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How To Set Up & Run A Fashion Label 2nd Edition



Synopsis

No matter how talented you are as a designer, if you are going to run a successful fashion label you also need to know about business—from marketing and PR to manufacturing your collection, and where to find the money to finance it all. This new, expanded edition contains information on e-commerce, sustainability, five new case studies, and updated images throughout.

Book Information

Paperback: 200 pages

Publisher: Laurence King Publishing; 2 edition (September 19, 2012)

Language: English

ISBN-10: 1856698939

ISBN-13: 978-1856698931

Product Dimensions: 7 x 0.8 x 10 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars— See all reviews— (34 customer reviews)

Best Sellers Rank: #240,854 in Books (See Top 100 in Books) #73 in Books > Business & Money > Industries > Fashion & Textile #363 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #587 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

Customer Reviews

This book is a must have for new designers. I have a B.A in Design and half a business management degree. During and in between study I have managed many retail boutiques. This book illustrates every point that needs to be addressed if you are wanting to venture into the fashion industry. I knew 90% of this book, however, it was a fabulous read to regain information that had disappeared from memory. As most new entrants to the market you will find wholesaling the easiest way to start out. This book takes you through important terms to be aware of when selling and has many templates to think of. I can not recommend this book enough. I now feel after many years of putting my dreams on hold due to fear, I am ready to take my first steps into the industry on my own.

I am an MBA student considering starting my own fashion line. I know lots of stuff about business (although I have never started one before), but very little about fashion. I can't sew or draw. I just know what I like. This book tells you everything you need to know, no matter which side of the coin you're coming from (businessman or designer). I purchased another book at the same time, one

that looks a little more 'user friendly', but this book turned out to be so much more informative, while maintaining the same level of 'readability'. You don't have to be an expert in anything going in, but if you're serious about starting a line, start with this book.

This book is really good for a person who really want to have their own clothing line and doesn't know where to start. And what to expect in the future... The way it's illustrate is very clear and easy step by step guide. I found this book very useful, since I'm not a fashion designer or even a marketing person. But love to have my own clothing line.

Book was ok. It gave insight into the processes needed to start your clothing line and gave good examples of current successful labels, however it gave little if any websites and sources to draw from. For me it was useful because I don't know anything about fashion but I could have gotten this information for free spending some time at the library. I spend money on books usually for more information that is hard to find. I expected more meat so to speak.

I am currently in the process of starting my own clothing line and after reading it completely I constantly go back as a reference as I am teaching myself from scrath it has though me alot of information I'm glad I purchased this book !!!

Just bought the book, a real good purchase. It defines in a clear and essential way the young desinger's must-do list and how the business looks like. Actually I'm writing the thesis about the fashion brand management and also find the book really helpful in order to get the point of main difference between the fashion and the other brands.

I am not in the fashion industry, so you can take this review with a grain of salt--but How to Set Up and Run a Fashion label will give you business basics 101 to running a clothing line. The first sentence in the book sums it up quite nicely: "Running a successful fashion label requires 90 percent business acumen and only about 10 per cent artistic ability."The book details the nitty gritty of each step along the way of your entrepreneurial journey into fashion--from coping to working on your own, setting up your working environment, managing your supply chain, legal, etc.While this is a good primer into the business of fashion, it is very very mainstream, meaning if you into bootstrapping, this book will leave much to be desired. Innovative this book is not. It's more of a primer of how business has been done, will be done, and will continue to be done--I imagine this

book would be presented in a college MBA course as "required" reading for its useful theories. Nonetheless, I recommend it as a book to gain a solid understanding of the mainstream fashion industry, and in turn, how you can challenge all the "formalities" contained in this book.

This book provides a great starting point for learning your way into the fashion world. I'd recommend it for someone who is planning to start a fashion brand and haven't gotten a clue where to begin when it comes to the business side of things. However, don't expect this to be an all-inclusive tutorial - there is still lots to learn.

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