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College Textbooks Fashion and Textiles

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Communicating Fashion Brands

Theoretical and Practical Perspectives



Emily Huggard, Jon Cope

This book demonstrates how fashion brands communicate, why the practice is significant within wider society and how it can be perceived as culturally meaningful. Written for scholars and practitioners, this book is a valuable blend of theory and practice across the fields of fashion, communication and branding.

Routledge
March 2020:188
Hb: 978-1-138-61355-3: £130.00
Pb: 978-1-138-61356-0: £36.99
eBook: 978-0-429-46442-3

* For full contents and more information, visit: www.routledge.com/9781138613560

Digital Design for Custom Textiles

Patterns as Narration for Stage and Film



Amber Marisa Cook

Digital Design for Custom Textiles: Patterns as Narration for Stage and Film is a beginner's guide for creating custom textile patterns for performing arts production, with an emphasis on storytelling through design using hand and digital design techniques. The book offers essential information for the beginning digital designer, such as: Methods of designing patterns, appliqués, and unique textures for custom textiles Custom textile examples including various styles of pattern repeats, digital embroidery, and cut and sew textiles Full-color, step-by-step instructions and practice exercises Production timelines A textiles and patterns glossary

Routledge
December 2018:156
Hb: 978-1-138-08416-2: £130.00
Pb: 978-1-138-08417-9: £34.99
eBook: 978-1-315-14618-8

* For full contents and more information, visit: www.routledge.com/9781138084179

Fashion Buying and Merchandising

The Fashion Buyer in a Digital Society



Rosy Boardman, Rachel Parker-Strak, Claudia E. Henninger

Series: Mastering Fashion Management

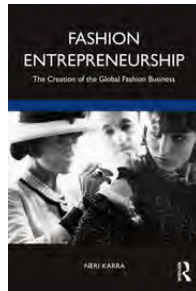
Fashion buying and merchandising has changed dramatically over the last 20 years. Aspects such as the advent of new technologies, the changing nature of the industry into one that is faster-paced than ever before, as well as the shift towards more ethical and sustainable practices have resulted in a dramatic change of the roles. This book is ideal for all fashion buying and merchandising students, specifically second and final year undergraduate as well as MA/MSc fashion courses. It will also be useful to academics and practitioners who wish to gain a greater understanding of the industry today.

Routledge
May 2020:240
Hb: 978-1-138-61631-8: £130.00
Pb: 978-1-138-61632-5: £36.99
eBook: 978-0-429-46220-7

* For full contents and more information, visit: www.routledge.com/9781138616325

Fashion Entrepreneurship

The Creation of the Global Fashion Business



Neri Karra

Series: Mastering Fashion Management

This book provides the first authoritative history of the global fashion industry, from its emergence to the present day, with a focus on the entrepreneurs at the nucleus of many of the world's influential brands. It shows how successive generations of entrepreneurs built and developed the brands too, democratizing access to fashion brands and extending fashion's reach. This book includes case studies and interviews that Neri Karra have conducted over 10 years with designers, managers, CEOs, and influential figures in fashion. It explores the emerging culture of street style and blogging, comparing that to the dawn of the nineteenth-century fashion brands and industry.

Routledge
November 2021:256
Hb: 978-1-138-20860-5: £130.00
Pb: 978-1-138-20861-2: £38.99
eBook: 978-1-315-45877-9

* For full contents and more information, visit: www.routledge.com/9781138208612

Fashion Journalism



Julie Bradford

Fashion Journalism presents a comprehensive overview of how this branch of journalism operates and how to report on the industry. This new and updated edition addresses the pivotal role played by social media, bloggers and influencers, the skills needed to plan, shoot and present video and the current state of fashion journalism internationally. The book includes case studies and interviews with fashion journalists, as well as with stylists, PR executives, photographers and bloggers.

Routledge
December 2019:336
Hb: 978-0-815-38683-4: £130.00
Pb: 978-0-815-38684-1: £34.99
eBook: 978-1-351-17462-6

* For full contents and more information, visit: www.routledge.com/9780815386841

Fashion Marketing and Communication

Theory and Practice Across the Fashion Industry



Olga Mitterfellner

Series: Mastering Fashion Management

This book draws together interdisciplinary approaches from marketing, branding, promotion and critical media studies as tools for understanding the way in which fashion works today, and re-evaluates what makes certain fashion marketing tactics fashionable. Examining the last 100 years of marketing and communications, current theory and practice, as well as questions on the ethics of the fashion industry, this broad-ranging and critical text is perfect for undergraduate and postgraduate students of fashion marketing, branding and communication.

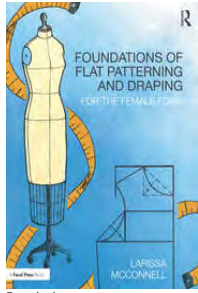
Routledge
November 2019:214
Hb: 978-1-138-32308-7: £110.00
Pb: 978-1-138-32309-4: £32.99
eBook: 978-0-429-45159-1

* For full contents and more information, visit: www.routledge.com/9781138323094



Foundations of Flat Patterning and Draping

For the Female Form



Larissa McConnell

Foundations of Flat Patterning and Draping: For the Female Form provides the foundational tools necessary for success in the techniques of flat patterning and draping clothes and costumes. The techniques in this book generalize across sizes and shapes making it universally applicable for the student technician, as well as the person the garment is being developed for. Presented in an accessible format with clear instructions and detailed illustrations, this book is well suited for use as a textbook for the undergraduate college instructor teaching costuming or fashion, as well as for the student or individual learning on their own in theatre, film, or fashion industries.

Routledge
January 2022:266
Hb: 978-0-367-90097-7: **£130.00**
Pb: 978-0-367-90098-4: **£34.99**
eBook: 978-1-003-02261-9

* For full contents and more information, visit: www.routledge.com/9780367900984

Sustainable Fashion Management



Claudia E. Henninger, Kirsi Niinimäki, Marta Blazquez, Celina Jones

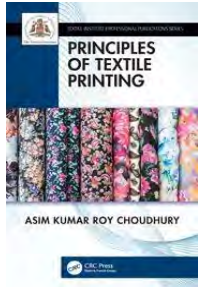
Series: Mastering Fashion Management

This book provides a holistic and accessible approach to Sustainable Fashion Management. It offers an interdisciplinary and practical outlook, combining theory with practical application from a management perspective and underpinned by the Sustainable Development Goals throughout. This is an essential textbook for those investigating sustainable fashion, whether from a design or management perspective, providing the knowledge and tools for a future career. It is designed to serve Fashion courses, at all levels, and will also be valuable reading for those already working within the fashion industry and studying for professional qualifications.

Routledge
July 2022:256
Hb: 978-0-367-56454-4: **£150.00**
Pb: 978-0-367-56455-1: **£44.99**
eBook: 978-1-003-09784-6

* For full contents and more information, visit: www.routledge.com/9780367564551

Principles of Textile Printing



Asim Kumar Roy Choudhury

Series: Textile Institute Professional Publications

This book discusses technical aspects of textile printing, covering almost all topics related to textile printing, including the types and quality of printing important for user satisfaction. It offers historical and introductory aspects of textile printing, styles and methods of printing, and printing and ancillary machines. It describes a variety of existing technologies and a wide range of designs created by applying colours in restricted portions using printing tools. The book aims to educate those readers from large printing houses as well as from cottage and smaller boutique printers so that their products meet fastness standards.

CRC Press
August 2022:374
Hb: 978-1-138-47874-9: **£270.00**
Pb: 978-1-138-47830-5: **£130.00**
eBook: 978-1-351-06783-6

* For full contents and more information, visit: www.routledge.com/9781138478305

Textile and Clothing Design Technology



Edited By Tom Cassidy, Parikshit Goswami

This book will be for designers wishing to improve their technological knowledge, technologists wishing to understand the design process, and anyone else who seeks to work at this design-technology interface. This book will help readers to view technology through the eyes of both the designer and the technologist.

CRC Press
June 2020:524
Hb: 978-1-498-79639-2: **£190.00**
Pb: 978-0-367-57258-7: **£44.99**
eBook: 978-1-315-15616-3

* For full contents and more information, visit: www.routledge.com/9780367572587

Responsible Fashion Business in Practice

Sustainable Concepts and Cases across the Fashion Industry



Sennait Ghebreab, Sally Heale

Series: Mastering Fashion Management

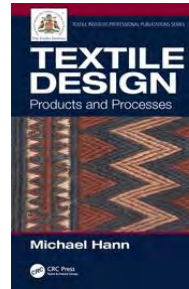
This unique text offers a holistic, insightful and timely exploration of sustainable practices across the fashion industry. The book takes the reader logically through each part of the authors' new Responsible 9 Framework™: for each of the nine aspects, contemporary case studies from global brands such as Stella McCartney, Zalando and Arc'teryx, alongside insights from current, leading experts within the fashion world, bring the theory to life.

Routledge
April 2023:240
Hb: 978-1-032-25970-3: **£140.00**
Pb: 978-1-032-25917-8: **£32.99**
eBook: 978-1-003-28591-5

* For full contents and more information, visit: www.routledge.com/9781032259178

Textile Design

Products and Processes



Michael Hann

Series: Textile Institute Professional Publications

This book includes fundamentals of textile processing technology with explanation of craft techniques, various stages of processing fibres and yarns with useful, readily understandable, line drawings. Fibrous types, dyes, yarns and cloths have been explained and material is supported by glossary and explanation of processing stages from fibre to finished cloth. Further, the considerations of relevance to the development and preparation of a design collection are outlined and discussed. Various testing procedures, including fibre, yarn and cloth identification methods, and important innovations in textile products and processing are identified and explained as well.

CRC Press
October 2020:268
Hb: 978-0-367-31308-1: **£150.00**
Pb: 978-0-367-31306-7: **£56.99**
eBook: 978-0-429-31617-3

* For full contents and more information, visit: www.routledge.com/9780367313067

The Fashion Business

Theory and Practice in Strategic Fashion Management



Dario Golizia

This book provides a clear understanding of the different business strategies and models across all markets of the fashion industry. It provides a wholistic and practical approach to strategic fashion management and marketing, the book covers brand image, supply chain, communication, price point, and social media. Each chapter features interviews with experts, student activities and reflection points. Theoretically grounded yet practical in its approach, this is important reading for advanced undergraduate and postgraduate students of Strategic Fashion Management, Fashion Marketing and Communications, Fashion Merchandising and Luxury Fashion.

Routledge
July 2021:238
Hb: 978-0-367-49053-9: **£145.00**
Pb: 978-0-367-49055-3: **£39.99**
eBook: 978-1-003-04424-6

* For full contents and more information, visit: www.routledge.com/9780367490553

The Psychology of Fashion



Carolyn Mair

Series: The Psychology of Everything

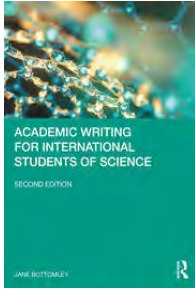
The Psychology of Fashion provides a succinct overview of how our thinking and behavior is affected by the fashion industry. From how clothing can affect our cognitive processes to the way retail environments manipulate consumer behavior, the book takes an evidence-based approach that separates myth from reality. It examines how fashion design can undermine healthy body image, and how psychology can inform a more sustainable perspective on the production and disposal of clothing. Including further reading for those wishing to explore the topic further, this is the ideal introduction for anyone interested in this fascinating area.

Routledge
March 2018:150
Hb: 978-1-138-65866-0: **£120.00**
Pb: 978-1-138-65867-7: **£12.99**
eBook: 978-1-315-62066-4

* For full contents and more information, visit: www.routledge.com/9781138658677



Academic Writing for International Students of Science



Jane Bottomley

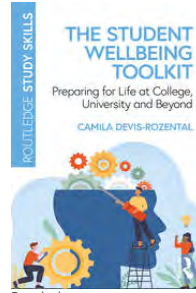
This second edition is an accessible companion designed to help science and technology students develop the knowledge, skills and strategies needed to produce clear and coherent academic writing in their university assignments. Using authentic texts to explore the nature of scientific writing, the book covers key areas such as scientific style, effective sentence and paragraph structure, and coherence in texts and arguments. Throughout the book, a range of tasks offers the opportunity to put theory into practice. This is an invaluable tool for the busy science or technology student looking to improve their writing and reach their full academic potential.

Routledge
October 2021:220
Hb: 978-0-367-63271-7: **£130.00**
Pb: 978-0-367-63272-4: **£27.99**
eBook: 978-1-003-11857-2

* For full contents and more information, visit: www.routledge.com/9780367632724

The Student Wellbeing Toolkit

Preparing for Life at College, University and Beyond



Camila Devis-Rozental

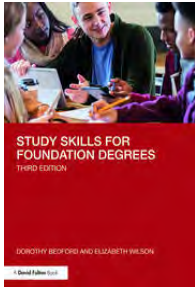
Series: *Routledge Study Skills*

The Student Wellbeing Toolkit puts wellbeing at the centre of your journey into university and beyond. By encouraging self-efficacy and a focus on the things you can control, it provides clear guidance to enhance wellbeing and opportunities for self-reflection that help develop self-awareness and prosocial skills for life. Drawing on research evidenced theories around positive psychology, theories of learning, motivation, and self-development, the book explores what, how, and why these areas are key to our wellbeing and the rationale for taking them into account to enable you to flourish and thrive at university.

Routledge
June 2023:286
Hb: 978-1-032-32965-9: **£130.00**
Pb: 978-1-032-32966-6: **£16.99**
eBook: 978-1-003-31754-8

* For full contents and more information, visit: www.routledge.com/9781032329666

Study Skills for Foundation Degrees



Dorothy Bedford, Elizabeth Wilson

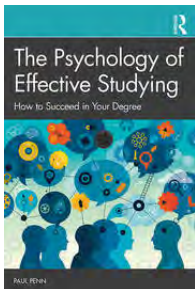
Study Skills for Foundation Degrees offers a step-by-step guide to the skills needed to successfully complete a Foundation Degree. Filled with activities and useful tips, it will help students to move from nervous novice to confident expert and provide them with the necessary tools to accomplish this. This third edition has been fully updated and features new chapters on e-learning, dissertations as well as expanded sections on ethics, feedback and referencing. Each chapter includes practical guidance as well as student perspectives that will help students through their course of study.

Routledge
December 2019:200
Hb: 978-0-367-33134-4: **£130.00**
Pb: 978-0-367-33135-1: **£16.99**
eBook: 978-0-429-31810-8

* For full contents and more information, visit: www.routledge.com/9780367331351

The Psychology of Effective Studying

How to Succeed in Your Degree



Paul Penn

This book provides a vital guide for students to key study skills that are instrumental in success at university. It uses a combination of research from cognitive psychology, humour and practical examples to convey where students often go fundamentally wrong in their studying practices and provides clear and concise advice on how they can improve. The book covers time management, academic integrity, writing essays, team work, and other key required skills for academic study. Written in a humorous and irreverent tone, and including illustrations and examples from popular culture, this is the ideal alternative and accessible study skills resource for any student at undergraduate level.

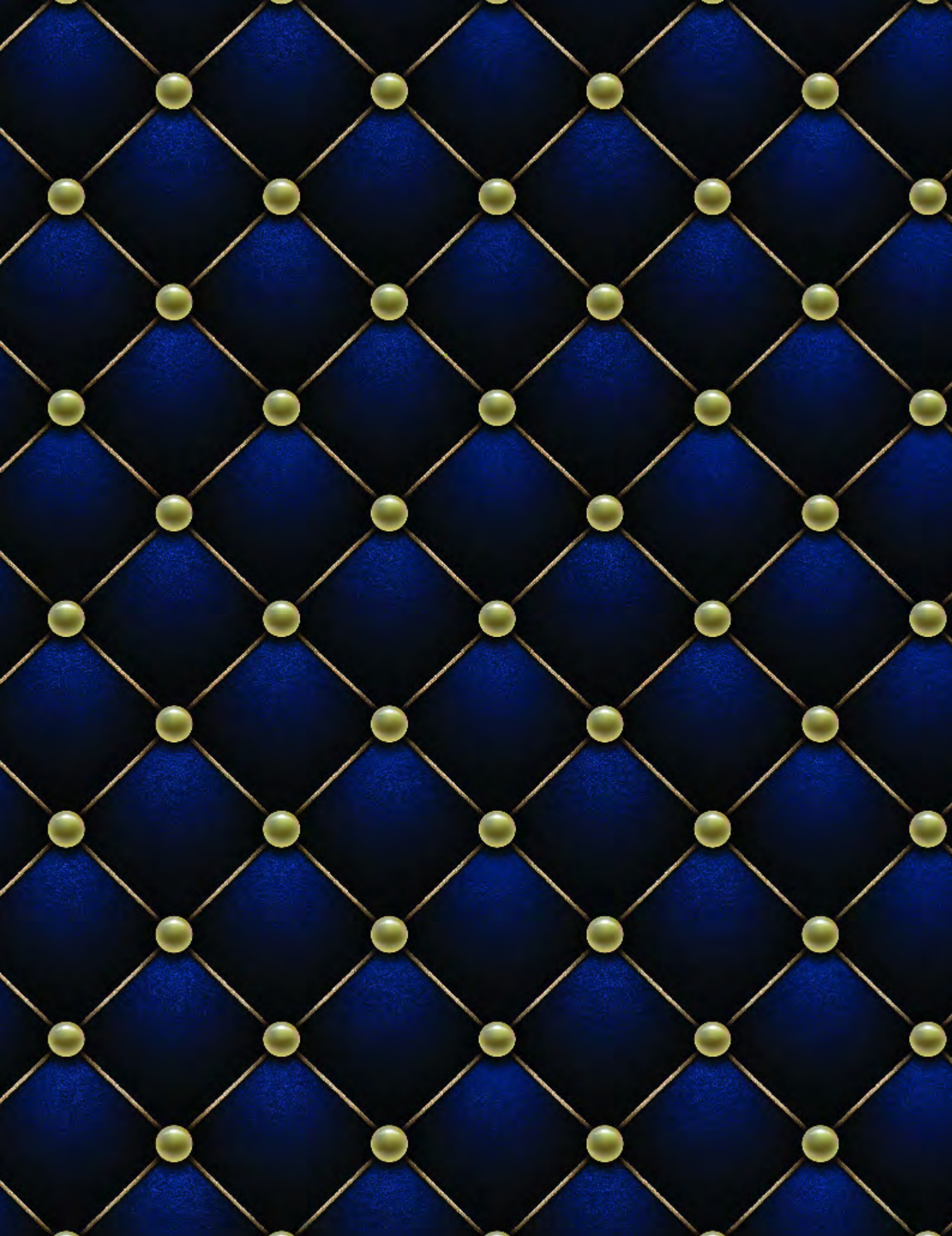
Routledge
August 2019:244
Hb: 978-1-138-57090-0: **£115.00**
Pb: 978-1-138-57092-4: **£19.99**
eBook: 978-0-203-70311-3

* For full contents and more information, visit: www.routledge.com/9781138570924

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