



Launching a Successful Fashion Line: A Trendsetter's Guide

Ralinda Harvey

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Launching a Successful Fashion Line: A Trendsetter's Guide is a full-colour, highly illustrated handbook for trendsetters, showing how to create, brand and sell your very own fashion collection. From choosing a brand name to defining your niche in the market, this book will answer all your questions and give any budding fashion designer the helping hand they need to start out independently in the fashion world.

Filled with brilliant illustrations, support and encouragement, case studies and practical step-by-step instructions, *Launching a Successful Fashion Line* is a must-have guide for anyone seeking to strike fashion gold.

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