

With Mens Fashion Reader, students of fashion have a resource to help them understand an important, yet sometimes neglected, segment of the apparel industry: menswear. Design and merchandising students learn how and why men buy clothing and how to forecast future trends. Addressing the social, cultural, and psychological phenomenon of mens dress, the readings blend consumer behavior and history to create a better understanding of mens fashion. This book is a must-read for the well-rounded fashionista, designer, merchandiser, or fashion scholar.

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