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### **Fashion buying by Goworek, Helen**

Contact Dr Helen Goworek. Biography. Helen joined Durham University in 2019, after previously working at the University of Leicester as MSc Marketing programme leader. She also has several years' experience in buying and design management for retailers and manufacturers in the UK, in liaison with overseas suppliers.

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Fashion Buying by Helen Goworek is a small textbook focusing in on the fashion buying aspect of retail/fashion careers. The book does a wonderful job of covering every aspect of fashion buying. Helen discusses the cycles of fashion, fashion trends, fashion pricing, and gross profit calculations.

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[Helen Goworek] -- "Fashion buying is second only to design as a career option for fashion graduates and is a key component in the fashion retail business. The buyer has a central role in influencing what consumers ...

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