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In The Fashion Designer Survival Guide, Mary Gehlhar, industry authority and consultant to hundreds of designers, offers behind-the-scenes advice for independent designers. In this must-have guide, Gehlhar reveals essential information on where to find financing, as well as how to market, manufacture, and distribute your creations.

"The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business" is a great book for those that know absolutely nothing about the fashion industry. Mary Gehlhar is the author of this book.

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The Fashion Designer Survival Guide provides the necessary tools to get a fashion line or label up and moving on the right track, including: How to create a viable business plan Figuring out how much money you need, where and how to get it, and how to make it last, including the latest on private equity The best sources for fabric and materials Navigating the pitfalls of production both at home and abroad Marketing, branding, and

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