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October Reading Wrap Up Fashion Buying Helen Goworek

Helen Goworek is senior lecturer in fashion buying, merchandising and product development at Nottingham Trent University. Her experience in industry includes having worked in both buying and design for several major UK fashion retailers. From the Back Cover

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The buyer has a central role in influencing what consumers choose to wear and in determining whether a fashion retailing company succeeds or fails. Buying is a multi-faceted job, which typically involves fashion forecasting, range-planning, garment sourc Fashion buying, a key component in fashion retailing, is second only to design as a career option for fashion graduates.

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Fashion buying by Goworek, Helen

Helen worked in industry in buying and design management in the clothing industry for several years. She is the author of books on the fashion business, retailing and sustainability. Research Interests. Environmental and Energy Economics; Marketing and International Business; Publications. Authored book. Henninger, C, Alevizou, P, Goworek, H & Ryding, D (2017).

Dr Goworek - Durham University

Preview — Fashion Buying by Helen Goworek. Fashion Buying, 2nd Edition. Ravi marked it as to-read Buynr 11, This comprehensive textbook describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. Author Information Helen Goworek is senior lecturer in fashion buying, merchandising and product development at Nottingham Trent University.

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Dr Helen Goworek — University of Leicester

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