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FASHION

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FASHION DESIGN

PROCESS, INNOVATION AND PRACTICE

2ND EDITION

Kathryn McKelvey, Janine Munslow

9780470655771 • Paper • 236pp

£32.99 / \$55.00

Dec-11 

The word 'fashion' signifies change. This pace of change shows no sign of halting and designers are under constant pressure to maintain their creative momentum. New developments in mass production and information technology have helped to increase this speed of change by decreasing the lead time between design and finished stock entering the retail environment, quickly turning catwalk fashion into high street equivalents.

- Uses a problem solving approach to encourage students' versatility
- Updated sections on CAD and employment opportunities
- Shows how to use prediction information, themes and market level breakdown
- Includes a detailed case study that runs throughout the book
- Looks at the entire design process, from concept to finished product



FASHION DESIGN AND PRODUCT DEVELOPMENT

Harold Carr, John Pomeroy

9780632028931 • Paper • 192pp

£31.99 / \$55.00

Nov-92

The process of fashion design begins with market research and ends only when the company has manufactured and sold the last garment. This book explains fashion design and product development as a total, integrated process whose function is to market a continuous stream of new clothes at a profit. It explores materials, manufacture, costs, quality and the organisation of the design and product development process.



Also available as an e-book

FREELANCE FASHION DESIGNER'S HANDBOOK

Paula Keech

9781444335064

Paper • 192pp

£27.99 / \$45.00

Mar-12 

Do You Have the Passion and Creativity for Fashion Design?

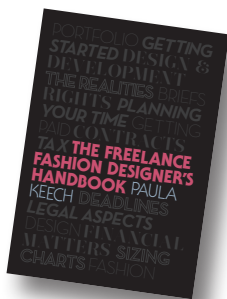
Then Why Not Earn a Living From It?

The Freelance Fashion Designer's Handbook is your essential guide to working for yourself and taking control of your career. It covers all the practicalities of being a freelance designer; how to make sure you get paid; how to plan your time; keep up with your accounts and compile technical packages for garments. This is your portable mentor and equips you to work for professional success.

Part 1 covers all the invaluable information to becoming a freelance designer such as creating a basic freelance contract, invoicing, how to find work, tax returns and so much more. All of the advice is supported with case studies from practicing freelance designers.

Part 2 deals with the technical aspects of being a designer – including how to compile full technical packages for garments to be manufactured abroad.

The Freelance Fashion Designer's Handbook also includes free online material. There are downloadable templates designed to help you get started, including expenditure and income sheets for your accounts, time sheets to manage your time and size chart templates to aide your designing.




HOW FASHION WORKS: Couture, Ready-to-Wear and Mass Production

Gavin Waddell

9780632057528

Paper • 224pp

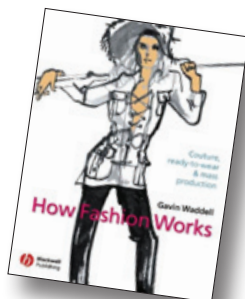
£29.99 / \$50.00

Aug-04 

Fashion deals with a world of illusion. This stimulating book clarifies how fashion operates on all its levels: the mystery of haute couture is explained, the complexities of ready to wear are simplified, and the power of mass production assessed and evaluated. Fashion terms are explained in plain words and the complicated stages of design, manufacture and distribution are described in detail. Also included are sections on bespoke tailoring, wholesale menswear, dressmaking, millinery and accessories, the fashion calendar and short biographies on the most influential designers.

The author has worked as a designer for several of London's top couturiers and as a fashion forecaster and commentator. He was also head of three leading fashion schools and speaks with authority on the subject

Every follower of fashion, whether at college or in big business, will welcome the information presented in this book.




CAREERS IN FASHION AND TEXTILES

Helen Goworek

9781405118347

Paper • 208pp

£27.99 / \$45.00

Aug-06 

Are you interested in working in fashion or textiles but not sure which career options are available? This book provides an overview of how the fashion business operates and the relationship between different sectors such as retail, manufacturing, the press and Higher Education. The responsibilities within design, technical, sales and media roles are explained, supported by interviews with people currently working in fashion companies and Universities, including Vogue, Selfridges, Eley Kishimoto, River Island and Central Saint Martins. Advice is provided on finding jobs, making effective applications and working for yourself.

BECOMING A FASHION DESIGNER

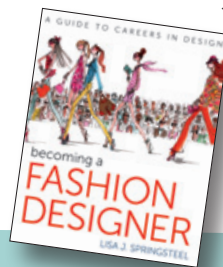
Lisa Springsteel

9781118143827 • Paper • 320pp

£26.99 / \$32.00 • Apr 13 

This is the complete guide to the fashion industry, featuring interviews with top designers who explain the intricacies of the fashion design world and how to launch your own design career.

This book pays special attention to this and demonstrates several ways in which an aspiring fashion designer can stand out. A dynamic and comprehensive career guide which imparts insider tips from expert fashion designers and executives based around the world.



FASHION SOURCE BOOK

2ND EDITION

Kathryn McKelvey

9781405126939

Paper • 272pp

£29.99 / \$50.00

Feb-06 



This

comprehensive source book sets

out working drawings of garments, accessories and their details, which can be used for reference while designing. Each drawing is correctly named and fully described in the extensive glossary, thus providing the visual information that is lacking from fashion dictionaries.

In addition, a range of useful fashion poses is provided for women, men and children (from birth to teenage) with instructions on how these may be developed by readers and used as templates for their own illustrations. All the illustrations are copyright-free, enabling readers to use and adapt as they wish.

GUIDE TO BASIC GARMENT ASSEMBLY FOR THE FASHION INDUSTRY

Jayne Smith

9781405198882

Paper • 240pp

£27.99 / \$45.00

Mar-13



A general understanding of garment assembly techniques is an essential knowledge that all students of fashion and clothing design need to translate their design ideas into reality.

This book provides the necessary knowledge to do just that.

- Presents techniques and components essential to garment assembly
- Highly illustrated in full colour with over 300 photos and clear line drawings
- Accompanying videos demonstrate the steps required and aids learning


COOKLIN'S GARMENT TECHNOLOGY FOR FASHION DESIGNERS

2ND EDITION

Gerry Cooklin,
Steven George
Hayes, John
McLoughlin,
Dorothy
Fairclough

9781405199742 • Paper • 208pp

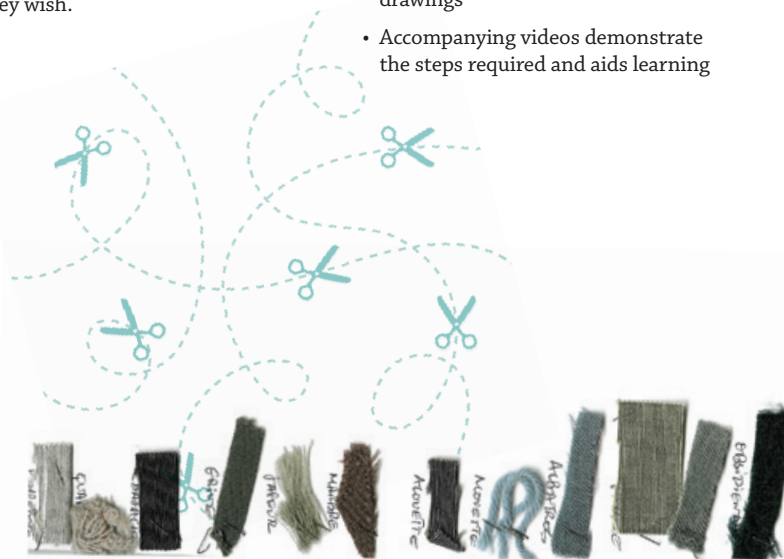
£26.99 / \$45.00

Dec-11 



The clothing industry is quickly transforming into a high tech industry due to rapid advances in technology which contribute to high quality design, cutting, stitching and finishing techniques. The industry is one of the fastest developing in the manufacturing sector, and it is essential that industry practitioners and researchers keep pace with the changes.

- Provides students and professionals with the fundamental principles of clothing technology in relation to their own work
- Blends theoretical and practical material to help shape your knowledge and understanding of garment technology
- Updated with the latest and most modern advances in clothing technology
- Full colour Illustrations throughout
- Approached from the fashion designer's mindset



CARR AND LATHAM'S TECHNOLOGY OF CLOTHING MANUFACTURE

4TH EDITION

David J Tyler

9781405161985

Paper • 344pp

£29.99 / \$50.00

May-08 

The processes of modern clothing manufacture are explained here, alongside the equipment used. Latest developments are described as well as established methods. Manual, mechanised and automated processes are explained and their comparative advantages for certain purposes are considered as well as the applications of computer control and robotics.

The Fourth Edition has been updated throughout to reflect advances in technology and a new chapter is now devoted to colour management and colour technology. There is a new chapter on trouble-shooting in the sewing room, giving practical solutions to common problems. Other significant additions are alternative methods of joining materials and new developments in the traditional areas of garment and machinery technology.

Students in clothing and fashion as well as garment technologists in the clothing industry will find this an invaluable resource in their increasingly complex role.



COMPUTER-AIDED PATTERN DESIGN AND PRODUCT DEVELOPMENT

Alison Beazley, Terry Bond

9781405102834 • Paper • 232pp

£34.99 / \$60.00

Mar-03 

The introduction of computers into fashion design has opened up remarkable opportunities for innovative design, improved productivity, and greater efficiency in the use of materials. Uniquely, this book focuses on the practical use of computers for clothing pattern design and product development.

Readers are introduced to the various computer systems which are suitable for the industry, the principles and techniques of pattern design applied to computer systems are explained, and shows how product data management can be used in clothing product development.

The book is divided into six parts for easy reference:

- Pattern Construction
- Computer pattern grading
- Pattern designing and grading
- Pattern modification or garment size and fit
- Computerized marker making systems
- Product data management systems



FASHION DESIGNER'S HANDBOOK FOR ADOBE ILLUSTRATOR

2ND EDITION

Marianne Centner
and Frances
Vereker

9781119978114

Paper • 212pp

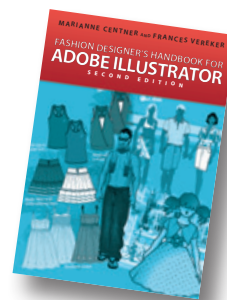
£27.99 / \$45.00 • Sep-11

Fashion Designer's Handbook for Adobe Illustrator is a great deal more than a how-to manual. It is an outcomes based instruction book that takes you from creating simple shapes to creating fashion drawings. Based on the authors own extensive experience, it teaches fashion designers, both students and those in the industry, how to use the latest version of **Adobe Illustrator®** to create:

- Technical drawings
- Fashion drawings
- Story boards
- PLUS: How to combine **Adobe Illustrator** and **Adobe Photoshop®**

Once you grasp the basic concepts of **Adobe Illustrator**, you are taken through increasing degrees of difficulty and introduced to more complex techniques in a clear and straight forward approach.

Clear to follow and packed with detailed technical information, *Fashion Designer's Handbook for Adobe Illustrator* features full colour illustrations to aid fast learning. Bonus material includes an online curriculum to support and develop skills covered in the book.



FOR MORE INFORMATION ON THE FEATURED BOOKS OR ANY OF OUR
OTHER BOOKS FOR COURSES, GO TO WWW.WILEY.COM/GO/FASHION

INTRODUCTION TO CLOTHING MANUFACTURE

2ND EDITION

Gerry Cooklin, Steven George Hayes, John McLoughlin

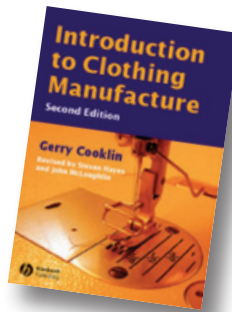
9780632058464 • Paper • 208pp

£34.99 / \$60.00 • Jul-06

This established textbook provides a unique introduction for students and new entrants to the clothing industry. Profusely illustrated, it sets out a panoramic view of the day-to-day operation of a clothing factory, including management, design, marketing, finance and purchasing as well as quality control and production.

The practical aspects of clothing manufacturing are explained, from the original design to deliveries to retail customers, and each of the basic planning and manufacturing technologies is described with many practical examples of their applications.

- The entire subject of clothing manufacturing is examined and explained in simple and practical terms.
- Includes many realistic examples of the day-to-day operation of a clothing factory.



INTRODUCTION TO CLOTHING PRODUCTION MANAGEMENT

2ND EDITION

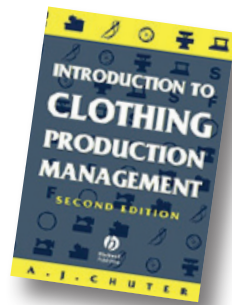
A J Chuter

9780632039395 • Paper • 208pp

£34.99 / \$60.00 • Apr-95

Introduction to Clothing Production Management looks at the basic tools of product management, the tools of supervision. It sets out the fundamentals of quality control and fault prevention, work study, effective supervision, training, balancing, layouts and production systems and control.

The author covers the syllabus of a variety of clothing courses, but it is also highly appropriate for managers who wish to improve the effectiveness of their working supervisors. *Introduction to Clothing Production Management* should also help others associated with the industry, such as designers and accountants, to work more closely with the manufacturer of apparel.



FASHION, MEDIA, PROMOTION: The New Black Magic

Jayne Sheridan

9781405194211

Paper • 264pp

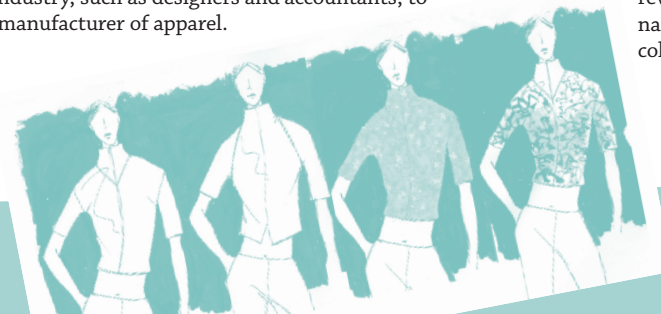
£34.99 / \$60.00

Apr-10

In *Fashion, Media, Promotion: the new black magic*

Fashion is linked to its communication networks - involving the reader in the process of selling Fashion in the global marketplace. Fashion's ingenuity in adapting to new means of promotion for digital and print media, websites, advertising, cinema, music and television, is celebrated.

- Hollywood's role in shaping Fashion's influence is assessed through Audrey Hepburn's persuasive iconography and the impact of the most watched movie of the 20th century: *Gone with the Wind*.
- Exceptional designers Coco Chanel, Christian Dior, Rei Kawakubo, Mary Quant, Elsa Schiaparelli, Vivienne Westwood are considered, together with extraordinary innovators Paul Smith, Vidal Sassoon, Lynne Franks.
- Roland Barthes' Fashion System and Mythologies are viewed as cultural and promotional texts, with revealing insights into the technologies which bring Fashion to mass audiences.
- Marketing and branding successes are reviewed and Fashion's continuing narrative is illustrated with luminous colour images.



FASHION BUYING

2ND EDITION

Helen Goworek

9781405149921

Paper • 200pp

£27.99 / \$45.00

May-07

Fashion buying is a multi-faceted job. This book explains the responsibilities of the buyer, giving you all the information you'll need on entering this central role of the fashion industry.

Buying fashion merchandise differs significantly from other products: the short life-cycle of fashion items means that the buyer is constantly challenged to develop innovative and profitable ranges through collaboration with designers and colleagues in other key roles.

This new edition has been thoroughly revised to cover the substantial changes in the industry, including the impact of the internet; increasing import penetration; and the rise of interest in ethical sourcing.

Case studies are all new or updated and in the form of detailed interviews with buyers including Oasis and Jaeger, providing original insights into the world of fashion buying.



FASHION MARKETING

3RD EDITION

Mike Easey

9781405139533

Paper • 280pp

£26.99 / \$45.00

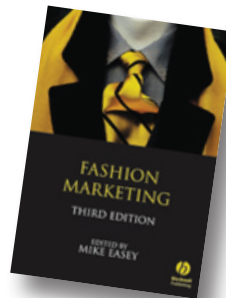
Oct-08

“Clothing that is not purchased or worn is not fashion”

(to paraphrase Armani)

Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring? How should we set our prices? What is the most effective way to get our message across about the new product range? Which colour-wash will be the most popular with buyers?

Marketing is now a firmly established element of most fashion and clothing courses. *Fashion Marketing* is written to meet students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business.



FASHION MARKETING COMMUNICATIONS

Gaynor Lea-Greenwood

9781405150606 • Paper

216pp • £24.99 / \$40.00

Dec-12

The fashion landscape is constantly evolving and the arrival of modern communication, new media and digital technologies have increased the importance of fashion promotion. Effective communications with consumers are necessary for success in a business as ephemeral as fashion: shops, fairs and runways are quickly turning into moments of communication.

Fashion Marketing Communications explores key issues in the way fashion is promoted to consumers: from public relations to branding and product placement; celebrity endorsement and sponsorship to visual merchandising. Gaynor Lea-Greenwood, a leading academic in fashion marketing, offers new insights on fashion media, internationalisation and measuring return on investment and effectiveness.

Fashion Marketing Communications is an essential textbook for all courses related to fashion marketing. The use of case studies and questions in each chapter make this an invaluable resource for lecturers, practitioners and students.



ENERGETIC



Sporting Coat



Stretch Dress



Color Block Suit



Asymmetrical Dressing



Mini Coat



Empire Tunic



Contour Suit

The **Metric Pattern Cutting series** is the creation of leading world authority, **Winifred Aldrich**. These bestselling textbooks, with their tried and tested presentation of text and clear diagrams, still remain the essential purchase for students of fashion and design, fashion designers and for those who love to design their own clothes.

**METRIC
PATTERN
CUTTING
FOR
MENSWEAR**
5TH EDITION

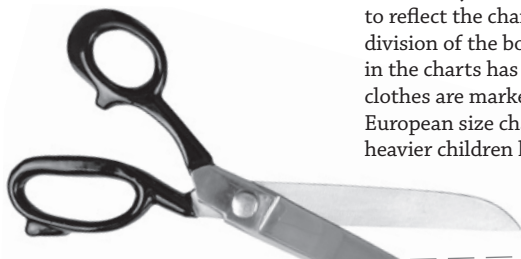
Winifred Aldrich

9781405182935
Cloth • 200pp
£24.99 / \$40.00
Apr-11 




Pattern cutting enables you to create patterns for textile and fashion articles to your own design and specification. The book is written for students who have mastered the basic principles of pattern cutting for women; it allows them to transfer easily to exploring designs for men and to approach the subject in a creative way.

- A bestselling textbook, established for 25 years and updated in full colour
- An essential reference for both students and practicing designers
- Revised sections on CAD and updated patterns



**METRIC PATTERN
CUTTING FOR
CHILDREN'S
WEAR AND
BABYWEAR**
4TH EDITION

Winifred Aldrich

9781405182928
Cloth • 216pp
£29.99 / \$50.00
Jun-09 



This fourth edition of *Metric Pattern Cutting for Children's wear and Babywear* remains the standard text book but has three major improvements.


First, the sections have been re-organised to reflect changes in producing and marketing children's clothes. Today's popularity of easy-fitting styles and knitted fabrics means that basic 'flat' pattern cutting is used to construct the majority of children's wear and babywear and this type of cutting is therefore emphasised in this edition.

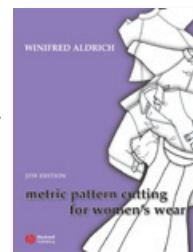
The second change in this fourth edition is the introduction of colour coding to the sections; this makes it easier to identify specific processes in the book and enhances the illustrations.

And thirdly, the size charts have been revised to reflect the changes in body sizing. The clear division of the boys' and girls' measurements in the charts has been in response to the way clothes are marketed and to co-ordinate with European size charts. 2018Plus' charts for heavier children have also been added.

**METRIC
PATTERN
CUTTING FOR
WOMEN'S WEAR**
5TH EDITION

Winifred Aldrich

9781405175678
Cloth 224pp
£29.99 / \$50.00
Feb-08 



Metric Pattern Cutting for Women's Wear, first published in 1975, provides a straightforward introductory book for students beginning courses in flat pattern cutting.

This fifth edition continues to offer an introduction to the principles of pattern cutting, with a range of good basic blocks and examples of their application to garments.

New for this edition is the inclusion of colour to help students recognize the different sections of the book and to enhance the garment illustrations. Colour illustrations also offer a new dimension to the updated material on computer-aided design and the CAD chapter now provides students with a clear guide to the technology.

The size charts have been revised to reflect the changes in body sizing, the co-ordination with European size charts and to the way that clothes are now marketed to different sectors. The great expansion of casual wear has led to the growth of 'flat cutting' with no darting, and the section devoted to this type of cutting has been further expanded.

FABRICS AND PATTERN CUTTING

Winifred Aldrich

9781119967170

Cloth • 224pp

£27.99 / \$45.00

Jan-13



One of the most challenging aspects of a designer's training is learning how to create patterns that utilise the characteristics of fabrics. With an ever expanding range available, an understanding of the relationship between fabric, form and pattern shape is now the most important skill a designer has to acquire.

Fabrics and Pattern Cutting explores how a garment's shape is created and discusses the factors that need to be considered when creating patterns and offers you a practical method for solving problems. Its approach to design and flat pattern cutting is based on the appraisal of the fabric and body shape.

Fabrics and Pattern Cutting is fully illustrated and makes use of numerous practical examples.

PATTERN CUTTING FOR WOMEN'S TAILORED JACKETS: Classic and Contemporary

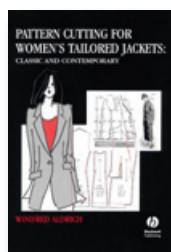
Winifred Aldrich

9780632054671

Cloth • 120pp

£29.99 / \$50.00

Oct-01



The term 'tailored' has changed as methods of manufacture and the retailing of clothes have evolved. This book demonstrates the wide range of cutting methods used to produce garments which are described as 'tailored' jackets. Although the main focus is on modern methods of producing clothing, a rich and complex cutting tradition is acknowledged and used. It is hoped that the modern garment designer will be inspired to rediscover methods that retain their validity today.

The different approaches to 'tailored' cutting are described under three headings: bespoke cutting, engineered cutting and style cutting. The rich heritage of the latter came from the tremendous creativity that was unleashed by women's emancipation at the beginning of the twentieth century and the merging of tailored styles with fashionable clothing. The section on style cutting has therefore derived some of the cutting techniques from that period, thus demonstrating how they can be applied to current methods of production.

- Winifred Aldrich applies the successful approach of her previous best selling textbooks to reviving the art of women's tailoring - a part of the fashion scene where standards of cut and style have deteriorated as a result of new technology

PATTERN CUTTING FOR LINGERIE, BEACHWEAR AND LEISUREWEAR

2ND EDITION

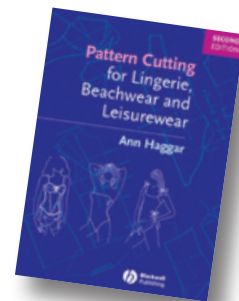
Ann Haggart

9781405118583

Paper • 288pp

£29.99 / \$50.00

Sep-04



This unique book contains a full range of blocks and patterns to cope with all aspects of lingerie, beachwear and leisurewear. It explains not only the methods of cutting but also the reasoning behind the methods, so that you can learn to adapt the information to other situations.

- All the instructions have been tried and tested -- so they work
- Offers many 'tips of the trade' to give a professional appearance to completed garments
- Encourages you to experiment in textbook size by supplying one-fifth scale blocks
- Demonstrates how to make the fullest use of patterns as practised in industry
- Considers the influence of choice of fabric on the way a pattern works
- New features include tips for achieving the best results when taking personal measurements, optimum fit patterns for close fitting garments, outstanding patterns for larger cup sizes, thongs, tankinis, basques, bustiers and hipster trousers.

DRESS PATTERN DESIGNING (CLASSIC EDITION): The Basic Principles of Cut and Fit

5TH EDITION

Natalie Bray

9780632065011

Cloth • 176pp


£35.99 / \$60.00

Jan-03

This classic book on pattern cutting, by a Paris-trained expert, teacher and examiner

has been established for many years as a basic book for students, professionals and enthusiastic amateurs.

Over a hundred diagrams and forty plates are combined with clear and detailed instructions for making patterns, so that the practical application of the methods is demonstrated side by side with the theory and basic principles. This book covers the basic course which for many years has been the foundation of all training at the Katinka School of Dress Designing and includes measurement and block patterns, circular patterns, simple pattern designing, yokes, dart manipulation, sleeves, collars and necklines, skirts, and the one-piece dress foundation.

 This edition also features a Fashion Supplement which offers directions illustrated with forty illuminating diagrams for the following subjects: shirt and jacket blocks for casual wear, shoulder pad allowances, cuff and sleeve openings, pockets, wrap and strap (or placket) openings, and halter necks.



MORE DRESS PATTERN DESIGNING: Classic Edition

4TH EDITION

Natalie Bray

9780632065028

Cloth • 208pp

£39.99 / \$65.00


Jan-03

More Dress Pattern Designing covers advanced cutting, lingerie, tailoring and children's

patterns. This volume expands the basic course of Natalie Bray's *Dress Pattern Designing* and shows the application of the basic principles and methods to more advanced styles as well as to specialised cutting.

Part 1 is devoted to a thorough examination of the princess cut, the construction and special problems of the kimono, the raglan, drop-shoulder and other elaborate sleeves and armholes, and a variety of draped styles.

Part 2 shows the application of these methods to several branches of specialist cutting: lingerie cutting, tailored and sportswear garments and patterns for children of different ages.

 This edition includes a Fashion Supplement which provides more information on the cutting of trouser blocks with subsequent various styling and details on trouser fastenings, turn-ups and other features. A jumpsuit block is provided with suggestions for development. The essential subject of grading is also set out clearly and concisely.



DRESS FITTING: Basic Principles and Practice, Classic Edition

Natalie Bray

9780632064991

Cloth • 120pp

£38.99 / \$65.00

Jan-03

The techniques Natalie Bray pioneered and perfected revolutionised dress pattern designing, assisting the rise of the modern fashion industry.

Her teaching has had a profound influence on design, production and education and her works are classics: fashions change but the principles of designing patterns in the flat do not.

To be able to understand what is happening when observing a defect is already to have an idea of how to correct it. Here problems of figure, posture and of pattern adjustment are clearly explained so that the dressmaker can, with the confidence that comes with practical experience, learn to identify a defect and choose the best method of dealing with it.



ILLUSTRATING FASHION

2ND EDITION

Kathryn McKelvey, Janine Munslow

9781405139526 • Paper • 272pp • £29.99 / \$50.00 • Mar-07 

The guide to an essential skill for every fashion student.

In clear and easy-to-follow steps, this highly effective textbook sets out everything that you need to know in order to produce competent and visually exciting illustrations. It is suitable both for course use and self-teaching, and shows you how to create lively fashion illustrations of men, women and children.

Examples of the media available and different drawing techniques are clearly presented, with detailed explanations of how to represent fabrics, create and use templates and stencils, and make working drawings. Many examples are included from contemporary designers, using both traditional drawing techniques and Computer Aided Design.



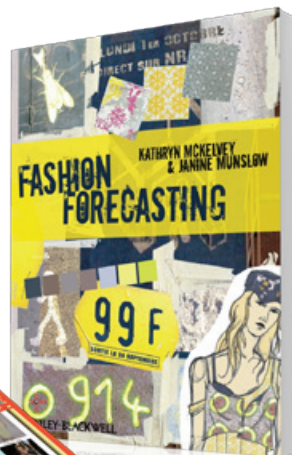
FASHION FORECASTING

Kathryn McKelvey, Janine Munslow

9781405140041 • Paper • 232pp • £29.99 / \$50.00 • Sep-08 

Everyone in the fashion business needs to develop an essential survival skill: how to interpret the intelligence provided by the fashion forecasting industry, to anticipate and respond to emerging trends.


Lavishly illustrated in full colour throughout, with clear and relevant explanations of the processes involved, *Fashion Forecasting* is for fashion students and young professionals who already have acquired some fashion knowledge and skills. The authors interviewed the key players within this exciting industry and provide here fascinating insights into the dynamic contemporary fashion forecasting world and the varied creative roles within it - from intelligence gatherers to project consultants. The book covers how a trend is sourced, anticipated and developed, and also explores the interaction with marketing and brand development.



THE APPAREL INDUSTRY

2ND EDITION

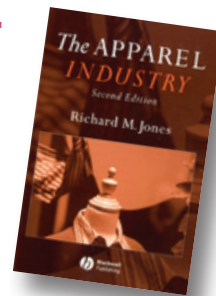
Richard Jones

**9781405135993
Paper • 328pp
£39.99 / \$65.00
Jul-06** 

All students of clothing and fashion need to understand the structure of the business in which they will make their living. Although the market is worth many billions of pounds the industry is highly competitive, fast moving and complex and demands in-depth knowledge, flair and flexibility from entrepreneurs. In such a dynamic, high speed market success can turn to failure very quickly.

This expert guide to a bewilderingly complex industry explains the structure of the industry in the UK and globally, the current problems and strategic responses to global shifts in production. Issues of trade barriers and changes of exchange rates are addressed and the book ends by identifying a commitment to offshore sourcing as an essential element of survival strategies for businesses while recognising that the nature of offshore supply networks is continually evolving.

The second edition brings all the statistics up-to-date, especially those confirming the downturn in production in the UK. Offshore production is now the norm and China has emerged as the major player, and the former prediction that employment would fall to 75,000 by 2005 has been shown to be over-optimistic.



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