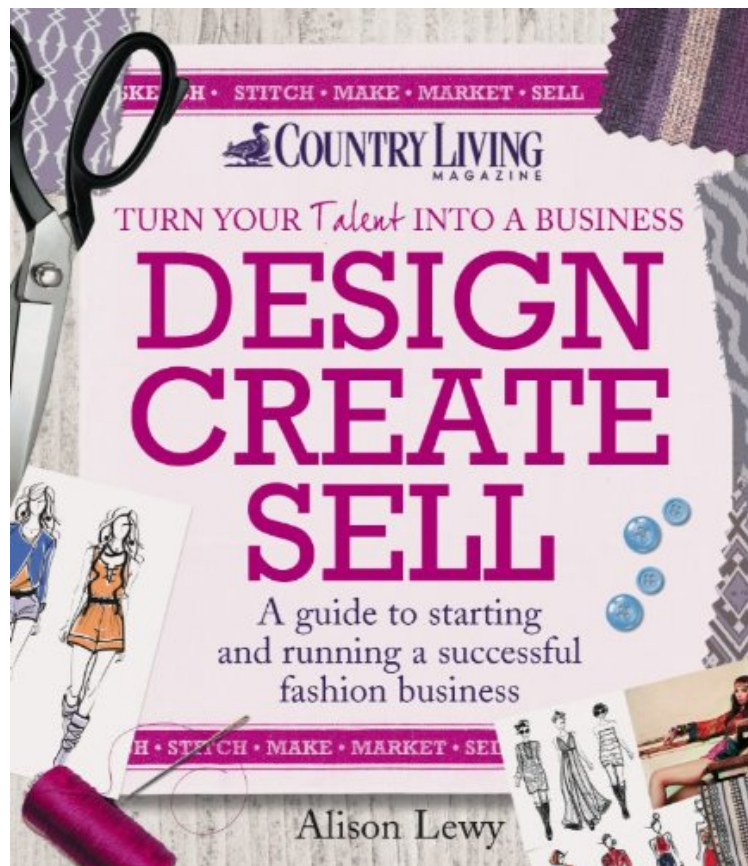


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Design Create Sell: A guide to starting and running a successful fashion business (Country Living)

Lewy Alison

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Lewy Alison : Design Create Sell: A guide to starting and running a successful fashion business (Country Living) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design Create Sell: A guide to starting and running a successful fashion business (Country Living):

7 of 7 people found the following review helpful. Great book...but based in UK not USA!By Sara LI live in the USA...I didn't realize that this book and the info is based out of the UK, so all the cool resources and links are for those that live in the UK :- (Still a great resource, as all the other info is useful, but just be aware that if you live somewhere other than Europe, this book will have limited resources for you.2 of 2 people found the following review helpful. The Best Insights Ever!!!!By DamaniJust got the book and only read half way through and had to quickly come on here to commend the writer for providing such great insights. This book is amazing!!! Its as if the writer was in my head and knew everything I wanted to learn. Its really everything you ever wanted to know about starting and running a successful fashion business. Will be back to give a thorough review once I'm done reading the whole book... but at the rate I'm going, I'm almost convinced the final rating will still be stellar!!0 of 0 people found the following review

helpful. An absolute gem of a book By Aubrey Rose A clear, concise guide to designing, producing, and getting your designs out there. A lot of the resources mentioned are British, but with minimal effort you can find versions of these in your own country. I can't believe how much I learnt from this book.

Making the dream a reality...The fashion business is an exciting and diverse industry to be involved with and the number of people starting up fashion related businesses is increasing every year. These new entrepreneurs are coming from many different backgrounds including design graduates looking to start their own label, designers working for other companies that have decided its time to be their own boss, and those wanting to utilise their transferable skills to set up a business that can fit around their family commitments. There are also the innovators that have invented or identified a new product they want to launch. This essential guide will give readers an overview of the fashion industry and what makes it tick. It will guide them through the issues they need to think about before they start and take them through the key steps involved in setting up a new business. Readers will learn how to conduct the research needed for their business plan and get practical guidance on building your brand, getting your product made, marketing PR and how and where to sell products. This comprehensive book will inspire fashion lovers to turn their dream into a reality.

About the Author Alison Lewy ran her own fashion label for 15 years and is founder of Fashion Angel, a fashion business accelerator that offers support to both emerging and established fashion industry entrepreneurs. As well as successfully designing and building her own label, Alison set up production agency Skin Solutions and worked with high-end designers including Matthew Williamson and Preen on product development and manufacturing. Her extensive industry background resulted in working as a consultant for Newham College, managing the Centre of Vocational Excellence (CoVE) for textiles, manufacturing and design projects. The results of the research undertaken by Alison with fashion and textile SMEs formed the basis of new vocational curriculum and the development of innovative business support and mentoring programmes for the fashion sector. Alison went on to run the Fashion and Textile Museum for six years where the constant demand from designers lacking the business and entrepreneurial skills they needed to set up their business led her to setting up Fashion Angel and the Fashion Angel Business Club. Alison was keen that others should have access to the same invaluable support, that she had been lucky enough to receive, having worked with a business mentor for a large part of her professional life.