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"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. As the Fashion Division Director of Gen Art, Mary Gehlhar has worked closely with up-and-coming designers to start, operate, and grow design businesses.

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With advice from fashion luminaries including Donna Karan, Tommy Hilfiger, Cynthia Rowley, Diane von Furstenberg, Richard Tyler, and top executives from Saks Fifth Avenue and Barneys New York, this fully updated and revised edition of The Fashion Designer Survival Guide addresses the latest trends in apparel and accessories, the newest designers, an updated introduction, and a new foreword by Diane von Furstenberg, Designer and President of the Council of Fashion Designers of America (CFDA).

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The Fashion Designer Survival Guide Mary Gehlar is consultant to hundreds of designers. This book gives you advice from popular brands as Tommy Hilfiger, Richard tyler and many more. This fashion designer guide tells you the necessary tools to build your own fashion label.

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When I began my business in 1972, I wish a book like The Fashion Designer's Survival Guide had existed that I could have turned to for advice on how to launch a fashion business. Fortunately, Mary Gehlhar has provided such an invaluable tool for today's generation of designers. Reading this guide

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