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Infashion: Fun! Fame! Fortune!

Elaine Stone

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Choosing a career in fashion? In Fashion: Fun! Fame! Fortune! is an introduction as dynamic as the business itself. Students will learn about the big picture fashion's history, cyclical nature, and development and all about materials, producers, and retailing. Whether the plan is to be a designer, stylist, product developer, merchandiser, buyer, manufacturer, or entrepreneur, the various career paths available are woven into each chapter's structure so that students will learn how to accomplish their goals in today's fast-paced, ever-changing industry. Full-color illustrations and informative in-depth features on the people, principles, and practices of fashion bring the exciting world alive.

About the Author Elaine Stone is professor emerita at the Fashion Institute of Technology (FIT) and founder of the Enterprise Center at FIT, a business training resource for fashion industry professionals, designers, and artists. A member of the college's Fashion Merchandising Management Department, she brought to FIT extensive retail experience as a buyer, fashion director, merchandise manager, and corporate vice president of department, specialty, and chain stores. Stone was instrumental in setting new directions for both the AAS and BS degree programs at FIT and she was a lead member of teams that established educational liaisons for FIT with countries globally. Among the many awards she's received are the Small Business Leadership Award from the New York City Chamber of Commerce and Industry, the Paul L. Lomax Award for scholarship and leadership in business education from New York University, and a lifetime achievement award from the Department of Commerce.