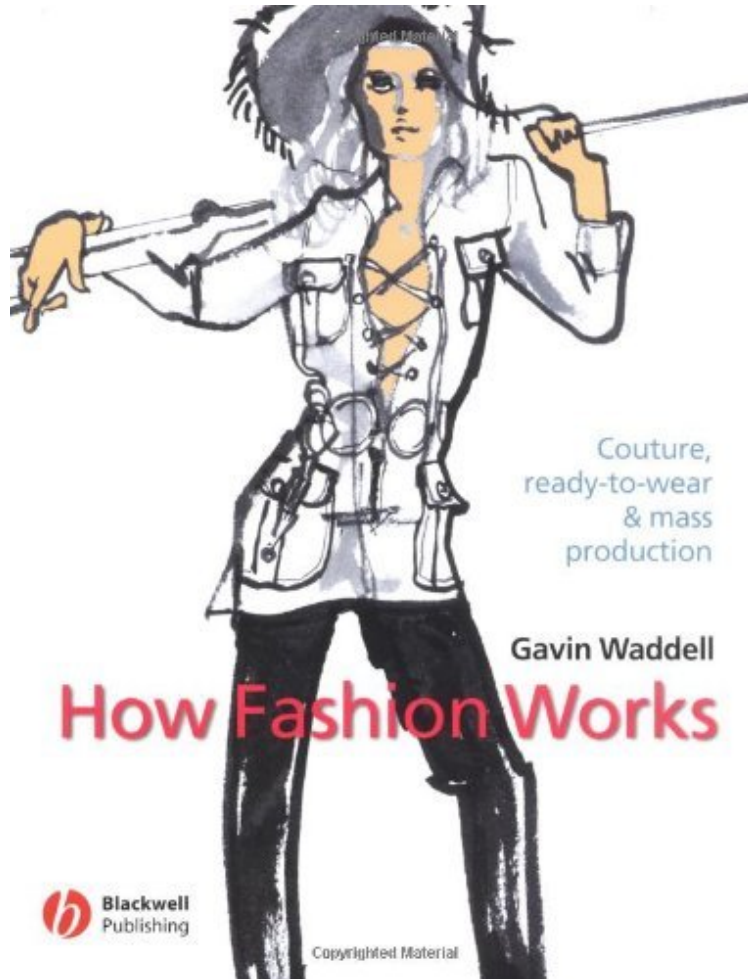


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# How Fashion Works: Couture, Ready-to-Wear and Mass Production

Gavin Waddell

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**Gavin Waddell : How Fashion Works: Couture, Ready-to-Wear and Mass Production** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How Fashion Works: Couture, Ready-to-Wear and Mass Production:

1 of 1 people found the following review helpful. Good info, way too short for price  
By Library book rat  
The content itself satisfies my curiosity about how the fashion/clothing industry works, and includes interesting information about how each position (i.e., job) and type of company fits into the whole. However, it's fairly short, and given that it's a digital product, vastly overpriced for the quantity of information. The title price combined leads you to believe that there would be more in-depth information on each topic covered. It should be titled "An Introduction to How Fashion Works ..." or, even more truthfully "A Short Introduction to How Fashion Works." While it's an interesting book, there should be more "there, there."  
0 of 0 people found the following review helpful. Five Stars  
By Nora Connolly  
ok 1 of 6

people found the following review helpful. LET DOWNBy J.C.I WAITED A LONG TIME TO FIND THIS BOOK. WHAT A LET DOWN. I DO NOT RECOMMEND THIS BOOK AT ALL.

Fashion deals with a world of illusion on the one hand and a hard-bitten, multifaceted and multi-billion pound industry on the other. This stimulating book clarifies how fashion operates on all its levels: the mystery of haute couture is explained, the complexities of ready to wear are simplified, and the power of mass production assessed and evaluated. Fashion terms, their use and meaning are explained in plain words and the complicated stages of design, manufacture and distribution are described in detail. Also included are sections on bespoke tailoring, wholesale menswear, dressmaking, millinery and accessories, the fashion calendar and short biographies on the most influential designers. Every follower of fashion, whether at college or in big business, will welcome the information presented in this book.

It is thoroughly researched, attractively presented and appealing in its unpretentious style. It is accessible, pertinent to different levels of expertise, and provides a distinctive insight to the fashion industry. *Journal of Fashion Marketing and Management*, vol 10, no 1; 2006

From the Back Cover Fashion deals with a world of illusion on the one hand and a hard-bitten, multifaceted and multi-billion pound industry on the other. This stimulating book clarifies how fashion operates on all its levels: the mystery of haute couture is explained, the complexities of ready to wear are simplified, and the power of mass production assessed and evaluated. Fashion terms, their use and meaning are explained in plain words and the complicated stages of design, manufacture and distribution are described in detail. Also included are sections on bespoke tailoring, wholesale menswear, dressmaking, millinery and accessories, the fashion calendar and short biographies on the most influential designers. Every follower of fashion, whether at college or in big business, will welcome the information presented in this book. Cover illustration drawn by the author from a photograph by Franco Rubartelli of Veruschka wearing the famous safari shirt by Yves Saint Laurent from his spring/summer 1968 collection.

About the Author Gavin Waddell, whose experience of fashion is wide ranging, has worked as a designer for two of London's top couturiers, as a ready-to-wear designer with his own label, as a forecaster, menswear designer and illustrator and more recently as a writer on the subject. As an educator he has run three of Britain's foremost fashion schools and performed the role of assessor, external examiner and advisor to many of the country's leading colleges and universities. He studied fashion design at Saint Martin's School of Art London and has had his work featured in, amongst others, *Womenswear Daily*, *Vogue*, *Harpers* and *Queen* and *The Times*.