



# 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: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing** By Frances Harder

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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## **Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing By Frances Harder Bibliography**

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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:**

#### **Lonnie Bowers:**

The knowledge that you get from Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing could be the more deep you looking the information that hide inside the words the more you get considering reading it. It doesn't mean that this book is hard to be aware of but Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing giving you thrill feeling of reading. The author conveys their point in specific way that can be understood by simply anyone who read it because the author of this guide is well-known enough. This particular book also makes your own vocabulary increase well. Making it easy to understand then can go along, both in printed or e-book style are available. We recommend you for having this kind of Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing instantly.

#### **Ruth Barnett:**

People live in this new morning of lifestyle always aim to and must have the free time or they will get lots of stress from both daily life and work. So , whenever we ask do people have time, we will say absolutely without a doubt. People is human not a robot. Then we ask again, what kind of activity do you possess when the spare time coming to a person of course your answer will probably unlimited right. Then do you try this one, reading books. It can be your alternative with spending your spare time, the particular book you have read is definitely Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing.

#### **Martha Furman:**

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**John Guenther:**

This Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing is great book for you because the content and that is full of information for you who all always deal with world and also have to make decision every minute. That book reveal it data accurately using great coordinate word or we can state no rambling sentences in it. So if you are read that hurriedly you can have whole details in it. Doesn't mean it only provides straight forward sentences but hard core information with wonderful delivering sentences. Having Fashion For Profit: A Professional's Complete Guide to Designing, Manufacturing, & Marketing a Successful Line and Retailing in your hand like keeping the world in your arm, information in it is not ridiculous just one. We can say that no e-book that offer you world inside ten or fifteen tiny right but this publication already do that. So , it is good reading book. Heya Mr. and Mrs. busy do you still doubt this?

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