



Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing

By Frances Harder

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Fashion For Profit and the other accompanying books by Frances Harder are a professional's complete guide to designing, brand development, costing, manufacturing, & marketing a successful business. Creativity is essential but it isn't enough. The passage from initial concept to the ultimate consumer involves many steps. Fashion For Profit is a roadmap that clearly marks each step. Frances Harder's books are detailed in depth text on how to start your own apparel related business. They have been reviewed and validated by experts from each specific crucial area of design, product development, finance, production, through to sales and marketing. Frances Harder's books have been adopted by some of the best fashion schools in the US to familiarize students with many of the complicated facets of the fashion business beyond designing a line. But whether you are a student or starting your own business you will find information in Fashion For Profit and the accompanying books will help you avoid costly mistakes.

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Editorial Review

Review

The business of fashion is a very daunting prospect for someone with just an idea and no experience. Upon reading Fashion For Profit and learned the crucial information we needed to know when starting our new business venture. We then joined the Fashion Business Incorporated (FBI) as members, and our product was carefully evaluated, comments given and consultants identified who could help me navigate the waters. My business plan became solid, technical issues resolved, a marketing plan in place and most important, a clearly defined roadmap for how to bring the product to market. Within one year, my product was in stores in the US and Canada and distribution agreements in place for overseas. All of this was done with the help of Frances Harder's books and the FBI, which she founded. My investment in her books and my membership in the FBI has been the best money I ever spent. Arlene Battishill President & CEO ScooterGirls, Inc. LA -- Fashion For Profit website

I must say, your book is right on point. I have read so many books that have merely danced around the subject, but nobody seems to want to break it down the way you have. I plan to put in orders for more books in the future. I would like to use your books as a training guide for my team, and they will be required to read and write a report on your material. M. Trammell --Fashion For Profit

Fashion For Profit is like the Red Cross for the fashion industry! Shawna. LA --Fashion For Profit website

About the Author

Frances Harder is the President & Founder of the Fashion Business Incorporated (FBI), which provides vital business development and job retraining to the US apparel industry: Fashionbizinc.org. The FBI's training center is housed in the heart of LA's fashion district in the California Market Center. The center has a state of the art computer lab, seminar room and general office space. Since its inception in 1999 the FBI has grown to become an important resource for apparel manufacturers. Additionally, all the training developed at the FBI has been recognized by the state of California's ETP program, which allows manufactures and employees to attend training and receive state sponsorship. Additionally, in 2009 Microsoft provided a grant to fund a professional job retaining program, which was developed to assist displaced workers find new job placement. Frances has self-published a series of books dealing with starting a fashion business: Fashion for Profit is an extensive text that covers the A to Z of starting an apparel company, Costing for Profit, Brand Building For Profit, & Forms for Profit all address additional valuable information when starting an apparel company. Coming soon: Retailing for Profit, which will be available later in 2010. Frances has her own consulting firm: Apparel Business Consulting and consults on product development, branding, merchandising and production. She also presents seminars at industry trade shows both nationally at MAGIC, ASR, LA Textile week, NY Textile show, Vegas Textile show, and internationally at Hong Kong World Boutique. As of Dec. 2009 Frances was voted for six consecutive years by the California Apparel News as one of the most influential within LA's fashion industry. October 2009 she was invited by the German government to be part of a global delegation on sustainability and the creative arts. February 2007 she was invited by the French Government to participate in a delegation to visit France to discuss copyright issues that affect both branded labels in France and the US. In November 2007 Frances was invited to present at Shanghai University about the certified job training she has developed at the FBI. She was recently invited to be a member of the US Department of Export Council (DEC). Frances's past professional experience included having her own name under license in Japan, designing a line for Pricilla Presley for Home Shopping, product development for the Royal House of Brunei and extensive European professional

experience both as an educator and designer. She left her position as a full time Associate Professor at Otis College of Art and Design in LA in 1999 to found and direct the development of the Fashion Business Incorporated.

Users Review

From reader reviews:

Marjorie Batchelder:

The guide untitled Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing is the book that recommended to you to read. You can see the quality of the e-book content that will be shown to a person. The language that publisher use to explained their way of doing something is easily to understand. The copy writer was did a lot of exploration when write the book, therefore the information that they share to you is absolutely accurate. You also will get the e-book of Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing from the publisher to make you considerably more enjoy free time.

Margaret Boyer:

The particular book Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing has a lot of knowledge on it. So when you make sure to read this book you can get a lot of help. The book was published by the very famous author. The writer makes some research just before write this book. This particular book very easy to read you can find the point easily after reading this book.

Blair Gant:

Playing with family inside a park, coming to see the marine world or hanging out with good friends is thing that usually you will have done when you have spare time, and then why you don't try point that really opposite from that. A single activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing, you can enjoy both. It is very good combination right, you still desire to miss it? What kind of hang-out type is it? Oh can happen its mind hangout guys. What? Still don't obtain it, oh come on its called reading friends.

Carolyn Charles:

Your reading sixth sense will not betray you actually, why because this Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing guide written by well-known writer who really knows well how to make book that could be understand by anyone who else read the book. Written within good manner for you, dripping every ideas and publishing skill only for eliminate your personal hunger then you still skepticism Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing as good book but not only by the cover but also by the content. This is one guide that can break don't judge book by its handle, so do

you still needing one more sixth sense to pick this!? Oh come on your studying sixth sense already alerted you so why you have to listening to one more sixth sense.

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