



# fundamentals for succesful and sustainable fashion buying and merchandising

*Charles Nesbitt*

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**fundamentals for succesful and sustainable fashion buying and merchandising** Charles Nesbitt  
FUNDAMENTALS FOR SUCCESSFUL AND SUSTAINABLE FASHION BUYING AND  
MERCHANDISING

The book outlines the fundamental principles and mechanisms that are applied in fashion retailing and illustrates as to how the major tasks and roles intertwine from the conceptualisation of the product through to the presentation of a finished garment to the customer and in doing so demonstrates how the key functions such as design, buying, merchandising, technology, production, logistics and selling each with their unique specialised operations manage to achieve this.

It will be particularly beneficial to students and those who are maybe considering a career in the industry. Individuals who are already part of the fashion buying and merchandising community will find this book to be invaluable in that it provides a complete simplified overview of all the integral activities and roles that go to make up the topic and thereby will provide a broader insight into their own career.

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