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Clothing Line Start-Up Secrets: How To Start And Grow A Successful Clothing Line

Clothing Line START-UP SECRETS



HOW TO START
AND GROW A
SUCCESSFUL
CLOTHING LINE

Briana Stewart and
Brian Clette



Synopsis

Dear friend, I am sure you are passionate about fashion. The fact is that the fashion industry is a huge market, and a clothing line is a highly profitable business since clothes are a basic need. That's the reason every year thousands of people from all over the world try to start their own clothing lines without the knowledge that is required to successfully launch and run them, and within a few months, most of them give up. This will not happen with you. When it comes to starting a new business, the only shortcut to success is to follow the footsteps of someone who's already "been there and done that".

Book Information

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Customer Reviews

Years ago I got an offer to be a junior designer for a fashion company, I was young and stupid so I turned it down but I never forgot the offer. I know nothing about the fashion industry but have always had an innovative dress sense. I'm older and I'm tired of working for someone else. This book is a great start for me as it gets in at the ground level. If you're already in the fashion industry it might be somewhat basic and redundant but for me it's perfect. A simple straightforward intro into what you should know and what you should avoid. There are many tricks and tips included that are both helpful and informative. Who knew there was more to clothes than just pretty pictures and some sewing? This book goes deeper into the business aspects and not just the creative aspects for those who want to start designing their own clothes on a more commercial basis. A good, easy read you really can't beat it. This might not be the entire yellow brick road to the catwalk but it's definitely the first step or two in the right direction to get you there.

I have been into fashion ever since I can remember and I have set up my mind to start my own clothing line for a while. Therefore I have read my share of books and articles on this topic and this one is by far the one I find more useful. It covers all the basics, so you can be sure you will not miss any important step once you start. Of course it does not give all the minute details, but once you are aware of the important things to keep in mind it is pretty easy to see the big picture. What I liked best about it is that it made me see both the bad things and the good things I could expect, so nothing took me by surprise.

You have been waiting for this all your life. Maybe it started with the coolest outfits on your Barbie or back in High School when you found the best outfit mixes around, setting trends throughout your school. No matter how it started, you have the dream of starting your own clothing line. So how do you turn that dream to a reality? This book gives practical tips and advice for just that. Keep in mind there is no quick fix and these steps require you to put the work in. This book guides you through the three keys to success in the fashion industry; resources, business management, and marketing skills. Without those you are sunk. Easy to read and follow, this book is a great starting point for those looking to make a break into the high yield world of fashion.

This is a great guide to go to if thinking about starting a clothing line! I never knew there was so much to it, but this book is so informational. It gives the positives of running your own clothing line as well as the negatives - I love how realistic Briana is! She doesn't just write about how to start a successful clothing line, but how to do it successfully. With all the information in this book, I feel equipped to start a clothing line tomorrow! It definitely covers all the bases to the business that I didn't even know existed!

I love how Briana is helping anyone who wants to start a clothing line by sharing her struggles and pitfalls. Most people want to just blow smoke to show off their success but this book is going to save you some heartache and money by understanding what to do and what not to do. This doesn't mean that you won't ever have moments of failure. I like the chapter that deals with that along with the negative side of the fashion industry that no one seems to want to talk about.

Got this for my daughter who is interested in a possible career in fashion. This book has a great description of how to start a fashion line in baby steps, and insight into how the designing process

and the clothing business work. Startup requirements are listed, as are the various types of clothing markets. There's a lot of business advice here too concerning the financial side of things, the importance of a business plan, marketing, branding, manufacturing, etc.

It was only when I got to the end of this book, that I saw it listed by the publisher in a children's book list. That probably explains why I didn't find it useful. It contains the most basic observations that would probably only be useful to children. I don't wish to discourage any adults who are thinking of trying to start a fashion business, but if you read this book and think that it contains useful advice, that you don't consider to be only stating the plainly obvious and common knowledge, then you probably should save yourself the trouble, and forget business. I'm glad that I only spent \$3-50 on this book. Thanks to for revolutionising the book selling industry. But that relief is tainted by the thought that this would have almost bought me a coffee, which would have taken me longer to consume, and provided more value to my life than this book did. Well, we all must live with some regrets in life, and at least this book was a rather brief and relatively painless one. I'd be interested to know how many of the people who have given this book glowing reviews have gone on to create successful fashion lines, given it seems to have been written many years ago.

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