



Fashion Unraveled - Second Edition: How to Start and Manage Your Own Fashion (or Craft) Design Business

Jennifer Lynne Matthews

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Fashion Unraveled offers an inside look into the operations of a small fashion design business. This book offers tips, tools of the trade and valuable insight into the industry. This acts as a guide for developing a customer, market and collection. The book introduces the reader to sourcing and production, as well as explains marketing concepts. Whether the reader is an entrepreneur, designer, student or craftsman, this book will guide one through the business implementation process. Fashion Unraveled introduces an in-depth look at creating a costing model, solid pricing and realistic budgeting. Fashion Unraveled is user friendly and was designed for the creative mind. Chapters are laid out with definitions and web links located in the sidebars of the book for ease in use. The second edition features over 400 pages of information transforming this into the "must read" resource for every designer entrepreneur. This book offers a new case study feature, following a small fashion business through their business launch, including their business plan. Fashion Unraveled also features several designer interviews, including a Q&A with British designer Timothy James Andrews and couturier Colleen Quen.

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