

HOW TO
SET UP
& RUN A

Fashion Label

Toby Meadows

2nd Edition

How To Set Up Run A Fashion Label 2nd Edition

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How To Set Up Run A Fashion Label 2nd Edition:

How to Set up & Run a Fashion Label 2nd edition Toby Meadows, 2012-09-19 No matter how talented you are as a designer if you are going to run a successful fashion label you also need to know about business from marketing and PR to manufacturing your collection and where to find the money to finance it all This new expanded edition contains information on e commerce sustainability five new case studies and updated images throughout **How to Set Up and Run a Fashion Label** Toby Meadows, 2012 A guide to running your own business whether it is within the clothing accessories or footwear sectors Filled with tips case studies and tasks to help you analyse yourself your market and your product it shows you what to expect and how to survive beyond the first eighteen months the period during which many start up businesses collapse Provided by publisher **How to Set Up & Run a Fashion Label** Toby Meadows, 2012-08-20 No matter how talented you are as a designer if you are going to run a successful fashion label you also need to know about business from marketing and PR to manufacturing your collection and where to find the money to finance it all In How to Set Up and Run a Fashion Label 2nd edition Toby Meadows presents a no nonsense guide to running your own business whether it is within the clothing accessories or footwear sectors Packed with tips case studies and tasks to help you analyse yourself your market and your product the book is designed for anyone wanting to start their own fashion business This new expanded edition contains information on e commerce sustainability five new case studies and updated images throughout How to Set Up and Run a Fashion Label Toby Meadows, 2012 A guide to running your own business whether it is within the clothing accessories or footwear sectors Filled with tips case studies and tasks to help you analyse yourself your market and your product it shows you what to expect and how to survive beyond the first eighteen months the period during which many start up businesses collapse Provided by publisher **Marketing Management, 2nd Edition** Arun Kumar & N. Meenakshi, 2011 Marketing is a way of doing business It is all pervasive a part of everyone s job description Marketing is an expression of a company s character and is a responsibility that necessarily belongs to the whole company and everyone in it Beyond Design, 2nd Edition Sandra J. Keiser, Myrna B. Garner, 2007-08-06 This practical text takes students step by step through the preproduction processes of apparel product development planning forecasting fabricating developing silhouettes and specifications pricing and sourcing It demonstrates how these processes must be coordinated to get the right product to retail when customers want it and at a price they are willing to pay Based on consultations with some of the most successful and innovative firms in the fashion business the text covers the evolving partnerships among textile suppliers product developers manufacturers and retailers as they work to develop apparel products in today s customer driven environment New to this edition Increased number of case studies and sidebars International examples and case studies address the effects of globalization More information on menswear children s wear and special size markets Updated tables and statistical information and new photo examples Discussion of Technological advancements related to product development

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