



# Fashion Design and Product Development

*By Harold Carr, John Pomeroy*



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This book explains fashion design and product development as a total, integrated process whose function is to market a continuous stream of new clothes at a profit. It explores materials, manufacture, costs, quality and the organisation of the design and product development process.

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### Editorial Review

From the Back Cover

The process of fashion design begins with market research and ends only when the company has manufactured and sold the last garment. This book explains fashion design and product development as a total, integrated process whose function is to market a continuous stream of new clothes at a profit. It explores materials, manufacture, costs, quality and the organisation of the design and product development process.

About the Author

Harold Carr joined the clothing industry after graduating from Cambridge University and worked in a number of production management jobs in London, Nottingham and Scotland. He began learning at the London College of Fashion in 1969. He is the author of several books on the clothing industry, including *The Technology of Clothing Manufacture*, which he co-wrote with Barbara Latham.

John Pomcroy became involved in the textile and clothing area on joining ICI Fibres after graduating with a research degree in chemistry. He later worked as a clothing factory manager and as a buying controller for a leading chain store group, before becoming a lecturer at the Polytechnic of the South Bank and the London College of Fashion.

### Users Review

**From reader reviews:**

**John Carter:**

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