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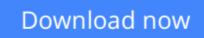
Jay Calderin, Laura Volpintesta

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An essential primer for students and first-stop reference for professionals, *The Fashion Design Reference & Specification Book* takes the fashion designer through the entire design process, from conceiving a garment to marketing it.

This valuable handbook contains the information and ideas essential to planning and executing fashion projects of every scale and distills them in an easy-to-use format that is compact enough to slip into a tote. Linking six central phases in the cycle of fashion—research, editing, design, construction, connection, and evolution—*The Fashion Design Reference & Specification Book* helps designers develop effective strategies for building a cohesive collection and communicating their vision.

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