

Fashion Buying From Trend Forecasting To Shop Floor Basics Fashion Management

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Fashion Buyers are people who research, evaluate, and arrange for the acquisition of clothing and/or accessories for companies. They work to stay up-to-date with trends, forecast trends, and understand the needs and desires of customers.

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The shift, he said, is less about fashion trends and more about retailers' desperation. "When business gets bad, you need to make a bold statement to get people to buy something new," he said.

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