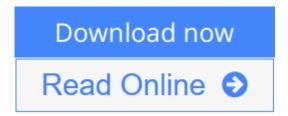


# The Official Step-by-Step Guide to Starting a **Clothing Line**

By Jay Arrington



## The Official Step-by-Step Guide to Starting a Clothing Line By Jay Arrington

This is a manual that educates aspiring designers on how to start their own clothing line. It walks them through each step. Features in the title are:

Money saving tips How to find and deal with overseas manufacturers Learn how to do your own trademarks (save on lawyer fees) What makes a good brand name How to incorporate your business and why you should Learn about letter of credit for production / payment on TT How to reduce time it takes to get your line going Valuable resources and contacts at your fingertips Learn about Production and Distribution Deals Getting a sales tax license Creating your website Your importer number issued from the government and why you need it How to form the right team behind you Getting orders at the famous Magic Tradeshow and others Go from being a T-shirt Designer to a real brand Designing your collection / specifications Style forecasting based on your budget Managing cash flow What is factoring and how to get it? Advertising and Marketing your brand Financing your line How to go about doing photo shoots How and where to find models Importing, Visas and Custom House Brokers Quota System and Duties Distribution and getting your product in stores Keystoning and setting the right price for your products Packaging your products. What you must know. Key office points, taxes and accounting Valuable advice from the authors Inside industry secrets and much more



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#### The Official Step-by-Step Guide to Starting a Clothing Line By Jay Arrington Bibliography

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#### **Editorial Review**

#### From the Publisher

How can I start my own clothing line is a question asked by many aspiring designers. Authors Jay Arrington and Michael H. have answered this question in what might be one of the best how to books on the fashion industry written to date. "The Official Step By Step Guide to Starting a Clothing Line" is a remarkably indepth work that puts all the necessary tools at the reader's finger tips. Some of the highlights of this book are finding overseas manufacturers, financing, product distribution as well as insider information previously not available to the general public.

The authors / designers, having created their own nationally renowned clothing line from scratch, bring 5 years of experience and valuable insight to this subject. Their walk through guide is currently available at amazon.com.

Excerpt. © Reprinted by permission. All rights reserved.

This manual was written to inform aspiring designers how to start and officially launch their own clothing line. The clothing industry is a 90 billion dollar per year industry that is constantly growing. It is our intent in this manual to give you a down to earth comprehensive look at what you will need to get going and stay going in this business. Whether you want to design leather, denim, urban, contemporary, or skateboard wear our manual will put you on the right track.

#### **Users Review**

#### From reader reviews:

#### **Robert Stratton:**

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### John Loya:

Are you kind of occupied person, only have 10 or even 15 minute in your day time to upgrading your mind expertise or thinking skill perhaps analytical thinking? Then you have problem with the book compared to can satisfy your small amount of time to read it because all this time you only find reserve that need more time to be examine. The Official Step-by-Step Guide to Starting a Clothing Line can be your answer since it can be read by you who have those short free time problems.

## Lois Silvey:

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