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Designing apparel for consumers provides an invaluable reference for apparel designers, manufacturers, and R&D managers in the textile industry, as well as postgraduate students and academic researchers in textiles.

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This book reviews how these developments are affecting clothing design for different groups of consumers. Part one identifies various aspects of body shape, size, volume and the psychological aspects of designing apparel. This section covers topics such as body shape and its influence on apparel size and consumer choices, sizing systems, body shape and weight distribution (with a discussion of the Body Volume Index (BVI) versus the Body Mass Index (BMI)), and the psychological and ...

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The fashion designer is an important factor, but so also is the individual consumer who chooses, buys, and wears clothes, as well as the language and imagery that contribute to how consumers think about fashion. The fashion system involves all the factors that are involved in the entire process of fashion change.

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