
FASHION INDUSTRY GUIDE

Updated March 2017



This is a guide to some of the resources available within the Business & IP Centre relevant to the fashion industry including womenswear, menswear and childrenswear.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the fashion industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

Available at the BIPC and online with a library card

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & legislation etc and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

Children's Clothing Retailer	BOP524
Designer Wear Retailer	BOP272
Fashion Designer	BOP003
Fashion Accessories Retailer	BOP109
Men's Fashion Retailer	BOP441
Vintage Clothing Retailer	BOP562
Women's Fashion Retailer	BOP300

UK Market Synopsis (SYN)

Clothing and Accessories Retail	SYN041
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Small Business Help Books

This is a collection of books located in the Business and IP Centre with practical information aimed at those starting and running a business.



Design Create Sell: a guide to starting and running a successful fashion business (Alison Lewy, 2012)

Alison ran her own fashion label for 15 years and is the founder of Fashion Angels. This book takes you through the planning stages, the production process, building your brand and how to do your marketing and PR.



Fashion Buying (Helen Goworek 2007)

This book describes the buying cycle, buying for stores and mail order and how to start a career in fashion buying. A glossary of buying terminology, as well as input from fashion buyers currently working for major companies, gives a clear insight into this exciting and challenging role.

Available in City Library



Fashion entrepreneur: starting your own fashion business (Sandra Burke 2013)

This book outlines the traits and techniques fashion designers use to set up small businesses. The topics include: creativity and innovation, writing business plans, raising finance, sales and marketing, and the small business management skills needed to run a creative company on a day-to-day basis.

Available in City Library



How to Put On a Fashion Show (Eric Musgrave 2014) [(B) SBH 659.152]
Detailed practical guide on how to put on a fashion show, including venue selection, stage design, music and lighting, publicity and clothes and model selection.



How to Set Up and Run a Fashion Label (Toby Meadows 2012)
A no-nonsense guide to running your own business, whether it is within the clothing, accessories or footwear sectors. Packed with tips, case studies, and tasks to help you analyze yourself, your market and your product, the book is designed for anyone wanting to start their own fashion business. City Library

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- Bridal Stores
- Clothing & Footwear Wholesaling
- Clothing Manufacturing
- Clothing Retailing
- Online Women's Clothing Retailing
- Plus-Size Women's Clothing Stores



- Childrenswear
- Clothing Retailing
- Designer Fashion
- Fashion Online
- Fashion: Technology and Innovation
- Maternitywear
- Menswear
- Seasonal Summer Fashion
- Sports Fashion
- Underwear
- Womenswear
- Youth Fashion

- Apparel and Footwear in the United Kingdom
- Childrenswear in the United Kingdom
- Menswear in the United Kingdom
- Sportswear in the United Kingdom
- Womenswear in the United Kingdom

Trade Magazines and Newsletters

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Ordered via Explore The British Library (please ask for help)



Drapers (Emap fashion) [Available onsite via electronic source up to June 2015 on Factiva] (Up to date copies are in print must be ordered using Explore the British Library)

Formed by the union of Drapers Record and Men's Wear. Fashion business magazine covering news, trends and business advice on womenswear, childrenswear, lingerie, textiles and accessories.



Retail Week (Emap) [(P) AL 93 -E(5) BUS] [Also available onsite via electronic sources - Factiva]

Newspaper for retail sector. Includes news on large chains & multiples, shopping centres, trends, sales, marketing & advertising campaigns, property, interiors, company & people profiles, sector reports, rankings, technology, services, job adverts. www.retail-week.com



Vogue (Condé Nast Publications Ltd) [General Reference Collection ZC.9.d.565] (Must be ordered using Explore the British Library)

A monthly fashion and lifestyle magazine covering the latest fashion and jewellery trends. Held from 1916 to date.

Internet Sources

Websites containing free sources of industry statistics, information and contacts

Association of Suppliers to the British Clothing Industry

ASBCI brings together the clothing industry from all sectors of the supply chain - from fibre manufacture through to garment manufacture, distribution, retail and aftercare -and provides a platform for exchange of ideas and knowledge.

www.asbci.co.uk

Business.com/Apparel & Accessories

Online listings for manufacturers, wholesalers and distributors of apparel, footwear and accessories
www.business.com/directory/retail_and_consumer_services/apparel_and_accessories/

Centre for Fashion Enterprise

By way of a four-level programme offering, CFE provides expert guidance in the fields of finance, legal, manufacturing and marketing. From strategic advice on progressive business solutions to bespoke mentoring from industry leaders and key influencers

<http://www.fashion-enterprise.com/>

Chartered Society of Designers

Professional body representing fashion and textile designers, offering chartered status, membership services, career advice and training.

www.csd.org.uk

Cockpit Arts

Cockpit Arts are a creative business incubator, providing affordable studio space and an array of support services which help designer-makers to accelerate their businesses whilst growing creatively.

<http://www.cockpitarts.com/>

Creative Skillset

An industry skills body for the Creative Industries, working across a range of industries including fashion helping to develop skills and training for people and businesses

<http://creativeskillset.org/>

Fashion Angel

Offer a range of business input and support options whether strategic, operational or preparing a business for investment, also mentoring, workshops and networking events and business funding.

www.fashion-angel.co.uk

Fashion City Insider

Lists current exhibitions and stores also fashion collections and where to study in London, New York and Paris.

<http://www.fashioncityinsider.com/>

Fashion United

The latest fashion news, links to fashion/apparel websites and jobs on the Fashion Career Centre

www.fashionunited.co.uk

Fashionmag

Online services for fashion professionals, present in 25 countries. Core UK activities include a fashion jobs site and a daily online newsletter with fashion business news.

<http://uk.fashionmag.com>

FashionNet

News, features, designer biographies, 'how to' guides, designers sites, online shopping, selected sites, etc.

www.fashion.net

Just Style

For apparel, footwear, sportswear and textile industry professionals worldwide. Contains extensive summaries from reports by Key Note, Mintel, Business Intelligence, Retail Intelligence, Reuters Business Insight, etc. Latest news blog

www.just-style.com

London Fashion Week

Organised by the British Fashion Council and serves as a platform for British design talent. Gives daily schedule for London Fashion Week

www.londonfashionweek.co.uk

The Chartered Textile Institute

This professional institute is a registered charity set up to support and inform all sectors and disciplines in textiles, clothing and footwear.

www.textileinstitute.org

The Design Trust

The Design Trust is an online business school for designers and makers. Their free resources include a regular newsletter, and an opportunities and business training listing

<http://www.thedesigntrust.co.uk/>

The Fashion Law

A showcase of emerging and established talent in the fields of fashion, art and music and a source of objective fashion law and business commentary

<http://www.thefashionlaw.com/>

UK Fashion & Textile Association

UKFT guides and advises its members on all the essential aspects of running a business and supplying clothing and knitwear to the global marketplace. Provides a monthly newsletter and runs a series of seminars throughout the year.

www.ukft.org

Vogue

Has more than 25 fashion blogs covering beauty, fashion, and culture. You can also find VogueTV which features recent fashion videos from catwalks to interviews with models and designers and the latest fashion show highlights.

www.vogue.co.uk

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