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Blue is the New Black: The 10 Step Guide to Developing and Producing a Fashion Collection

Susie Breuer

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Susie Breuer : Blue is the New Black: The 10 Step Guide to Developing and Producing a Fashion Collection before purchasing it in order to gage whether or not it would be worth my time, and all praised Blue is the New Black: The 10 Step Guide to Developing and Producing a Fashion Collection:

2 of 2 people found the following review helpful. If only everything in life came with such a powerful guide.By EddiPacked with vital information, structured in a clear, concise and sequential order make this book not only easy to read, understand and digest but perfect to support the development of a business plan. Its ten chapters outline facts from the knowledge of an industry professional whilst prompting the reader to think further. I found the images and

tables to be informative and the glossary of industry terms invaluable. If your thinking about starting a brand, entering the fashion industry or just interested in what makes it all tick, "Blue is the new black" is a book which I can without question recommend. 0 of 0 people found the following review helpful. Best Investment Ever By Ambereen I bought this book with a little extra money I made! One of the best investments I have ever made! This is a really appealing your book . I absolutely love the visuals, the shirt flats in the range planning chapter, the information on pattern-making and tech packs and line list. I love that there are also excel sheets in there. I was really thinking that the book would just be a lot of text explaining everything, but the visuals, the layout, the flowcharts was such a pleasant surprise! I have always felt a little less confident because I do not know too much about pattern-making, stitches, fabrics and terms such as collar depth etc. But this book makes me feel like I have a starting point of learning and filling all the holes in my knowledge. A must buy for anyone in the industry!! I promise you will WANT to read it! 0 of 0 people found the following review helpful. Finally... By DHI It's a jungle out there in the fashion world. Susie creates order in the chaos of activities, functions, do's and don't's. She places the right emphasis on what's important and why, and which sequence. For those new to the industry the book is a must-read. For seasoned pro's the perspective in which she places things is a relaxing confirmation of the state of affairs - and that creates room for innovation. Enjoy her book.

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 is a reference guide, a buddy, and a bible of who, what, and where.

It should be in the hands of every fashion graduate and on the desk of every professional." - Fred Gehring CEO Tommy Hilfiger "This is a fantastic book for anyone interested in the world of fashion. Whether you are an expert in fashion or just starting out, you must read this book!" -Sir Paul Smith "While the market abounds in books that plumb particular areas of this process, Breuer's paints the big picture, elevating what may have otherwise been a garden-variety reference into an indispensable industry bible." - Lindsey Tramuta -NYT T Style Magazine From the Inside Flap 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. Its a reference guide, a buddy, and an overview of who, what and where. Fashion is a multi-billion-dollar industry. Its not just about sketching an outfit, its 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 dont 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 enter and get ahead in the fashion industry.