



# Guide to Fashion Entrepreneurship: The Plan, the Product, the Process

By Melissa G. Carr, Lisa Hopkins Newell

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*Guide to Fashion Entrepreneurship* delves into a comprehensive, step-by-step entrepreneurial action plan that investigates how fashion product concepts are created, branded, sourced, marketed, channeled, and merchandised. Each chapter delivers the essential tools to successfully identify market opportunities, execute product differentiation, and market a new brand or brand extension in a multichannel retail environment to achieve a profitable business.

Fashion students and aspiring fashion professionals will gain critical business and creative knowledge to move a product from concept to consumer--and learn how to launch a brand or fashion business.

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“The book is, however, extensively laden with scholarly apparatuses, with bibliographies and notes at the end of every chapter, an extensive glossary, index, and basic and extended tables of contents. This gives the book much utility as a reference work, allowing for quick and easy navigation to relevant subject areas, and these are an enormously value-added benefit to the text. It is definitely a book that deserves a spot on the shelves of any library that has a focus on fashion, business, art, or any combination thereof.” *Katya Pereyaslavska, ARLIS*

#### About the Author

**Melissa G. Carr** is Assistant Professor and Apparel Merchandising Director in the Department of Apparel Design & Merchandising at Dominican University, USA, where she is largely responsible for the curriculum of merchandising classes.

**Lisa Hopkins Newell** is an Adjunct Professor in the Fashion Studies Department at Columbia College Chicago, USA, and the Apparel Design & Merchandising Department at Dominican University, where she has taught across the curriculum from courses in Introduction to Fashion Business and Fashion Product Evaluation, to advance courses of Introduction to Marketing the Arts and Merchandise Management.

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