



How Fashion Works: Couture, Ready-to-Wear and Mass Production

Gavin Waddell

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Fashion deals with a world of illusion on the one hand and a hard-bitten, multifaceted and multi-billion pound industry on the other. This stimulating book clarifies how fashion operates on all its levels: the mystery of haute couture is explained, the complexities of ready to wear are simplified, and the power of mass production assessed and evaluated. Fashion terms, their use and meaning are explained in plain words and the complicated stages of design, manufacture and distribution are described in detail. Also included are sections on bespoke tailoring, wholesale menswear, dressmaking, millinery and accessories, the fashion calendar and short biographies on the most influential designers.

Every follower of fashion, whether at college or in big business, will welcome the information presented in this book.



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