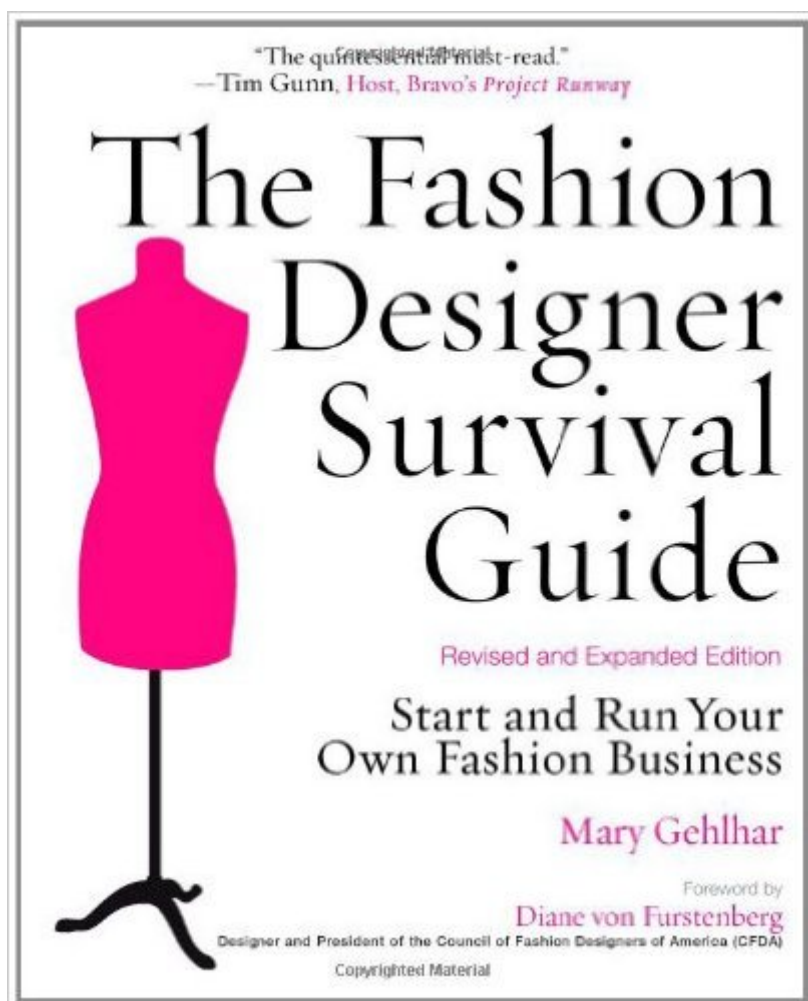


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# The Fashion Designer Survival Guide, Revised And Expanded Edition: Start And Run Your Own Fashion Business



## Synopsis

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 designer. 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* 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's closets Romancing the press, dressing celebrities, and creative publicity techniques Producing a runway show that will get results

## Book Information

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## Customer Reviews

I will admit-- I chose this "how to start a fashion business" guide book over the other ones because it's more famous. And because of the Diane Von Furstenberg foreword, Tim Gunn review, and many little interviews with actual designers. Lets not forget the great price (w/ free shipping if \$25 is

spent). This book is definitely a good read-- its full of practical information and great advice and real-world examples of situations designers go through (designers going bankrupt, exclusivity of certain production factories, problems with selling to certain stores, etc). Its a very "real" look at fashion from a well thought out point of view. All that said, when I began to create my business plan this book was little help. I mean it certainly gave me a great summarized outline, but it lacks numbers. I just wish it had more number examples, you know more "averages". Like the average or sample amounts of material cost, production, and overhead cost for an emerging designers. How many pieces are recommended for a new designer and if they choose to sell to a store-- whats the average amount of pieces they sell the store and how many of each sizes (ie: 20 dresses? size 2(2) size 4(2) size 6(4) size 8(4) size 10(4) size 12(4)) I know averages can greatly differ, but I wish they would have made-up or created a fake fashion line, and created a very modified business plan with numbers, just as a sample. (That alone would have made this book perfect.) It also needed more equations. The only equation was COGS. The book was great, but it seriously lacked numbers and tangibility. As in I was thinking this book would be a onestop shop, but it wasn't.

As another reviewer said, this book is best suited to those designers who want to be the next big high fashion thing. I'm not taking stars off for that fact because some people don't want to be a smaller, more independent label, and to have a book geared towards them makes sense. This is the type of career I'm after so for that purpose, this was the right book for me to choose. I started reading it before I knew ANYTHING about actually running a fashion label; I knew about fashion but I didn't know about the business side. This book provided the basic introductory information I needed and I did learn a lot. I'm in a much better position to start my business than I was before. Having said that, Gehlhar's approach is downright unpleasant. If we're invested enough in starting our own labels to research and read in order to further our education, it's likely that we are WELL AWARE of "The Reality" she so thoughtfully placed in the very first chapter of the book. In fact, it's likely that this "advice" has been pounded into our heads since the very first moment we told someone we wanted to work in fashion. If we're at the point where we're taking the initiative to study the subject on our own, it's 100% unnecessary for this "wisdom" to be included at all, nevermind reiterated in every freaking chapter. Being told that it's hard serves zero purpose; what does telling us we \*might\* fail do for us in the long run? It's such a myth that "preparing" young hopefuls for the failure that might not even come is constructive. If things end up not going the way we had planned, what will having read it in a book beforehand do for us at that point? Nothing.

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