



# Fashion Logistics: Insights Into the Fashion Retail Supply Chain

By John Fernie, David B. Grant

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Looking at responsible fashion retailing and cost-effective supply chain management, *Fashion Logistics* examines the early growth and changes in the fashion industry, leading up to the drivers of change in today's market. The book covers international sourcing, merchandising, planning and forecasting, business models, operating strategies, and design distribution models. Along with online supplementary materials for the book in general, each chapter includes figures, tables, references, suggested readings, and mini-case studies with discussion questions.

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### Editorial Review

#### Review

"This new book on fashion logistics by Fernie and Grant looks at the changing nature of fashion retailing and the implications of logistics. Each chapter contains an up-to-the minute case study illustrating how some of the major retailers around the world have adapted their supply chains to deal with the online revolution and changes in the global marketplace. While the book will provide essential reading for students studying logistics and supply chain management, it will be equally relevant for those studying fashion and retail, particularly the topics such as the rise of fast fashion, luxury brands and sustainability."

(Dorothea Carvalho, Prof Development Project Director *Chartered Institute of Logistics and Transport*)

"[H]ighly readable and should appeal to all supply chain professionals who are interested in having a look into a unique industry and seeing how the trends and decisions of market leaders play out. Equally appealing are the case studies and backstories on many of the most storied and iconic brands in all of fashion: Louis Vuitton, Gucci, Armani, Burberry."

(Kelly Barner *Buyers Meeting Point*)

#### About the Author

**John Fernie** is Emeritus Professor of Retail Marketing at Heriot-Watt University. He is the editor of the *International Journal of Retail and Distribution Management*.

**Professor David Grant** is Professor of Logistics and Associate Dean of Business Engagement at Hull University Business School.

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