



The Fashion Designer Survival Guide: Start and Run Your Own Fashion Business

Mary Gehlhar (Foreword), Diane Von Furstenberg (Foreword), Zac Posen

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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

The Fashion Designer Survival Guide: Start and Run Your Own Fashion Business Details

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From Reader Review The Fashion Designer Survival Guide: Start and Run Your Own Fashion Business for online ebook

Melanie Hughes says

This is very current and a great resource on starting a fashion company.

Alisa says

This version is like the first but with more business information and also better examples from the industry.

Adriane says

This was a really good read and was very informative, with lots of good valid ideas and points for running your own business. The only thing to note is that the book was written based predominantly on the American fashion market, so some of the information will not be relevant in the UK or other countries. Otherwise a good book.

Tarin says

Very insightful! A great reference tool for anyone who is interested in starting a clothing line...or could pertain to any sort of product manufacturing...but mostly the fashion industry!!

Alisa says

Great tips and great expert advise.

ereese says

Still reading this very insightful guide to the fashion industry.

Helen says

If you're thinking about getting into the world of fashion design, this is 1 of 2 books that you should read before diving head first into a pool with little water. It's an in depth look into a very popular career choice, but it definitely teaches you the do's and dont's of this very saturated industry. Another suggested read is

"FabJobs:How to Become a Fashion Designer".

Sher♥ The Fabulous BookLover says

Lots of helpful information and she definitely gives it to you straight. Gehlhar doesn't sugar coat the truth about how hard it is to be in the fashion industry. Good read if you're wanting to start your own label.

Wendy'sThoughts says

House of Z-An Insightful Look at Zac Posen- Netflix Documentary

***** Disclaimer: I looked to see if there was any book written about Posen. This was all I could find which was appropriate.*

I love Documentaries. When done well, you are there ... a fly on the wall and can see how people truly are...As a reader, I am always putting myself into the story one way or another... either by being the mental voice of reason trying to understanding what motivated actions or by being a willing participant... there with the characters and feeling every little situation...

When watching on Netflix, House of Z directed by Sandy Chronopulos, I was there through all the ups and downs of Zac Posen's career. I experienced all of his highs and very lows...and if you ever had any interest in fashion... or just a passing nod to the designer because he is a judge on Project Runway...Then the time spent watching this will be well worth it.

You are able to see as a child how he was nurtured by his parents and family. How all of the elements came together for him very early in his career and then what he experienced as the fashion darling at such a young age. His rise to fame, the stress to stay on top, the quick growth and all the pressure it can be. How when too many voices are telling the artist what to do... and how it can devour the talent until it is drained...

Zac Posen is an incredible craftsman... a true designer of another era...yet of today. If you have the time, this documentary takes you on Zac's creative and emotional journey...

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Samantha says

Gives a very light overview. Needs more depth.

Vilia Ciputra says

This is a good book for everything simple and practical about fashion and its industries. Perfect book for fashion beginner, designer, and business owner.

Kat (Kindred Dreamheart) says

This is a wonderful reference source and ongoing read for industry bound professionals.

P. Wish says

A comprehensive guide to breaking into the fashion business. I loved how detailed and practical the book was. Mary uses the experiences and interviews of other people in the industry to help you understand the realities of starting your own clothing line. I especially liked the sections on production and getting your collection into stores. The PR section was an eye-opener. Mary gives you tips and names that help you get a hang of how to go on about the topics covered.

Some parts of the books may not apply to today's scenario and the book is largely written for the American fashion market but for the most part, The Fashion Designer's Survival Guide is an indispensable companion to any fashion designer. I would recommend this book to any new designer, fashion entrepreneur or fashion design student.

Eunice Graham says

For the serious fashion designer this is a must have I would say. For the smaller business it is full of interesting information, some you may use, most you won't. If just starting out I would find a book on ecommerce and follow their selling info to be honest. Well written and informative though. I enjoyed it even though my business is smaller.

Grace Ng says

A great book, gives you tips from an insider's point of view.
