DESCRIPTION

The revised version of this established textbook provides a unique introduction for students and new entrants to the clothing industry. Profusely illustrated, it sets out a panoramic view of the day-to-day operation of a clothing factory, including management, design, marketing, finance and purchasing as well as quality control and production.

The practical aspects of clothing manufacturing are explained, from the original design to deliveries to retail customers, and each of the basic planning and manufacturing technologies is described with many practical examples of their applications.

The Authors

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FEATURES

• An introductory textbook is greatly needed for a variety of educational courses.

• The entire subject of clothing manufacturing is examined and explained in simple and practical terms.

• Includes many realistic examples of the day-to-day operation of a clothing factory.
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