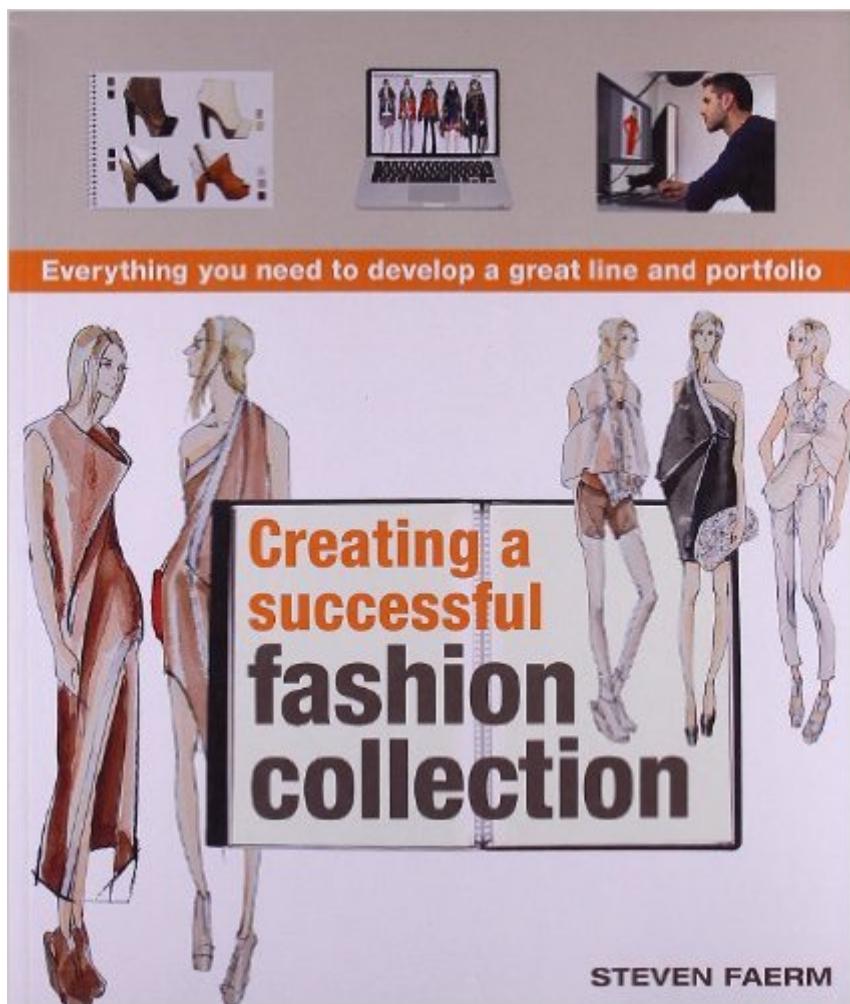


The book was found

Creating A Successful Fashion Collection: Everything You Need To Develop A Great Line And Portfolio



Synopsis

Fashion design students about to start out on their professional career are shown how to showcase their talent and stand out from the competition in their quest for a rewarding job. This book instructs in editing and targeting a Graduate Collection, and then shows how to present it in a winning portfolio. Author Steven Faerm discusses the student's graduate thesis collection from first concept and inspiration to a final merchandising plan. He goes on to analyze the qualities that make a stellar portfolio--its layout, use of color, labeling, and more. A following section focuses on strategies for successful job hunting, including creating a winning résumé and cover letter, making a winning impression at job interviews, seeking out internships, and more. The book concludes with descriptions of specific careers to seek in the fashion industry, including fashion designer, costume designer, patternmaker, buyer, fashion journalist, fashion illustrator, and many others. An inspiring text is complemented with more than 400 color illustrations.

Book Information

Paperback: 164 pages

Publisher: Barron's Educational Series; Reprint edition (February 1, 2012)

Language: English

ISBN-10: 0764147323

ISBN-13: 978-0764147326

Product Dimensions: 8.5 x 0.4 x 10 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars (See all reviews) (8 customer reviews)

Best Sellers Rank: #330,669 in Books (See Top 100 in Books) #127 in Books > Arts & Photography > Fashion > Designers #813 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

Customer Reviews

I purchased this book because it is an easy to comprehend text that is not "wordy". It has wonderful photos and illustrations that gets its point across and enhances the learning experience.

I really loved this book.. it has all the information you need in case you want to start a new business or start in a new job

Ordered for a friend who has a fashion business...very helpful

its a really cool book in fashion design..

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