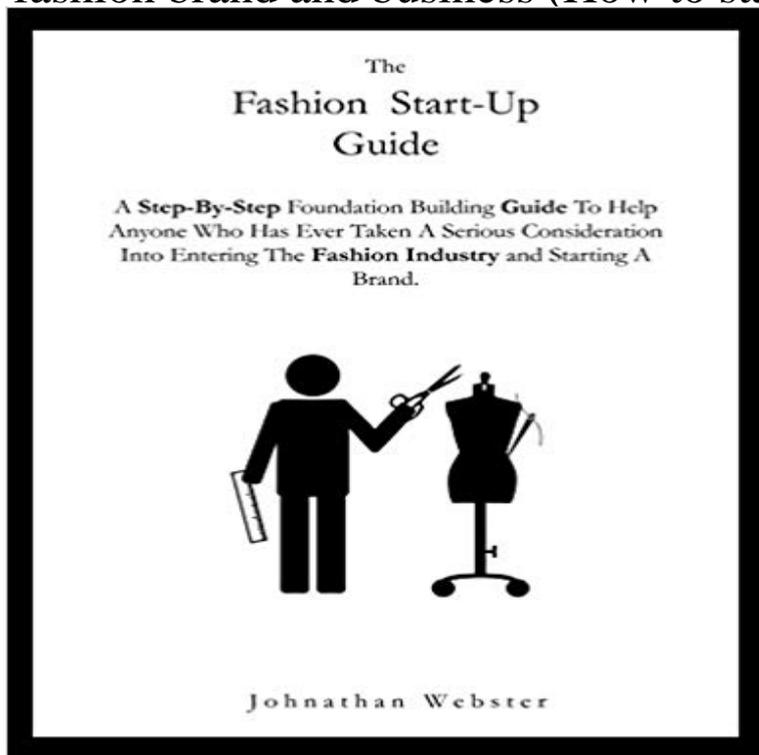


The Fashion Startup Guide: A step by step guide on how to build a fashion brand and business (How to start a fashion company)



Johnathan Webster, author, award winning NYC based designer for companies such as Helmut Lang & Theory, consultant to many NYC brands gives readers an inside of how to start a clothing company with a step by step guide of the necessary steps to create, produce and begin your own fashion line. The Fashion Start-up Guide addresses both creative and technical challenges that one must be aware of to create a fashion collection. It provides the essential tools and checklists to start a clothing business with no nonsense chapters such as:

- How to harness you creative idea
- A step by step flow-chart
- How and when to purchase fabric
- In-depth analysis of how to work with a pattern maker
- Detailed description of a technical pack (examples included)
 - Finalizing your fashion collection
 - Step by step checklists to keep you moving fluidly
- List of websites, emails and references
- Sales: Which method is best for you!

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wont even co-sign it. The first step in making a great brand is getting your friends to adopt it. . Theres nothing wrong with starting over, as long as you learn from your mistakes. A Complete Guide to This Weekends Sneaker Releases.

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