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This course will use this framework to link these concepts to the apparel and accessories markets also known as the “fashion industry.” Learners will look at how products are created from the design concept to the consumer while paying particular attention to the relationship between various departments

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(design, production, sourcing, costing) within an individual organization.

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The concept is not entirely new, of course. Fast-fashion retailer Zara is a master of offering consumers a near-constant stream of newness. Several Internet-born retailers have also embraced a faster fashion cycle. Everlane, a San Francisco-based start-up selling minimalist basics, drops one or two new products every week or so.

## **From Fashion Cycle to Fashion Feed | Intelligence | BoF**

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## **Frings**

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--Consumer demand and fashion marketing --Fashion change  
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