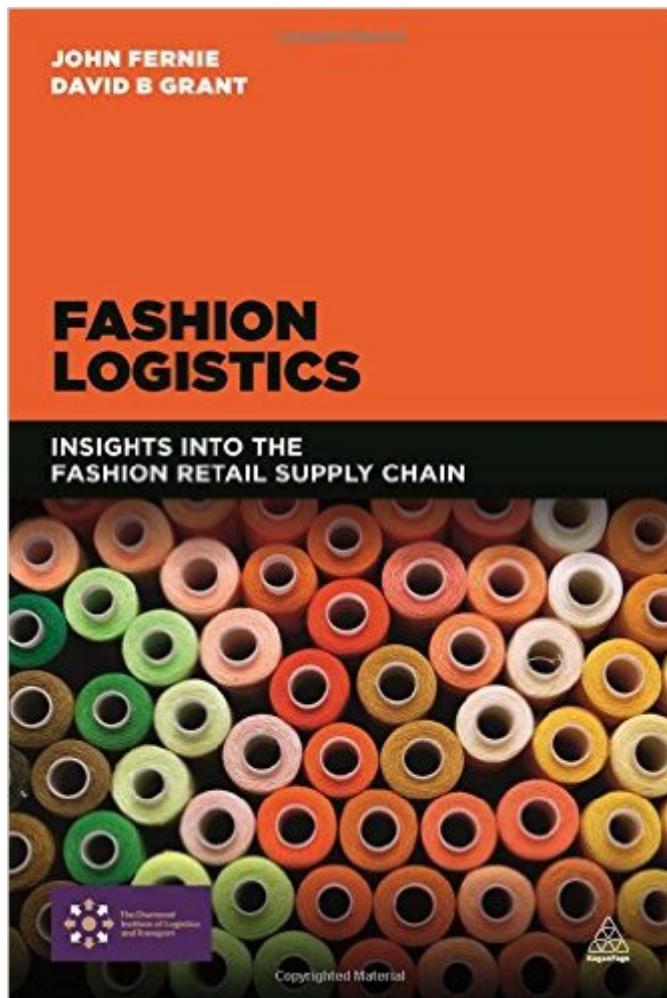


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# Fashion Logistics: Insights Into The Fashion Retail Supply Chain



## **Synopsis**

Looking at responsible fashion retailing and cost-effective supply chain management, *Fashion Logistics* examines the early growth and changes in the fashion industry, leading up to the drivers of change in today's market. The book covers international sourcing, merchandising, planning and forecasting, business models, operating strategies, and design distribution models. Along with online supplementary materials for the book in general, each chapter includes figures, tables, references, suggested readings, and mini-case studies with discussion questions.

## **Book Information**

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## **Customer Reviews**

I went into my review of *Fashion Logistics: Insights into the Fashion Retail Supply Chain* by John Fernie and David Grant (Kogan Page, November 2015) with pragmatic acceptance of the fact that it would contain more logistics than fashion. I could not have been more wrong. Far from being a dry, flat examination of the global garment industry, this book is a well rounded representation of an industry that is facing not only challenges but an increasing pace of change. The case studies and historical context are as indulgent as many of the brands the authors cover. A theme that repeatedly appears in the book is segmentation â€“ and the first example occurs within the retail sector as a whole. The authors point out in the introduction that in their coverage of retail, they saw the emphasis and level of change transition from food to fashion. There are multiple sources of change, including regulation and corporate social responsibility. The expiration of the Multi-Fibre Arrangement (MFA) in 2005 led to an increase in global competition. The Rana Plaza building

collapse in Bangladesh (which claimed the lives of 1,129 people) only eight years later showed the dark side of trying to remain cost competitive. My personal favorite is Chapter 2: "The Changing Nature of Fashion Retailing: Implications for Logistics" in which the authors provide a rich history, not just of the global fashion industry, but of the role that fashion has played in social history and how it is an inextricable part of each culture. The current period of change seems to stem from the globalization of brands (such as The Gap) in the 1980s and 1990s.

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