



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.

Users Review

From reader reviews:

Todd Robinson:

People live in this new morning of lifestyle always try and and must have the spare time or they will get wide range of stress from both way of life and work. So , when we ask do people have time, we will say absolutely indeed. People is human not just a robot. Then we consult again, what kind of activity are there when the spare time coming to anyone of course your answer will certainly unlimited right. Then do you try this one, reading books. It can be your alternative inside spending your spare time, the actual book you have read is Fashion Logistics: Insights Into the Fashion Retail Supply Chain.

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