



Creating a Successful Fashion Collection: Everything You Need to Develop a Great Line and Portfolio

Steven Faerm

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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 rÃ©sumÃ© 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.

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