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The Fashion Designer Survival Guide" provides the necessary tools to get a fashion line or

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label up and moving on the right track, including: how to create a viable business plan; figuring out how much money you need, where and how to get it, and how to make it last, including the latest on private equity; the best sources for fabric and materials; navigating the pitfalls of production both at home and abroad; marketing, branding, and getting the product into the stores and into the customer ...

The Fashion Designer Survival Guide: Start and Run Your ...

Mary Gehlhar, author, industry authority, and consultant to hundreds of designers (including newcomers Alicia Bell, Keanan Duffty, and Milly), gives readers behind-the-scenes advice and essential business information on creating and sustaining a successful career as an independent designer. The Fashion Designer Survival Guide provides the necessary tools to get a fashion line or label up and moving on the right track, including:

- Start-up costs and financing
- Legal issues
- Business ...

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answers lie within the pages of The Fashion Designer's Survival Guide, a great resource for new and established designers. Fear is not an option...Go for it! Sincerely, Diane von Furstenberg . Preface This book was originally published in 2005 and now, three years later, the proposition of being an

The Fashion Designer Survival Guide

The Fashion Designer Survival Guide: Start and Run Your Own Fashion Business Mary Gehlhar. 4.5 out of 5 stars 178. Paperback. £14.46. How To Start Your Own Fashion Label: The Definitive Guide ... Sandra. 5.0 out of 5 stars Brilliant. Reviewed in the United

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Kingdom on 21 January 2011.

How to Set Up and Run a Fashion Label:

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With advice from fashion luminaries including Donna Karan, Tommy Hilfiger, Cynthia Rowley, Diane von Furstenberg, Richard Tyler, and top executives from Saks Fifth Avenue and Barneys New York, this fully updated and revised edition of The Fashion Designer Survival Guide addresses the latest trends in apparel and accessories, the newest designers, an updated introduction, and a new foreword by Diane von Furstenberg, Designer and President of the Council of Fashion Designers of America (CFDA).

The Fashion Designer Survival Guide, Revised and Expanded ...

by Sandra Burke. Fashion Entrepreneur, now in its 2nd EDITION, is essential reading for those planning to set up and run a successful business within the fashion and creative industries. This book guides the reader through the process of creating a fashion business (including online businesses); spotting and exploiting opportunities, networking to build a personal network of useful contacts, writing a business plan, branding and marketing, and how to manage a business on a day-to-day basis.

by Sandra Burke - Burke Publishing

About the Author. Sandra Burke has a Masters
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in Fashion Design from the Royal College of Art (M.Des. RCA). She is an international fashion designer, author and visiting lecturer to universities specifically in Britain, America, Canada, South Africa, Australia, New Zealand, Hong Kong and Singapore.

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How to Become a Fashion Designer PDF FREE DOWNLOAD

Synopsis The perfect A-Z guide to the creators of today's fashion world, taking a fresh look at key figures both past and present in the fashion world. Exceptional value for money, this handy new midi edition is a must for all followers of fashion. Publisher: Phaidon Press Ltd

The Fashion Book midi format by Phaidon Editors | Waterstones

We spotted the comfy combo everywhere this fashion week, both on the runway and on the streets of London. Keep it simple in head to

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toe black or dare to go bolder with clashing colour and prints. To complete the trend, style with a pair of biker boots and sunnies for total on-the-go chic.

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by Sandra Burke This FASHION DESIGN Series promotes fashion design skills and techniques which can be effectively applied in the world of fashion and design. In a competitive market it is important to produce designs that are not only stylish and pleasing to the eye, but also commercially viable. Book 1: FASHION DESIGNER - Concept to Collection

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About Mary Gehlhar is a writer, curator and small business advocate with expertise in fashion design entrepreneurship. She is the author of The Fashion Designer Survival Guide a best-selling...

Mary Gehlhar - Author and Consultant - The Fashion ...

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