Visual Research Methods in Fashion

Julia Gaimster

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The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research as well as with application of that research. *Visual Research Methods in Fashion* provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market.

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