



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

By Susie Breuer

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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.

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Editorial Review

Review

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

"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

"Breuers 10 Step Guide distills core industry knowledge into an easily digestible format"

- Fred Gehring (CEO Tommy Hilfiger)

" A must for anyone wanting a career in fashion"

- Arts Thread

"Sheds a clear light on what it takes to create a collection, how to build a brand and also key business relationships

- Superfuture

"This book is an absolute must-read for everyone working in fashion or with ambitions to do so."

- Mariëte Hoitink

From the Back Cover

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's a reference guide, a buddy, and an overview of who, what and where.

Fashion is a multi-billion-dollar industry. It's not just about sketching an outfit, it's 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 don't 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.

About the Author

Over the past 23 years Susie has worked in all areas of the garment industry from shop floor to development and production of a luxury brand.

In 2010 Susie founded Co-Lab 54 - a consultancy to facilitate project collaborations with fashion companies, in addition to coaching and teaching workshops on product development, planning and strategy.

Users Review

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Donna Antonucci:

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David Carter:

Within this era which is the greater man or woman or who has ability to do something more are more treasured than other. Do you want to become one of it? It is just simple solution to have that. What you have to do is just spending your time very little but quite enough to experience a look at some books. One of the books in the top record in your reading list is definitely *Blue is the New Black: The 10 Step Guide to Developing and Producing a Fashion Collection*. This book that is qualified as *The Hungry Mountains* can get you closer in turning into precious person. By looking right up and review this e-book you can get many advantages.

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