

Apparel Merchandising: The Line Starts Here

By Jeremy A. Rosenau, David L. Wilson

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Apparel Merchandising: The Line Starts Here analyzes the evolution and development of the merchandising function in branded apparel companies and retail private label apparel. It describes today's challenges for both apparel manufacturers and retailers in meeting the consumer's demands for the right products at the right prices - and at the right times. Approached from the perspective of the apparel product manager, Rosenau and Wilson cover men's and women's sportswear and activewear and children's wear in both domestic and international markets.

The text follows the evolution of the merchandising function with emphasis on product development and production efficiency, highlighting the philosophies of industry executives and the effective integration of the merchandising, marketing, and manufacturing functions along the way. The third edition emphasizes the increased importance of retailer's private brands, explores how companies apply technology to all facets of product development and supply chain management, and addresses the impact of social media on both retailers and apparel manufacturers.

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Editorial Review

About the Author

Jeremy A. Rosenau is a Professor Emeritus and Program Director of the graduate program in Fashion Apparel Studies at Philadelphia University, USA, and Program Director of Master of Science in Fashion Apparel Studies.

David L. Wilson is a former Assistant Professor and Director of Fashion and Apparel Programs at Philadelphia University, USA, where he established the Fashion Design program and won the National Sears-Roebuck Foundation Teaching Excellence and Campus Leadership Award.

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