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APPAREL QUALITY: A GUIDE TO EVALUATING SEWN PRODUCTS (PAPERBACK)

> Bloomsbury Publishing PLC, United Kingdom, 2014. Paperback. Condition: New. Language: English. Brand New Book. This user-friendly guide to evaluating apparel quality presents the roles of product designers, manufacturers, merchandisers, testing laboratories, and retailers from product inception through the sale of goods, to ensure quality products that meet customer expectations. Bubonia provides an overview of apparel production, with emphasis on quality characteristics and cues, consumer influences and motivations impacting purchasing decisions, and the relationship of apparel manufacturing and production processes,...

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- Authored by Janace E. Bubonia
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