

3. Translating trends into products

Key directional concepts with colors | merchandising | fabric swatches | trims | styling | accessories | prints | sketches | marketing directions ...

Women Fashion [Book 9]

Total looks for all women markets including designer to mass. Now inclusive of an audio-visual CD-ROM translation.



Women Fashion Update [Book 10]

2 CD-ROMs of interactive tool published twice per season to update your collection with short fresh stories along with merchandising recommendations.



Knitwear [Book 7]

A must-have for full-fashioning knit industries. Exclusive stitches and shapes for men and women's prêt-a-porter collection.

Menswear Special [Book 16]

Total fashion looks for Menswear markets. Now inclusive of an audio-visual CD-ROM translation.



Pulse Generation [Book 21]

Unisex for casual wear market that fits into the hottest denim trend stories. Must-have for street fashions as well.