



APPAREL MERCHANDISING AND MANAGEMENT

What are the call numbers for books and periodicals about the Apparel industry?

Fashion, Dress, Costume GT 500 – GT 2370
Clothing, Apparel HD 9850 – HD 9960 (includes fashion merchandising)
Textile arts and art needlework NK 8800 - NK 9505.5
Theatrical costume and costume design PN 2067
Manufacturers – Textile industry TS 1300 – TS 1869
Clothing Manufacture TT 490 – TT 860 (including garment industry)

Note: we recommend you also use the online *Library Catalog Books and More*.

How do I find articles and reports about the Apparel industry?

ABI/Inform database

A basic Business index; strong coverage of apparel subjects. And full text.

Applied Science and Technology database

For the Apparel Production option of the major

Emerald Database

For the Apparel Production option of the major
For the Apparel industry; a full text management database

IBISWorld Database

Search by key words or open reports from listing. Note Table of Contents in left column.
Reports reference and link to other reports of similar industries.

Standard and Poor's Net Advantage database

Select "Industries" at top. See *S&P Industry Surveys for: Apparel and Footwear, Retailing: General, and Retailing: Specialty*.

2002 Economic Census (US Bureau of the Census)

<http://www.census.gov/econ/census02/> every five years. See *Industry Series* and *Subject Series*. Scroll down for NAICS 31-33 (Manufacturing) and 44-45 (Retail Trade).

What are the main reference books for data about the Apparel industry?

Fashion Dictionary Ref TT 503 .F37 2006

Global Apparel Markets Ref TT 490 G56 **Reserve, Second Floor**
Analysis of worldwide trends in the apparel industry.

Textile Outlook International Ref HD 9850.1 .T45 **Reserve, Second Floor**
Analysis and data; apparel and textile industries worldwide.

Performance Apparel Markets Ref HD 9948.5 .A1 P47 **Reserve, Second Floor**
Analysis and data; markets worldwide.

Encyclopedia of Textile Finishing 3v. Ref TS 1309 .R6813 2001

What are the Directories for the Apparel Industry?

Directory of Apparel Specialty Stores Ref HD 9940 .U3 D47
By state, city; resident buyer; index by speciality.

Directory of Department Stores Ref HF 5468 .D57
By state, city; resident buyer; index by product.

Directory of Major Malls Ref HF 5430.3 .D54
Malls by state, city; stores listed by mall.

How can I find Company Financial Statements?

Mergent Online Databases

Standard and Poor's Net Advantage database

EDGAR SEC Filings and Forms <http://www.sec.gov/edgar.shtml>

Where are examples of Business Plans?

Business Plans Handbook : a Compilation of Actual Business Plans Developed by Small Businesses throughout North America Ref HD 62.7 .B865 (Business Reference)
See index; set includes plans for Bridal Salon; Men's Clothing Retailer; Retail Clothing.

How can I find Demographics? (Statistics that tell you about people; where should you locate your Apparel business?)

MPA/ Market Profile Analysis: (Business Reference)

Los Angeles-Long Beach SMSA Ref HC 108 .L55 M22

Riverside-San Bernardino-Ontario SMSA Ref HC 108 .S62 M22

Anaheim-Santa Ana-Garden Grove Ref HC 108 .A415 M22

US Census on the Internet: <http://www.census.gov/>

What is a Buying power Index? (An index that tells you of discretionary income; how much do people in an area have free to spend on apparel?)

Community™ Sourcebook of ZIP Code Demographics... Ref HA 203 .S66 S87 (Business Reference) Data by ZIP Code