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Clothing Line Start-Up Secrets: How To Start And Grow A Successful Clothing Line



Synopsis

Dear friend, I am sure you are passionate about fashion. The fact is that the fashion industry is a huge market, and a clothing line is a highly profitable business since clothes are a basic need. That's the reason every year thousands of people from all over the world try to start their own clothing lines without the knowledge that is required to successfully launch and run them, and within a few months, most of them give up. This will not happen with you. When it comes to starting a new business, the only shortcut to success is to follow the footsteps of someone who's already "been there and done that".

Book Information

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Customer Reviews

I strongly suspect that a lot of the reviews for this book are fake (most are not verified purchases, and they're overwhelmingly positive when the book has a lot of shortcomings). First off, the book is written in a very amateurish style. Although this would have been forgivable if the book contained really great content, it doesn't. The grammatical errors and junior high essay feel get old really fast. The information in this book is incredibly vague. The author has tried to cover everything, and ends up covering nothing in enough depth to be meaningful. At one point, it says, "In the rush and excitement of putting up a business, most business owners forget establishing the legal identity of their businesses altogether." Wait, what? What kind of adult business owner would do that? It's pretty well known (at least in the US and most other industrialized nations) that you have to get your business established legally before you do anything significant with your business. Please do yourself a favor and completely ignore the brief and painfully bad section on your options for legal entities. There are entire books devoted to that subject, and your best choice will vary based on

where you live and what you intend to do with the business. Talk to your accountant and/or lawyer about what's best for you. In general, if you have an idea in your head and you're looking for the details on how to go from idea to finished product and make a business of it, this is absolutely not the book for you. It tells you you'll spend a lot of time picking fabric, but it doesn't tell you anything about good fabric marketplaces, tips for selecting good fabric, how to know how much to order, and how to determine a price for your clothing based on the cost of producing your clothing.

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