



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

By Mary Gehlhar

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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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- Sales Rank: #45771 in Books
- Brand: imusti
- Published on: 2008-07-01
- Released on: 2008-07-01
- Original language: English
- Number of items: 1
- Dimensions: 9.69" h x .70" w x 7.44" l, 1.12 pounds
- Binding: Paperback
- 304 pages

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Editorial Review

Review

"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

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About the Author

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.

Users Review

From reader reviews:

Lourdes Williams:

The knowledge that you get from The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business is the more deep you excavating the information that hide into the words the more you get enthusiastic about reading it. It does not mean that this book is hard to understand but The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business giving you enjoyment feeling of reading. The article author conveys their point in a number of way that can be understood simply by anyone who read this because the author of this guide is well-known enough. That book also makes your vocabulary increase well. It is therefore easy to understand then can go together with you, both in printed or e-book style are available. We highly recommend you for having this The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business instantly.

Maria Kraus:

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