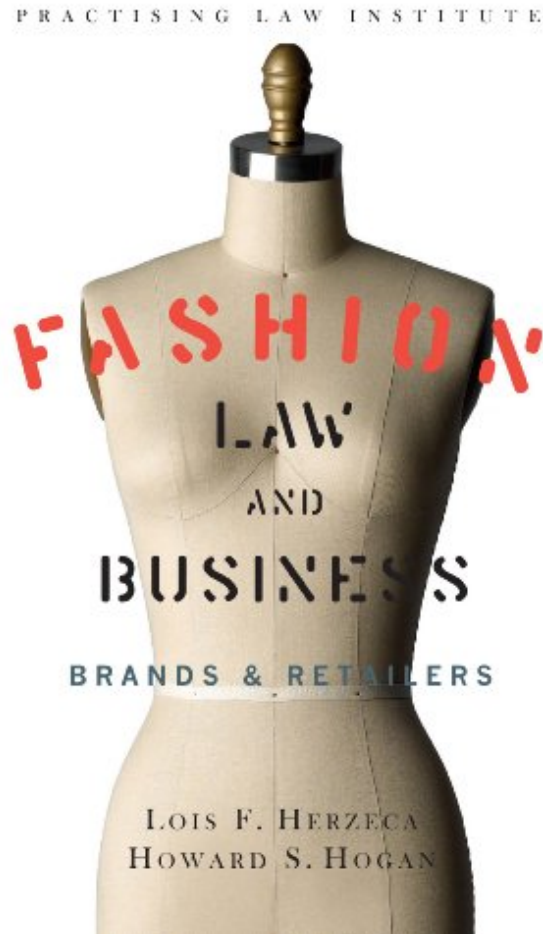


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Fashion Law Business: Brands Retailers

Lois F. Herzeca, Howard S. Hogan
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To the general public, the fashion industry is most closely identified with celebrated fashion houses mounting elaborate and highly publicized runway shows in the major fashion capitals of the world. In reality, the fashion industry is much more diverse, complex, and global. FASHION LAW AND BUSINESS unravels the complexity and provides clear guidance on the wide range of legal and business issues faced by fashion industry participants, including designers, suppliers, manufacturers of apparel and accessories, and retailers.In FASHION LAW AND BUSINESS you'll learn: The considerations involved in starting a company in the fashion industry, including

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