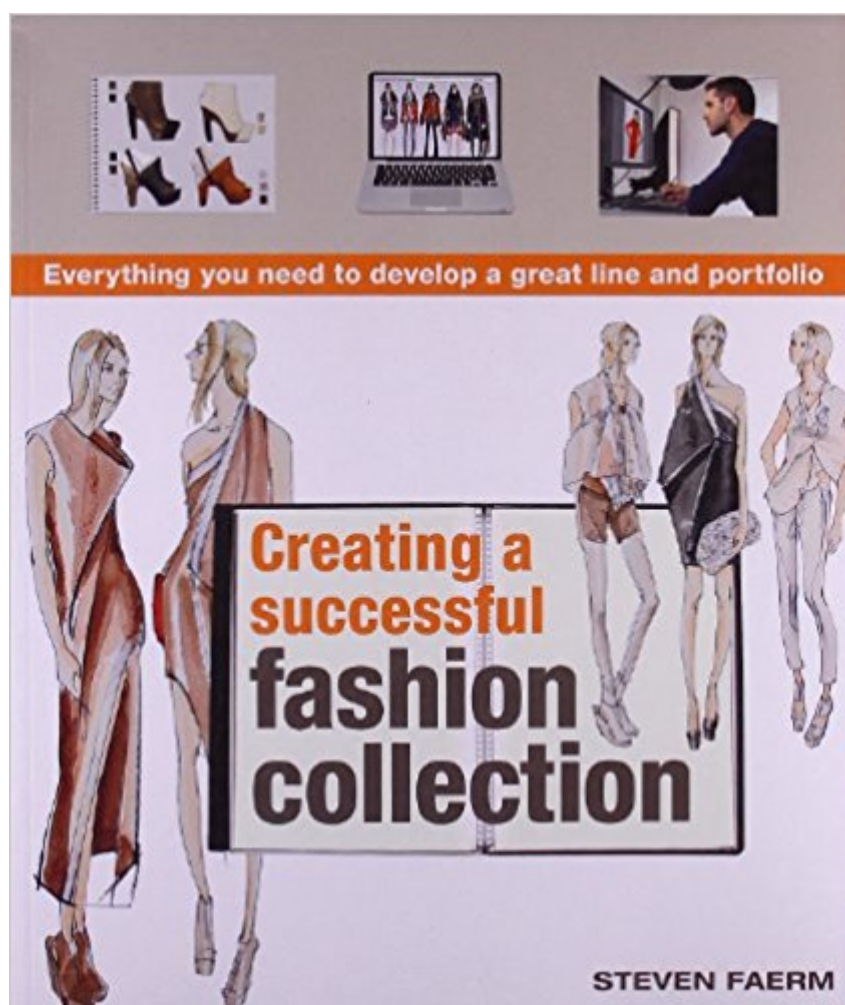


The book was found

# Creating A Successful Fashion Collection: Everything You Need To Develop A Great Line And Portfolio



## Synopsis

Fashion design students about to start out on their professional career are shown how to showcase their talent and stand out from the competition in their quest for a rewarding job. This book instructs in editing and targeting a Graduate Collection, and then shows how to present it in a winning portfolio. Author Steven Faerm discusses the student's graduate thesis collection from first concept and inspiration to a final merchandising plan. He goes on to analyze the qualities that make a stellar portfolio—its layout, use of color, labeling, and more. A following section focuses on strategies for successful job hunting, including creating a winning résumé and cover letter, making a winning impression at job interviews, seeking out internships, and more. The book concludes with descriptions of specific careers to seek in the fashion industry, including fashion designer, costume designer, patternmaker, buyer, fashion journalist, fashion illustrator, and many others. An inspiring text is complemented with more than 400 color illustrations.

## Book Information

Paperback: 164 pages

Publisher: Barron's Educational Series; Reprint edition (February 1, 2012)

Language: English

ISBN-10: 0764147323

ISBN-13: 978-0764147326

Product Dimensions: 8.5 x 0.4 x 10 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 12 customer reviews

Best Sellers Rank: #118,949 in Books (See Top 100 in Books) #42 in Books > Arts &

Photography > Fashion > Designers #251 in Books > Arts & Photography > Graphic Design >

Commercial > Fashion Design

## Customer Reviews

Steven Faerm is the former Director and current Assistant Professor and Curriculum Coordinator of Fashion Design at Parsons The New School for Design in New York City. He is also author of The Fashion Design Course, available in North America from Barron's.

If you absorb information well through reading, this can be very useful. I found it too wordy. The font is also unnecessarily small, making it harder to read. If you prefer something that's more visual, I'd recommend Anna Kiper's Fashion Portfolio (<http://amzn.to/2nPXqNY>) instead which has photo

examples on every page and less writing. This one has been recommended by many fashion professors but I haven't found it to be too useful. It's boring to read.

Great book, step-by-step, everything is clear. I love it.

Ordered for a friend who has a fashion business...very helpful

I really loved this book. The step by steps and the breakdown on how to build a great portfolio was super helpful!

I purchased this book because it is an easy to comprehend text that I is not "wordy". It has wonderful photos and illustrations that gets its point across and enhances the learning experience.

its a really cool book in fashion design..

Excellent

Lots of information that I am looking for

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