



Individuality in Clothing Selection and Personal Appearance (6th Edition)

Suzanne Marshall, Hazel Jackson, Mary Kefgen, Phyllis Touchie-Specht, M. Sue Stanley

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This acclaimed volume provides a strong, multidisciplinary foundation for individual and family clothing choices as it balances theory with actual applications. The authors present a broad base of knowledge at an introductory level for readers' general education—unlike other books, which focus more narrowly on the needs of fashion professionals. Packed with activities, learning objectives, illustrations, and photographs, this user-friendly book meets the needs of future fashion professionals. The authors address fashion and personal appearance issues such as influences on consumer clothing selection, target market influences, cultural, socio-psychological and physical influences, design elements and principles applied to clothing, and consumer clothing selection issues such as fit, quality, care and planning. For fashion professionals and others interested in the fashion industry.

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