

The Fashion Designer Survival Guide Revised And Expanded Edition Start And Run Your Own Fashion Business

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Amazon.com: the fashion designer survival guide

In The Fashion Designer Survival Guide, Mary Gehlhar, industry authority and consultant to hundreds of designers, offers behind-the-scenes advice for independent designers. In this must-have guide, Gehlhar reveals essential information on where to find financing, as well as how to market, manufacture, and distribute your creations.

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The Fashion Designer Survival Guide is a must-have for the thousands of talented designers who want to see their dream of creating an independent fashion line become a reality.

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

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

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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:... book by Mary Gehlhar

"The Fashion Designer Survival Guide" will help bring ideas to the marketplace. It is a comprehensive overview of the business side of fashion that offers detailed practices and specific tools that are required to become a working designer." –Steven Kolb, Executive Director, Council of Fashion Designers of America

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The Fashion Designer Survival Guide is a must-have for the thousands of talented designers looking to leave their mark on the fashion industry by seeing their dream of creating an independent...

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If you're thinking about getting into the world of fashion design, "The fashion designer survival guide" is the book that you should read before diving head first into a pool with little water. It's an in depth look into a very popular career choice, but it definitely teaches you the do's and don'ts when you enter this industry.

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

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The Fashion. Designer Survival Guide Revised and Expanded Edition Start and Run Your Own fashion Business Mary Gehlhar Contents Foreword Preface One Piece of Advice 1 Before You Start The Reality You Survived the Bad News 2 The Fundamentals The Plan Elements of the Plan Setting up the Business, by Melanie Jones 3 The Money How Much Do You Need?

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The Fashion Designer Survival Guide Mary Gehlar is consultant to hundreds of designers. This book gives you advice from popular brands as Tommy Hilfiger, Richard tyler and many more. This fashion designer guide tells you the necessary tools to build your own fashion label.

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"The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business" is a great book for those that know absolutely nothing about the fashion industry. Mary Gehlhar is the author of this book.

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