

# Read Online Fashion Buying Helen Goworek

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**Careers in Fashion and Textiles** - Helen Goworek - 2007-01-01

**Fashion Buying** - Helen Goworek - 2007-06-05

Fashion buying, a key component in fashion retailing, is second only to design as a career option for fashion graduates. The buyer has a central role in influencing what consumers choose to wear and in determining whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourcing and budgeting. This comprehensive textbook describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, give a clear insight into this exciting and challenging role. The new edition has been revised throughout, includes more emphasis on buying for the internet, and all the interviews have been updated or replaced.

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**Fashion Buying 2nd Edition** - Helen Goworek -

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Are you interested in working in fashion or textiles but not sure which career options are available? This book provides an overview of how the fashion business operates and the relationship between different sectors such as retail, manufacturing, the press and Higher Education. The responsibilities within design, technical, sales and media roles are explained, supported by interviews with people currently working in fashion companies and Universities, including Vogue, Selfridges, Eley Kishimoto, River Island and Central Saint Martins. Advice is provided on finding jobs, making effective applications and working for yourself. The Authors Helen Goworek is Senior Lecturer in Fashion Buying, Merchandising and Product Development at Nottingham Trent University and has worked both as a buyer and design manager in fashion retailing and manufacture. She has also written Fashion Buying. Helen Kenny wrote the chapters on fashion journalism, styling and PR and is Lecturer in Fashion Media at Nottingham Trent University. She previously worked as a fashion journalist for the Sunday Times Style magazine. 'Cover photograph by Andrew Meredith and courtesy of Vivienne Westwood Ltd and Selfridges' 'Cover photograph by Andrew Meredith and courtesy of Vivienne Westwood Ltd and Selfridges' Also of interest Fashion Buying Helen Goworek 0632055847 9780632055845 The Apparel Industry Second Edition Richard Jones 1405135999 9781405135993 Fashion Marketing Second Edition Edited by Mike Easey 063205199X 9780632051991

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**Fashion Buying and Merchandising** - Rosy Boardman - 2020-05-10

Fashion buying and merchandising has changed dramatically over the last 20 years. Aspects such as the advent of new technologies and the changing nature of the industry into one that is faster paced than ever before, as well as the shift towards more ethical and sustainable practices have resulted in a dramatic change of the roles. As a result, contemporary fast fashion retailers do not follow the traditional buying cycle processes step by step, critical paths are wildly different, and there has been a huge increase in 'in-season buying' as a response to heightened consumer demand. This textbook is a comprehensive guide to 21st-century fashion buying and merchandising, considering fast fashion, sustainability, ethical issues, omnichannel retailing, and computer-aided design. It presents an up-to-date buying cycle that reflects key aspects of fashion buying and merchandising, as well as in-depth explanations of fashion product development, trend translation, and sourcing. It applies theoretical and strategic business models to buying and merchandising that have traditionally been used in marketing and management. This book is ideal for all fashion buying and merchandising students, specifically second- and final-year undergraduate as well as MA/MSc fashion students. It will also be useful to academics and practitioners who wish to gain a greater understanding of the industry today.

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**Sustainability in Fashion** - Claudia E. Henninger - 2017-06-27

This book provides a critical insight into sustainability and fashion in a retailing and marketing context. Examining a truly global industry, Sustainability in Fashion offers international application with a view to contextualising important developments within the industry. Contributors use their diverse backgrounds and expertise to provide a contemporary approach in examining key theoretical concepts, constructs and developments. Topics include consumer behaviour, communications, circular economy and supply chain management. The individual chapters focus on sustainability and provide a range of fashion sector examples from high street to luxury apparel.

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**Fashion Buying** - David Shaw - 2020-08-06

Containing fully updated and beautifully illustrated need-to-know info, this revised second edition of the bestselling textbook on fashion buying contains everything today's fashion management student needs to give them a clear head-start in this lucrative but highly competitive industry. Fashion Buying uniquely looks at what fashion buying entails in terms of the activities, processes and people involved - from the perspective of the fashion buyer. The book breaks down the five key areas of buying activity for those wishing to pursue a career in the industry, crucially exploring the role of the fashion buyer, sources of buying inspiration, sourcing and communication, merchandise planning and trends in fashion buying. Featuring completely revised content on retail typology (including need-to-know info on demographics, price points and markets), and selecting and buying garments (line sheets, purchase orders and lookbooks), Fashion Buying now includes valuable new sections on customer profiling, merchandise pricing (mark-ups, markdowns and how pricing is calculated for profit), and trends. Also included in this practical handbook are insightful interviews with both established and emergent fashion creatives. Business case studies put the contents of each chapter into professional context and provide insider perspective; while industry-focused exercises and activities enable readers to practise applying their new skills and so gain a competitive advantage in both their studies and buying careers. Written by industry experts, Fashion Buying is an invaluable go-to resource and leading textbook for fashion design, marketing, buying and merchandising students.

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**Metric Pattern Cutting for Women's Wear** - Winifred Aldrich - 2009-03-16

Metric Pattern Cutting for Women's Wear, first published in 1975, provides a straightforward introductory book for students beginning courses in flat pattern cutting. This fifth edition continues to offer an introduction to the principles of pattern cutting, with a range of good basic blocks and examples of their application to garments. New for this edition is the inclusion of colour to help students recognize the different sections of the book and to enhance the garment illustrations? Colour illustrations also offer a new dimension to the updated material on computer-aided design and the CAD chapter now provides students with a clear guide to the technology. The size charts have been revised to reflect the changes in body sizing, the co-ordination with European size charts and to the way that clothes are now marketed to different sectors. The great expansion of casual wear has led to the growth of 'flat cutting' with no darting, and the section devoted to this type of cutting has been further expanded. This best-selling textbook with its tried-and-tested presentation of authoritative text and clear diagrams remains the essential purchase for students of fashion and design.

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**Mastering Fashion Buying and Merchandising Management** - Tim Jackson - 2000-11-16

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**Retail Marketing Management** - Helen Goworek - 2015-07-16

'Retail Marketing Management covers all the essential theories needed to understand the complicated business of retail: from understanding the consumer and purchasing of the product through to store layout and communications. The writing style is easy to follow, and the text is supported by diagrams and case studies which enhance understanding and learning. I would recommend this book to anyone who wants to learn more about the retail business.' Nicole Dunlop, Course Director, London College of Fashion, UK Retail Marketing offers a contemporary approach that combines retail marketing theory, current retail management practice and

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marketing, followed by a discussion of consumer behaviour, the retail marketing mix, and other important issues such as location strategies, branding and ethics. The authors and expert contributors take an integrated approach to explaining the process of internationalisation, and the inclusion of international examples reinforces this approach. The book is ideal for undergraduate and postgraduate students taking courses in retailing, as well as those studying for marketing and business degrees where retail marketing is a core module. The blend of retail theory, practice and live examples will also be of interest to practitioners in retailing and related industries. Key features Case studies and seminar discussion questions in every chapter Chapters and vignettes by expert contributors with a combination of academic and industry experience Retail practitioner cases which emphasise practical aspects as well as key theories in retail marketing New models that help to visualise interactions between marketing environments, retail marketing management decisions, and shopper behaviour Related online materials, including powerpoint slides About the authors Helen Goworek lectures in the School of Management at the University of Leicester, where she teaches postgraduate modules in marketing, including 'B2B Marketing and Supply Chain Management'. She is the author of two previous books about the fashion business, in addition to journal articles focusing on fashion buying and sustainability. Dr Peter McGoldrick has held four professorial posts in retailing, and is currently at the University of Manchester, UK. He has published several books and over 150 research papers and articles, which have appeared in the Journal of Retailing and Harvard Business Review, among others. Best Paper awards include those at the World Marketing Congress and the 2014 Academy of Marketing Science.

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#### **Retail Product Management** - Rosemary Varley - 2006

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#### **Fashion Merchandising** - James Clark - 2020-11-16

Now in its second edition, this critically-acclaimed core textbook provides a detailed overview of the role of the fashion merchandiser, its place within a fashion retail organisation by outlining their activities and responsibilities as part of the fashion value chain. This overview is situated within the broader context of the fashion industry, highlighting the relevance of the merchandiser role and comparing it to the role of the fashion buyer. The textbook features a multi-chapter case study that provides an example process of the planning and creation of a balanced product range from the perspective of the merchandiser. It does so using a combination of text and numerical explanation. The second edition has been reworked with new contributions by academics and industry practitioners that examine topics such as sustainability, supply chain management e-Commerce and the international perspectives of the merchandiser role. Offering crucial insight into the merchandiser role and emphasising how it can add value to a fashion business, this is an ideal textbook for aspiring merchandisers. It is suitable for students studying at undergraduate and postgraduate level and practitioners seeking to progress their careers in this exciting and multi-faceted industry. New to this Edition: - New focus point materials - New chapter on Sustainability, co-authored with Hannah Middleton - New activities and suggested reading lists

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#### **Sustainability in Fashion and Textiles** - Miguel Angel Gardetti - 2017-09-08

There is no doubt that the textile industry – the production of clothing, fabrics, thread, fibre and related products – plays a significant part in the global economy. It also frequently operates with disregard to its environmental and social impacts. The textile industry uses large quantities of water and outputs large quantities of waste. As for social aspects, many unskilled jobs have disappeared in regions that rely heavily on these industries. Another serious and still unresolved problem is the flexibility textile industry companies claim to need. Faced with fierce international competition, they are increasingly unable to offer job security. This is without even considering the informal-sector work proliferating both in developing and developed countries. Child labour persists within this sector despite growing pressure to halt it. Fashion demands continuous consumption. In seeking to own the latest trends consumers quickly come to regard their existing garments as inferior, if not useless. "Old" items become unwanted as quickly as new ones come into demand. This tendency towards disposability results in the increased use of resources and thus the accelerated accumulation of waste. It is obvious to many that current fashion industry practices are in direct competition with sustainability objectives; yet this is frequently overlooked as a pressing concern. It is, however, becoming apparent that there are social and ecological consequences to the current operation of the fashion industry: sustainability in the sector has been gaining attention in recent years from those who believe that it should be held accountable for the pressure it places on the individual, as well as its contribution to increases in consumption and waste disposal. This book takes a wide-screen approach to the topic, covering, among other issues: sustainability and business management in textile and fashion companies; value chain management; use of materials; sustainable production processes; fashion, needs and consumption; disposal; and innovation and design. The book will be essential reading for researchers and practitioners in the global fashion business.

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**Marketing Fashion** - Harriet Posner - 2011-04-28

Marketing and fashion branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry supply chain and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion is a practical guide to the fundamental principles of marketing and branding, from catwalk to price calculation, developing brand identity to creating a customer profile. The book explains key theoretical concepts, and illustrates how they are applied within the global fashion and retail industry, from the heights of haute couture to the multiples of the mass market. Using examples and case studies drawn from a broad range of fashion, textile and retail businesses, students are led through the marketing process from initial consumer and market research to the creation of exciting marketing and branding campaigns. The book is designed to appeal to students at degree or foundation level as well as those contemplating a career within the fashion industry.

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**Fashion Buying and Merchandising** - Miguel Hebrero - 2015-10-15

We take you on a journey from concept to runway to rack. We pull back the veil and reveal the complexities and demands of a fashion organization from the view of a buyer or merchandiser. This includes exploration of a buyer's challenging role and the rich, analytical role of a merchandiser.

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'Clothing that is not purchased or worn is not fashion' (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?; How should we set our prices?; What is the most effective way to get our message across about the new product range?; Which colour-wash will be the most popular with buyers? Marketing is now a firmly established element of most fashion and clothing courses. Fashion Marketing is written to meet students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business: · deals with contemporary issues in fashion marketing · up-to-date examples of global good practice · exclusively about fashion marketing · a unique contribution on range planning with a practical blend of sound design sense and commercial realism · a balance of theory and practice, with examples to illustrate key concepts · clear worked numerical examples to ensure that the ideas are easily understood and retained · over 50 diagrams · a glossary of the main fashion marketing terms and a guide to further reading · a systematic approach to fashion marketing, not hyperbole or speculation. The new edition has been updated throughout with new material on different promotional media, visual marketing and international marketing research; and new coverage of internal marketing, supply chain management, international marketing communications as well as the role of the internet. See [www.blackwellpublishing.com/easey](http://www.blackwellpublishing.com/easey) for supporting pack for tutors, including PowerPoint slides for each chapter plus ideas and exercises for seminars.

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**Metric Pattern Cutting for Children's Wear and Babywear** - Winifred Aldrich - 2009-07-14

This fourth edition of Metric Pattern Cutting for Children's Wear and Babywear remains the standard text book but has three major improvements. First, the sections have been re-organised to reflect changes in producing and marketing children's clothes. Today's popularity of easy-fitting styles and knitted fabrics means that basic 'flat' pattern cutting is used to construct the majority of children's wear and babywear and this type of cutting is therefore emphasised in this new edition. Shaped blocks and garments, cut to fit the body form, are still included, and are placed in chapters covering some school uniform garments or more expensive fashion or formal clothes. The book now clearly separates the sections useful to student beginners (Parts One, Two and Three), and also offers more advanced or specialist sections for students who wish to pursue a career in children's wear or for designers working in the different manufacturing sectors of the trade. The second change in this fourth edition is the introduction of colour coding to the sections; this makes it easier to identify specific processes in the book and enhances the illustrations. Finally, the size charts have been revised to reflect the changes in body sizing. The clear division of the boys' and girls' measurements in the charts has been in response to the way clothes are marketed and to co-ordinate with European size charts. 'Plus' charts for heavier children have also been added.

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**Historical Dictionary of the Fashion Industry** - Francesca Sterlacci - 2017-06-30

This second edition of Historical Dictionary of the Fashion Industry contains a chronology, an introduction, appendixes, a bibliography. The dictionary section has over 1,400 cross-referenced entries on designers, models, couture houses, significant articles of apparel and fabrics, trade unions, and the international trade organizations.

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**Computer-Aided Pattern Design and Product Development** - Alison Beazley - 2009-02-05

The use of computers has opened up remarkable opportunities for innovative design, improved productivity, and greater efficiency in the use of materials. Uniquely, this book focuses on the practical use of computers for clothing pattern design and product development. Readers are introduced to the various computer systems which are suitable for the industry, the principles and techniques of pattern design applied to computer systems are explained, and readers are shown how product data management can be used in clothing product development.

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**Branding the Man** - Bertrand Pellegrin - 2009-08-25

Men are purchasing more clothes, shoes, health and beauty products, and personal care services than ever before. The world of men's retail has remained a kind of bug in amber, frozen in time, with the same century-old style of merchandising and selling. A store must not simply provide, but educate the male customer, who is growing hungry for something more than the usual Blue Plate Special of khakis and polo shirts. To better attract this new wave of interested consumers, products in the U.S. must be merchandised and sold in a completely different manner. The design and branding of a man's store ought to make men want to go shopping. Branding the Man offers retailers, buyers, and marketers strategic solutions to revolutionize men's retail via some relatively simple conceptual strategies. Author Bertrand Pellegrin utilizes his years as a retail strategist to help retailers understand classic men's environments—ones where men are most naturally inclined to spend time—and leverage the opportunities which arise from these “comfort zones” to engage and sell to the male customer. Branding the Man immerses the reader in a discussion of men's retail environments spanning every level: store design, buying/sourcing, merchandising, marketing and advertising, and promotion and lays out a blueprint for how men can be developed as the “next frontier” in retail. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative

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**How to Sell to Retail** - Clare Rayner - 2013-02-03

Are you ready to take your business to the next level? If you've got a product to sell there's only so much growth you can sustain by selling directly to end users. The ultimate key to really developing your business into a bigger enterprise is to get it sold by retailers. But how do you convince a cautious retailer and give a great outward impression of your business, big or small? Working through a series of 5 logical sections broken down into 12 steps, How to Sell to Retail will teach you how to look big, plan big, pitch big, get big and stay big though successfully selling to retailers.

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**Metric Pattern Cutting for Women's Wear** - Winifred Aldrich - 2015-01-22

Metric Pattern Cutting for Women's Wear provides a straightforward introduction to the principles of form pattern cutting for garments to fit the body shape, and flat pattern cutting for casual garments and jersey wear. This sixth edition remains true to the original concept: it offers a range of good basic blocks, an introduction to the basic principles of pattern cutting and examples of their application into garments. Fully revised and updated to include a brand new and improved layout, up-to-date skirt and trouser blocks that reflect the changes in body sizing, along with updates to the computer-aided design section and certain blocks, illustrations and diagrams. This best-selling textbook still remains the essential purchase for students and beginners looking to understand pattern cutting and building confidence to develop their own pattern cutting style.

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**Marketing Fashion, Second edition** - Harriet Posner - 2015-08-17

Marketing and branding inform many of the strategic and creative decisions involved in fashion design and product development. Marketing is a vital component of the industry and an understanding of its importance and role is essential for those planning a career in fashion. Marketing Fashion, Second Edition is a practical guide to the fundamental principles of marketing and branding, from creating a customer profile to developing a brand identity. The book explains key theoretical concepts and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market. All tools in the modern marketer's kit are discussed, from attending fashion fairs to viral marketing and online strategies. Using examples and case studies drawn from a broad range of fashion, textile, and retail businesses, students are led through the marketing process from initial consumer and market research to the creation of exciting marketing and branding campaigns. The book is designed to appeal to students at degree or foundation level as well as those contemplating a career within the fashion industry.

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**A Year with Swollen Appendices** - Brian Eno - 2020-11-17

The diary and essays of Brian Eno republished twenty-five years on with a new introduction by the artist in a beautiful hardback edition. 'A cranium tour of one of the most creative minds of our age . . . [Eno] delivers razor-sharp commentary with devilish snarkiness and brutal honesty.' Wired At the end of 1994, Brian Eno resolved to keep a diary. His plans to go to the cinema, theatre and galleries fell quickly to the wayside. What he did do - and write - however, was astonishing: ruminations on his collaborative work with David Bowie, U2, James and Jah Wobble, interspersed with correspondence and essays dating back to 1978. These 'appendices' covered topics from the generative and ambient music Eno pioneered to what he believed the role of an artist and their art to be, alongside adroit commentary on quotidian tribulations and happenings around the world. An intimate insight into one of the most influential creative artists of our time, A Year with Swollen Appendices is an essential classic.

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**Color Forecasting for Fashion** - Kate Scully - 2012-02-12

Color is a powerful selling tool. It is the first thing to catch the consumer's eye in the shop window. Get the color choice wrong and an entire range can stay on the racks. So, how do colors arrive on the runway or the sales floor and why do different companies all seem to choose similar colors each season? The answer lies in the work of the huge color forecasting industry. Color Forecasting for Fashion breaks down the forecasting process—from how to put together a color palette to color theory and the way that colors behave—and helps you to build the combination of research and intuitive skills that a successful designer or forecaster needs.

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**Handbook of Life Cycle Assessment (LCA) of Textiles and Clothing** - Subramanian Senthilkannan Muthu - 2015-07-25

Life cycle assessment (LCA) is used to evaluate the environmental impacts of textile products, from raw material extraction, through fibre processing, textile manufacture, distribution and use, to disposal or recycling. LCA is an important tool for the research and development process, product and process design, and labelling of textiles and clothing. Handbook of Life Cycle Assessment (LCA) of Textiles and Clothing systematically covers the LCA process with comprehensive examples and case studies. Part one of the book covers key indicators and processes in LCA, from carbon and ecological footprints to disposal, re-use and recycling. Part two then discusses a broad range of LCA applications in the textiles and clothing industry. Covers the LCA process and its key indicators, including carbon and ecological footprints, disposal, re-use and recycling Examines the key developments of LCA in the textile and clothing industries Provides a wide range of case studies and examples of LCA applications in the textile and clothing industries

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**The Palgrave Handbook of Creativity at Work** - Lee Martin - 2018-07-20

This Handbook provides authoritative up-to-date scholarship and debate concerning creativity at work, and offers a timely opportunity to re-evaluate our understanding of creativity, work, and the pivotal relationship between them. Far from being a new arrival on the scene, the context of work has always been a place shaped and sharpened by creativity, as well as a site that determines, where, when, how, and for whom creativity emerges. Structured in four parts – Working with Creativity (the present); Putting Creativity to Work (in an organizational context); Working in the Creative Industries (creative labour); and Making Creativity Work (the future) – the Handbook is an inspirational learning resource, helping us to work with creativity in innovative ways. Providing a cutting edge, interdisciplinary, diverse, and critical collection of academic and practitioner insights, this Handbook ultimately conveys a message of hope: if we take better care of creativity, our creativity will better care for us.

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The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as

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**Transitioning to Responsible Consumption and Production** - Lisa McNeill - 2020-10-15

Responsible Consumption and Production, the twelfth UN Sustainable Development Goal (SDG 12), calls for significant change in how we view both production and consumption norms. It is predicted that, at the current rate of population growth and consumption, the natural resources needed to sustain current lifestyles would require the equivalent of almost three planets by 2050. It is clear that change is required, involving action from everyone from the producer to the final consumer. Since sustainable consumption aims for world citizens to 'do better with less', all aspects of this change must be carefully considered with regard to critical ecological and social models that transform all production and consumption practices that are recognised as negative. Transitioning to Responsible Consumption and Production focuses on the transition to responsible production and consumption, and models that aid that transition. It offers a multi-disciplinary, multi-stakeholder conversation on this issue, with a focus on the intersection between encouraging and enhancing sustainable production processes, and enacting behaviour change and socially oriented decision-making by consumers. Transitioning to Responsible Consumption and Production is part of MDPI's new Open Access book series Transitioning to Sustainability. With this series, MDPI pursues environmentally and socially relevant research which contributes to efforts toward a sustainable world. Transitioning to Sustainability aims to add to the conversation about regional and global sustainable development according to the 17 SDGs. Set to be published in 2020, the book series is intended to reach beyond disciplinary, even academic boundaries.

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