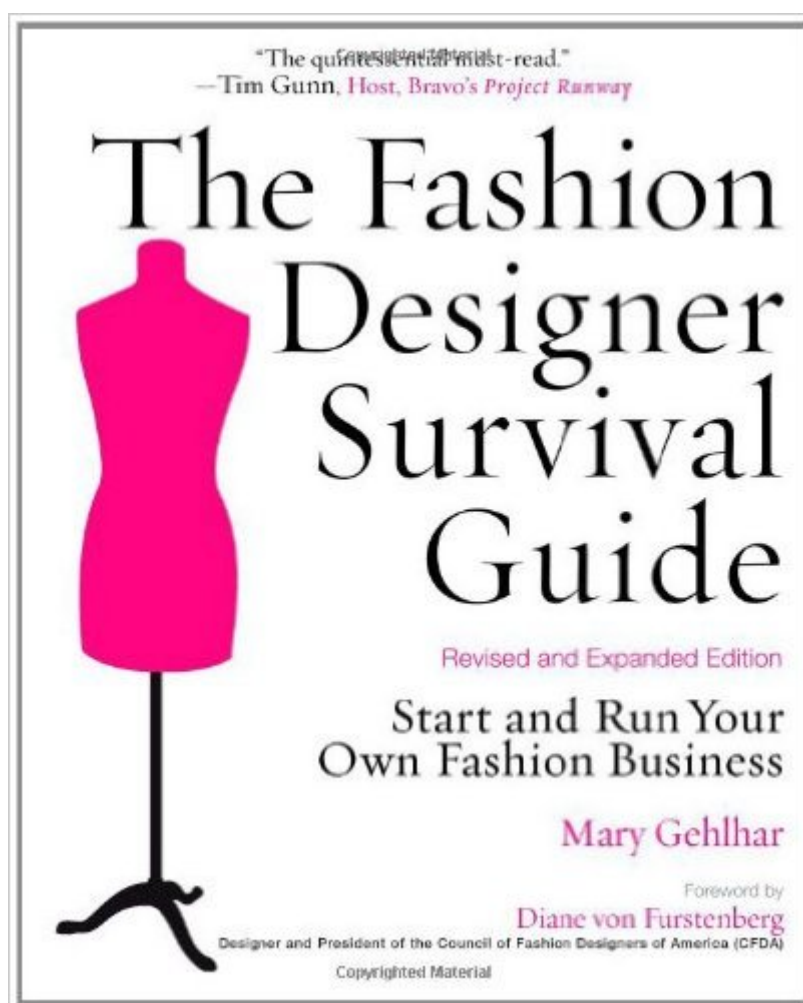


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The Fashion Designer Survival Guide, Revised And Expanded Edition: Start And Run Your Own Fashion Business



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

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Customer Reviews

"For anyone interested in being a fashion designer or working in the fashion industry, 'The Fashion Designer Survival Guide' is the quintessential must-read." • Tim Gunn, Bravo's *Project Runway* "For anyone seeking to compete and succeed in our crowded and

highly competitive industry, Mary's comprehensive advice is required reading." --Peter D. Arnold, President, Cynthia Rowley "It takes more than just a creative idea to succeed as a fashion designer. "The Fashion Designer Survival Guide" will help bring ideas to the marketplace. It is a comprehensive overview of the business side of fashion that offers detailed practices and specific tools that are required to become a working designer." --Steven Kolb, Executive Director, Council of Fashion Designers of America "For anyone interested in being a fashion designer or working in the fashion industry, "The Fashion Designer Survival Guide" is the quintessential must-read." --Tim Gunn, Bravo's Project Runway "For anyone seeking to compete and succeed in our crowded and highly competitive industry, Mary's comprehensive advice is required reading." --Peter D. Arnold, President, Cynthia Rowley "It takes more than just a creative idea to succeed as a fashion designer. "The Fashion Designer Survival Guide" will help bring ideas to the marketplace. It is a comprehensive overview of the business side of fashion that offers detailed practices and specific tools that are required to become a working designer." --Steven Kolb, Executive Director, Council of Fashion Designers of America

As the Fashion Division Director of Gen Art, Mary Gehlhar has worked closely with up-and-coming designers to start, operate, and grow design businesses. She has lent her expertise to the Rising Star Award committee at Fashion Group International, the Pratt Institute Fashion Jury, and the Open Call panel for the Miramax/Bravo show Project Runway. Mary has been interviewed by the New York Times, British Vogue, Washington Post, Boston Globe, and E! Style channel.

Not helpful to me at all I already knew all this stuff. The blurb lead me to believe I was going to get more pertinent info. But there was none.

Just was not what I expected, It seems like it was for high end designers. I just wanted to try on a smaller level.

This book was a great bird's-eye view of the fashion world. It was extremely detailed and gave me insights into a variety of issues in the fashion world that my friends and I had never thought about before we started planning to begin our own business. It has excellent resources and some really hard-hitting advice for anyone who thinks that the fashion world is all about talent and creativity. They help, but a good business sense helps even more if you want to succeed, especially in today's

economy. Highly recommended.

This is an excellent tutorial IF you already have a basic background in the fashion industry, otherwise, you might not understand certain information predicated on the assumption of a knowledge base. I would most certainly recommend it for anyone thinking of starting their own business in the fashion industry. It will skillfully guide you through the land mines of the fashion landscape and prevent you from getting a leg blown off! Clear, concise and thorough. Lots of 'white space' on every page prevents the reader from being overwhelmed and subliminally infers that starting your own business IS simple enough that you absolutely can succeed! Just do your due diligence with Mary. Good luck!

Slick visual presentation, but for a start-up clothing designer or manufacturer like me it was far too "designer" oriented to provide much relevant information. Lots of quotes by and photos of big-name designers, so I know for sure the author is very connected, for what that's worth.

Book gives real world advice on how to get ahead in the fashion industry. The book advises about working under a reputable designer to get the real world experience and I 100% agree. Very good book for young high school students or young people interested in entering the fashion industry

realistic depiction of life as a fashion designer

Simply excellent ! Well written, honest and informative. Thank you Mary.

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