



Fashion For Profit - 10th Edition: From Design Concept to Apparel Manufacturing and Retailing - A Professional's Complete Guide

Frances Harder

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The Fashion Business is a unique industry; artistic and creative, profit-driven and demanding. Fashion For Profit will take you to the heart of the business of fashion and give you the real facts.

A good idea and the right market niche can lead to your ultimate dream of running a successful apparel business. However, it is a multi-faceted industry with many important components that should be fully understood before taking that leap of faith. One missing link could mean failure. Knowledge is empowering and could save your savings! Fashion For Profit is the book that will support your ideas and help you to realize your dream. You will not only learn what you need to know, but what you want to know.

As you browse this book, you will note that you will get more and more excited. Each chapter brings definitive information about each specific area of apparel manufacturing. You will find that many of the questions you thought would never be addressed anywhere are answered here in clear and understandable terms!

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