



Fashion Logistics: Insights into the Fashion Retail Supply Chain

John Fernie, David B. Grant

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Fashion Logistics examines the principles and practices behind responsible fashion retailing and cost-effective supply chain management in the fashion industry.

Fashion Logistics assesses the early growth and changes in the industry as well as the drivers of change in today's market. Important forces are driving tremendous changes in the retail industry, particularly in supply chain networks and operations. Manufacturers therefore need to re-think their supply chains so that they are resilient enough to withstand shocks, agile enough to respond quickly to sudden change, flexible enough to customise products, and efficient enough to protect margins. John Fernie and David Grant assess these forces and changes, and how manufacturers should adapt their working practices accordingly.

Fashion Logistics integrates case studies of best practice that demonstrate successful fashion retail supply chains of leading companies such as Benetton, Burberry, Schuh and M&S. The book provides vital figures, tables and mini-cases in each chapter, a discussion question at the end of each mini-case, references and suggested readings. It also provides invaluable supplementary material, including teaching notes and Powerpoint slides.

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