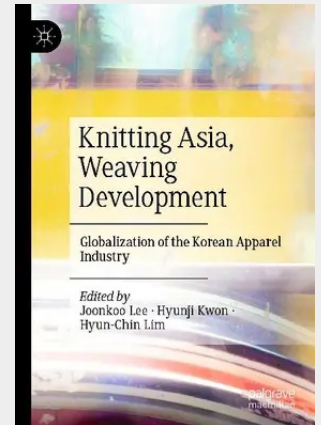


Knitting Asia, Weaving Development

Globalization of the Korean Apparel Industry

This book offers a fresh look at the global apparel industry, focusing on Korean multinational corporations (MNCs) and their growing role in building regional connections and shaping economic and social development in Asia. Focusing on the multinationalization of Korean apparel firms over the past decades and their upgrading to first-tier suppliers in apparel global value chains, this edited volume highlights a host of new challenges these emerging MNCs confront in the rapidly changing global apparel industry and provides an in-depth view of their expanding role and adaptive strategies in configuring regional connections in post-Pandemic Asia.

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