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The Fashion Designer Survival Guide

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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The Fashion Designer Survival Guide: Start and Run Your Own Fashion Business. by Mary Gehlhar (Foreword), Diane Von Furstenberg (Foreword), Zac Posen. 3.93 · Rating details · 309 ratings · 24 reviews. Mary Gehlhar, author, industry authority, and consultant to hundreds of designers, including Zac Posen, Twinkle by Wenlan, Rebecca Taylor, and Cloak, gives readers behind-the-scenes insights and essential business information on creating and sustaining a successful career as an independent ...

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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

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THE FASHION DESIGNER SURVIVAL GUIDE. Mary Gehlhar. Kaplan Publishing, New York, USA. Year 2005. Pages 196. This book gives readers behind-the-scenes insights and essential business information on creating and sustaining a successful career as an independent designer. It also 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 needed, where and how to get it, and how to make ...

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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 getting the product into the stores and into the customer ...

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The Fashion Designer Survival Guide Initially published in 2008, this fashion guide is still an instrumental handbook for aspiring fashion designers worldwide. It offers valuable insights on numerous aspects of designing and manufacturing clothes, from creating a business plan, finding the best materials, and managing production and marketing aspects, to becoming a successful runway show producer.

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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 business...

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