

Writing for the Fashion Business


By Kristen K. Swanson, Judith C. Everett

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Writing for the Fashion Business is an exciting and engaging textbook that presents effective writing techniques geared specifically for the fashion industry. This text fills the gap between general writing classes and upper-level fashion courses that address writing for specific sectors of the fashion business, such as merchandising or promotion. Real-world examples, case studies, and industry profiles provide models of the challenges of writing for the fashion industry and discuss issues of form and content. Students have ample opportunity to practice writing and critical thinking skills as they complete the portfolio exercises within each chapter and respond to the questions at the end of each case study. Chapter summaries and lists of key terms help them retain chapter content.

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About the Author

Kristen K. Swanson and Judith C. Everett are both at Northern Arizona University.

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