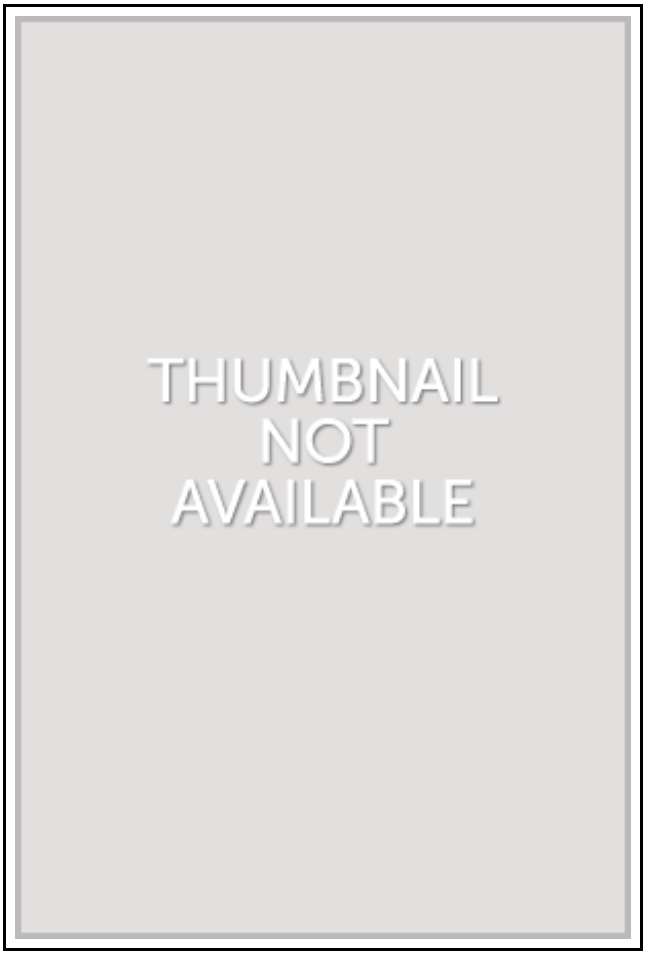
Blue is the New Black



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Reviews

This is the finest ebook i have got read through till now. It really is full of wisdom and knowledge You wont sense monotony at anytime of the time (that's what catalogs are for relating to in the event you ask me).

(Mr. Edison Roberts IV)

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Thames & Hudson Jan 2013, 2013. Taschenbuch. Book Condition: Neu. 231x173x20 mm. Neuware - Written for fashion graduates, newbie entrepreneurs and those in entry-level positions in the industry, Blue is the New Black demystifies the process of how to make a fashion collection accessible for all levels. It's a reference guide, a buddy, and an overview of who, what and where. Fashion is a multi-billion-dollar industry. It's not just about sketching an outfit, it's about selecting fabric, developing buttons, sourcing a factory, negotiating prices, making patterns, seeing the final launch and selling garments. This multi-faceted industry is exciting, enigmatic and endless. With many fashion schools now recognising the importance of including technical modules to their degrees, this guide is the perfect accompaniment to the relevant modules with its vocational a to z approach of what happens in the workplace, including how to build and maintain key business relationships. In that respect, it fills a gap in the market of books that give guidance for professionals embarking on or preparing for a career in the fashion industry. People who buy Blue is the New Black want to know how to create a collection. They want to roll up their sleeves and do it, but they need practical instruction on the different phases. They don't want to read about data management systems or the latest developments in polyester thread; they want to understand what a range plan is and how to look at a prototype in a factory. Understanding the three profiles of her readers 'first jobber, creative entrepreneur and creative graduate' as the author does, she realized that the publications currently available would alienate them and ignore their needs. Seeing this gap in the market, she wrote it herself, to the benefit of a million young professionals and students aspiring to...

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