Foreword

It is my great pleasure to write a foreword for the book *Fashion Supply Chain Management: Industry and Business Analysis*. I want to congratulate the editor, Tsan-Ming Choi (Jason), for compiling this impressive volume. Undoubtedly, this book will provide a solid reference on fashion supply chain management research and inspire new research in the area.

The fashion and textiles industry is an ever-green global industry. Without controversy, it is always among the top three most important industries in the world. One characteristic of the fashion and textile industry is its long supply chain, including fibers, yarns, fabrics (both woven and knitted), finishes and coloration, and retailing. Management and coordination of the entire fashion supply chain is critical to the success of companies in the fashion industry. This is especially true under the profound changes in the fashion industry over the past few years. In fact, in addition to the reallocation of the manufacturing activities of the industry to low-cost countries and the higher degree of globalization under fewer trade restrictions, a number of pertinent challenges such as environmental sustainability, fast fashion models, use of advanced Information Technologies, social responsibility, and product innovations and development have emerged. These issues all call for deeper explorations and further research. In particular, industrial-practice-driven quantitative research can provide the much needed insights and measures to address these important issues.

It is therefore gratifying to see Jason focusing his volume on fashion supply chain management with an emphasis on quantitative research and exploratory studies on various timely issues in the fashion industry. The featured articles cover nearly all aspects of the fashion supply chains and offer many innovative solutions and significant findings.

I am sure that this handbook will stimulate new research and industrial analysis on fashion supply chain management and readers will find it a valuable text on this important subject.

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