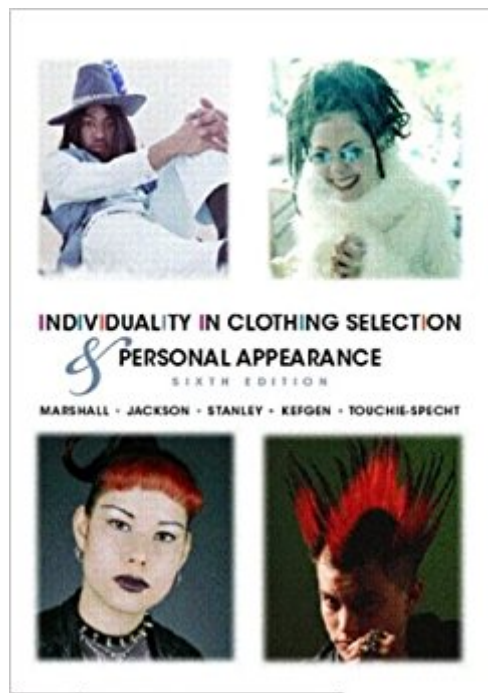




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# Individuality In Clothing Selection And Personal Appearance (6th Edition)



## Synopsis

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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issues such as fit, quality, care and planning. For fashion professionals and others interested in the fashion industry.

Suzanne G. Marshall is an Associate Professor and Area Coordinator of the Fashion Merchandising and Design area of the Family and Consumer Sciences Department at California State University, Long Beach, California. She received the B.S. from the University of Georgia in Clothing and Textiles, the M.S. from Oklahoma State University in Fashion Merchandising, and the M.A. and the Ph.D. from the University of California, Los Angeles, in Higher Education/Organizational Change. She has worked in the fashion industry as a manufacturer's educational representative and in retail management, and has taught at Bauder College and Saddleback College. She is one of the authors of Merchandising Mathematics for Retailing and has also published in the areas of women's leadership, organizational culture, assessment, creative teaching, and retail training. She was selected as a faculty intern for the J.C. Penney Company. Dr. Marshall has done research in various apparel manufacturing companies in the Los Angeles area studying the design and manufacturing process, management, leadership, and product development. She is a member of the international Textiles and Apparel Association, the American Association of Family and Consumer Sciences, the Costume Society of America, Gamma Sigma Delta Honor Society, and Pi Lambda Theta Honor Society.

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