, supported by chapter objectives and summaries to shape learning. This book is ideal for fashion buying and merchandising students, particularly advanced undergraduate and postgraduate fashion business students. It is also valuable for academics and practitioners seeking deeper industry understanding. Online supplementary resources include PowerPoint lecture slides and a test bank.

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