

THE
**FASHION
BUSINESS
MANUAL**

**AN ILLUSTRATED
GUIDE TO BUILDING
A FASHION BRAND**

12% BRANDING
24% PRODUCTION
8% WHOLESALING
19% MARKETING
22% RETAILING
14% STARTING UP

Easy to read
Visual learning
Paragraphs break down
Comprehensive content
Do not burn



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AN ILLUSTRATED
GUIDE TO BUILDING
A FASHION BRAND

FASHIONARY

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Fashionary Team
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INTRODUCTION

Fashion is Business. Period.

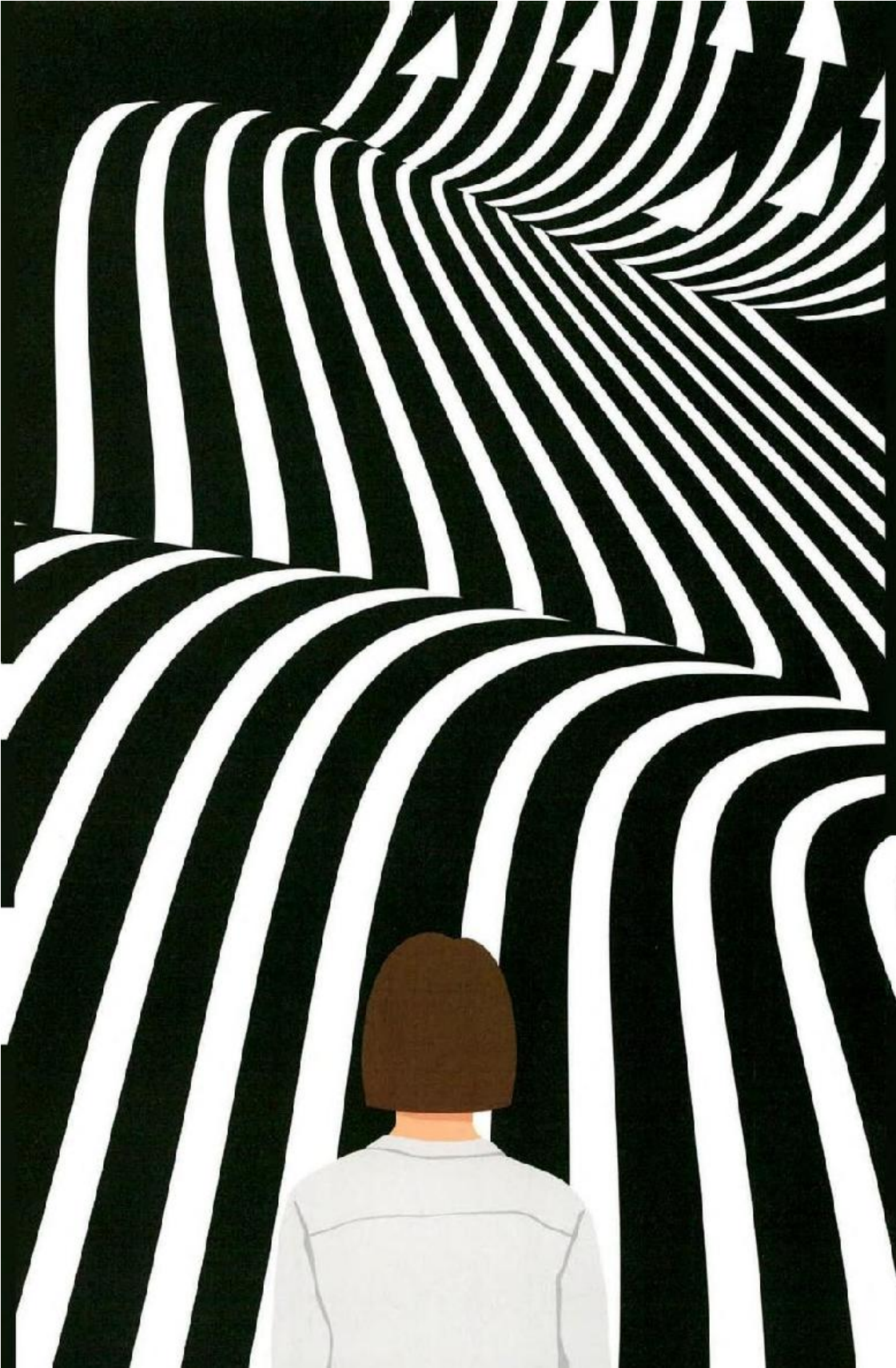
The harsh reality is that to survive in the fashion industry, whether it be starting a brand or managing a store, you need to have an understanding of business.

While designers and creatives can be incredibly talented, they often lack the business skills to make it in the fashion world. Often visually driven, many have never touched a business book or taken a business course, which significantly hurts the success rate of their company.

Our mission is to create a visual guide to help designers and creatives learn about the necessary survival business skill set in a way that's much more digestible and practical than standard philosophical or theoretical textbooks.

We spent over a year researching, questioning, considering and perfecting this manual, and the result is something we are proud of sharing with you. We hope you enjoy reading it – but more importantly – we hope it guides you in creating the backbone of a successful fashion company.

Fashionary Team



IT'S HARD!

Being an entrepreneur is like being a captain of a ship without a fixed destination – your goal is to keep looking for the next stop and survive.

It's not all smooth sailing. Before entering the business of fashion, there are a few things we think you should know.

1 It is hard

Running a brand that is acclaimed and makes enough profit to stay in business is not easy – especially if you don't have a large pool of funds when you're starting out.

2 Good designs are only part of the picture

There is a varied set of skills needed to be a fashion entrepreneur. It takes a balance of creativity, hard work, business and social skills – and a little luck.

3 Things do not happen overnight

Plenty of great designers fail many times before reaching success. Remember, the route to the top is not always glamorous – and it's likely to take more money and time than you think.

4 Always keep going

There are so many unpredictable circumstances that come with being a fashion entrepreneur; you can never be 100% ready. Make sure that with every step backward, you take two more forward.

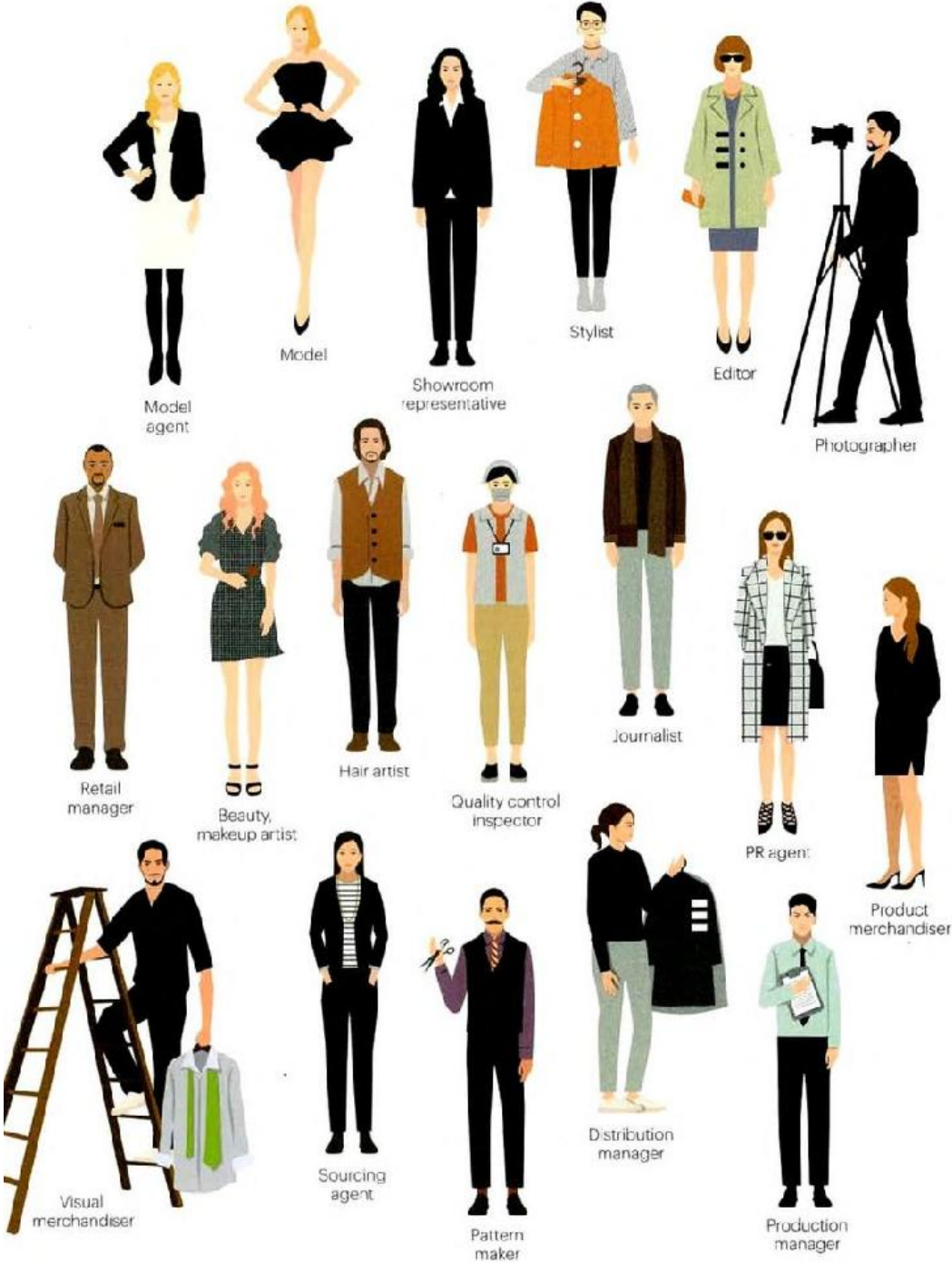
While it's not an easy road to becoming a successful fashion entrepreneur, we hope the path is made a little easier with the help of this manual. Never stop believing in your dream, and remember not to let the obstacles discourage you because nothing in the world can replace the joy that comes from achieving your goals.

You've got this.
Fashionary Team

PEOPLE IN THE INDUSTRY



On your journey, you will deal with plenty of different people within the industry. Some might even become your team members and the following are just some of them!



GETTING

STARTED!



1

The Branding Direction

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18 8 elements to build your brand
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THE MOST IMPORTANT THING IN BRANDING

Branding is an opportunity to create your company's personality and forge a closer connection with your customers. The key to strong branding is through differentiating yourself from your competitors. In short, stand out.

MORE THAN A LOGO

On the contrary to popular belief, branding encompasses much more than just your logo and packaging. Your branding is the **total sum of everything your company represents** – from your brand name, designs, communication to your key values and business model.

HOW TO STAND OUT?

1 Don't follow trends, create them

Rather than mimicking your competitors, develop something your customers haven't seen from anyone else in the market. It could be a product, service, value, buying experience or perspective that feels **new and different**. By creating something unique, customers have no option but to come to you for that point of differentiation.

2 Communicate sincerely

Speak to your customers with sincerity and show personality. This builds authenticity. For example, conversationally mention topics closely related to the customers or share common problems. This allows you to **build trust**, which leads to sales. While this approach to communication takes more time, it forges stronger relationships with your customers in the long term.

3 Don't be afraid to experiment

Whether it be a brave new design technique or a company stance on an industry issue, you will **gain respect and loyalty** from people who share your views while helping to **develop a strong brand identity**.





4 Repeat your brand message

Your brand message and values should be clear and should be messaged repeatedly and consistently to build a sense of predictability. Customers are more likely to be loyal to a brand if they **feel it is reliable**.

5 Great visibility

It's important for your brand to be visible. Whether it be through traditional advertisements, media coverage, social media or by getting involved in fashion competitions, there are plenty of ways to promote your brand and increase visibility.

6 Exceed expectations

Impress your customers more than what was promised and exceed their expectations. Continue to add value to your products or services to keep customers coming back, and to increase the chances of being recommended.

7 Don't try to please everyone

A brand that pleases everyone will be a very boring brand! It's also one that will be soon forgotten. Instead, **focus on delivering to your core customers**, and making sure they'll remember you, instead.

7 STEPS TO CREATING STRONG BRANDING

- 1 Decide on your brand's core values.
- 2 Define key features or benefits.
- 3 Characterize your target customers.
- 4 Analyze your competitor.
- 5 Build a visual identity.
- 6 Set your tone-of-voice.
- 7 Reinforce your brand values.

8 ELEMENTS TO BUILD YOUR BRAND

While branding can be vague and challenging in the beginning as it touches on so many parts of a company's presentation; it is vital for a fashion label to become successful. This is a simple guide to 8 elements worth considering when building a brand.

BRAND STORY

- **Real person stories.** The history and background of a real person, such as a brand's founder, creates an emotional connection between consumers and your company, which helps build a loyal customer base.
- **The reason to start.** Highlight what has drawn you to start up your brand, or share the mission you are trying to achieve. While this won't necessarily spike sales right away, it will help build credibility.

BRAND VALUE

- **Clear direction.** Clear and specific core values will help your brand develop in the right direction and build a clear image in your customers' mind.
- **Constant review.** You should constantly revisit your core values to make sure you stick to them. However, as a growing company, you may need to update your brand's core values to stay relevant in the market.

VISUAL IDENTITY

- **Create remarkable experience.** A bold visual identity makes you more recognizable to customers and helps complete their shopping experience.
- **Reflect your style.** Your visual identity includes your logo, typography, brand color, packaging, uniform and every other visual aspect of your brand. It presents the story and values of your brand.

UNIQUE SELLING POINT (USP)

- **Differentiate yourself.** Know what makes you different from your competitors, so that customers have to come to you only for a particular product or service. It can be exclusive fabrics, special services or designs for niche markets.
- **Keep yourself on track.** Identifying your USP can help clarify what you should focus on when developing new products.



INTERNALLY

Internal branding refers to the aspects that need to be determined within your company

EXTERNALLY

External branding refers to the parts you want to showcase to the world

THE BRANDING DIRECTION

BRAND POINT OF VIEW

- **Have a voice.** Sharing an attitude or a point of view on current culture or incidents that don't relate to your business can directly make your brand more relatable to customers.
- **Clear standpoint.** Be careful about how you deliver your message and make sure the points of view of your staff, or spokespeople, align with yours.

BRAND POSITIONING

- **Plot a perceptual map.** Brand positioning is how your brand stands among competitors, as well as how your customers perceive your brand.
- **Affect decisions.** How you position your brand may affect its pricing structure, stockists and your marketing decisions.



TARGET CUSTOMERS

- **Decide who to sell to.** One of the most important things to consider at the beginning of your journey as a brand. It's the foundation of your business.
- **Study your customers.** Research your customers' spending habits, lifestyles, likes, dislikes and needs. Understanding these will make it easier to create irresistible products.

TONE OF VOICE

- **Choosing the right tone.** One of the most underestimated considerations: It helps conjure emotions and creates your brand's personality. Your customers might not always remember your message, but they'll remember how you make them feel.
- **Align your tone.** From advertising to your website and everything in-between, to deliver a single message.