FASHION INDUSTRY GUIDE

Updated – January 2015

This guide includes womenswear, menswear and childrenswear

Small Business Help

Children's Clothing Shop - BOP524 (COBRA, 2013) [Available onsite via electronic sources]
Provides information about starting a children's clothing shop. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also identifies some of the main legislation that must be complied with and provides sources of further information.

Design Create Sell: a guide to starting and running a successful fashion business (Alison Levy, 2012) [(B) SBH 338.47687 BUS]
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.

Designer Clothing Retailer - BOP272 (COBRA, 2013) [Available onsite via electronic sources]
Provides information about starting as a designer clothing retailer. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also identifies some of the main legislation that must be complied with and provides sources of further information.

Fashion Designer - BOP003 (COBRA, 2014) [Available onsite via electronic sources]
Provides information about starting up as a fashion designer. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also identifies some of the main legislation that must be complied with and provides sources of further information.

Fashion Accessories Retailer - BOP109 (COBRA, 2014) [Available onsite via electronic sources]
Provides information about starting up as a fashion accessories retailer. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also identifies some of the main legislation that must be complied with and provides sources of further information.
**Fashion Buying** (Helen Goworek 2007) [General Reference Collection YK.2007.a.15679] (Must be ordered using Explore the British Library)
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.

**Fashion entrepreneur: starting your own fashion business** (Sandra Burke 2008) [(B) SBH 746.920681 BUS]
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.

**Fashion Retailing: from managing to merchandising** (Dimitri Koumbis) [(B) SBH 746.920688]
This book covers such things as branding, consumer behaviour, market research, store management, store design, and on-line retail.

**Guide to Producing a Fashion Show** (Judith C Everett, Kristin K Swanson, 2013) [(B) SBH 659.152 BUS]
Comprehensive guide on how to put on a fashion show.

**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 2009) [(B) SBH 338.47687 BUS]
Also 2012 edition [General Reference Collection YK.2013.a.15469] (Must be ordered using Explore the British Library)
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.

**Men's Fashion Retailer - BOP441** (COBRA, 2014) [Available onsite via electronic sources]
Provides information about starting up as a men's fashion retailer. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also identifies some of the main legislation that must be complied with and provides sources of further information.

**Women's Fashion Retailer - BOP300** (COBRA, 2013) [Available onsite via electronic sources]
Provides information about starting as a women's fashion retailer. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also identifies some of the main legislation that must be complied with and provides sources of further information.

**Market Research & Statistics**

**Apparel and Footwear in the United Kingdom** (Passport, Euromonitor, 2014) [Available onsite via electronic sources]
A brief report covering key trends and developments, sales data by sector and sales forecasts through to 2018.

**Bridalwear** (Key Note, 2013) [Available onsite via electronic sources]
Covers market size, trends, segmentation, competitor analysis, swot analysis, industry background, brand strategy, global markets, buying behaviour, forecasts and company profiles.

**Childrenswear** (Key Note, 2014) [Available onsite via electronic sources]
Overview of the industry including market definition, market size, competitor analysis, buying behaviour, current issues and profiles of some of the main companies.
**Childrenswear** (Mintel, 2014) [Available onsite via electronic sources]
Looks at issues in the market, strengths and weaknesses and future opportunities. Also looks at market size and forecast and who’s innovating.

**Childrenswear in the United Kingdom** (Passport, Euromonitor 2014) [Available onsite via electronic sources]
A brief report providing a competitive landscape of the market, also includes trends and statistics and sales forecasts through to 2018.

**Childrenswear – UK** (Verdict, 2014) [available onsite via electronic sources]
Includes sections on Market Size, market shares, forecasts, distribution channels and sector trends.

**Clothing – UK** (Verdict, 2014) [available onsite via electronic sources]
Includes sections on Market Size, market shares, forecasts, distribution channels and sector trends.

**Clothing and Accessories Retail - SYN041** (COBRA, 2012) [Available onsite via electronic sources]
This market synopsis examines the trends and market developments affecting the clothing and accessories sector. It provides information targeted specifically at new, existing or aspiring small business owners who are aiming to trade or develop their interests within this sector.

**Clothing & Footwear Industry** (Key Note, 2010) [Also available onsite via electronic sources]
Provides an assessment of the industry structure, market size, key trends, consumer research, and competitor analysis of the top 20 manufacturers.

**Clothing Manufacturers: Business Ratio Report** (Key Note, 2011) [A-Z sequence by title] [Also available onsite via electronic sources]
UK industry overview and detailed company profiles including performance league tables by size, profitability, efficiency, liquidity, gearing, employee performance, and growth.

**Clothing Manufacturing** (Key Note, 2014) [Available onsite via electronic sources]
Examines UK clothing manufacturing sector, especially clothing for men, women, children and infants. Market trends, market size, swot analysis

**Clothing Retailers : Business Ratio Report** (Key Note, 2012) [A-Z sequence by title] [Also available onsite via electronic sources]
UK industry overview and detailed company profiles including performance league tables by size, profitability, efficiency, liquidity, gearing, employee performance, and growth.

**Clothing Retailing** (Key Note, 2014) [Available onsite via electronic sources]
Covers the clothing retailing market, which encompasses women’s, men’s and children’s clothes, as well as clothing accessories

**Clothing Retailing** (Mintel, 2014) [Available onsite via electronic sources]
Analyses issues in the market, strengths and weaknesses and consumer behaviour.

**Clothing Size** (Mintel, 2012) [Available onsite via electronic sources]
Examines the extent to which the UK fashion industry has embraced the concept of non-standard fashion. Looks at issues in the market, strengths and weaknesses and future opportunities.

**Fashion for the over 55s** (Mintel, 2012) [Available onsite via electronic sources]
Looks at where over 55s buy their clothes, what attracts them to certain retailers, why they prefer not to shop at others, how frequently they buy new garments and their attitudes to shopping for clothes and what they wear.
Fashion Online (Mintel, 2014) [Available onsite via electronic sources]
Looks at the online clothing market, analysing who shops online, where they buy clothes from and assessing consumers attitudes towards purchasing online.

Hosiery and Knitwear industry: Business Ratio Report (Key Note, 2011) [A-Z sequence by title] [Also available onsite via electronic sources]
Gives UK industry overviews and detailed company profiles of main players

How Britain Shops for Clothing (Verdict, 2014) [Available onsite via electronic sources]
Provides detailed analyses and shopper profiles for 12 key players in the UK clothing sector based on a survey of 6000 adults.

Lingerie (Key Note, 2014) [Available onsite via electronic sources]
Examines the UK lingerie market, looking at market trends, economic trends, buying behaviour current trends and forecast to 2014.

Maternitywear (Mintel, 2013) [Available onsite via electronic sources]
Covers issues in the market, strengths and weaknesses in the market. Market size and forecast. Impact of attitudes on purchasing and who’s innovating.

Men’s Fashion Lifestyles (Mintel, 2012) [Available onsite via electronic sources]
Covers issues in the market, strengths and weaknesses. Market size and forecast and future opportunities. Analyses where men buy clothes, how frequently they go shopping and assesses their attitudes towards clothes shopping.

Menswear (Mintel, 2014) [Available onsite via electronic sources]
Looks at the men’s fashion market analysing where men buy clothes, underwear and footwear from, how frequently they go shopping and assessing their attitudes towards shopping for clothes both in-store and online.

Menswear – UK (Verdict, 2014) [available onsite via electronic sources]
Includes sections on Market Size, market shares, forecasts, distribution channels and sector trends.

Sports Clothing & Footwear (Keynote, 2014) [Available onsite via electronic sources]
Covers market size, trends, segmentation, competitor analysis, swot analysis, industry background, brand strategy, global markets, buying behaviour, forecasts and company profiles.

Sportswear in the United Kingdom (Passport, Euromonitor, 2014) [Available onsite via electronic sources]
A brief report covering trends, competitive landscape and prospects plus sales data by sector and sales forecasts through to 2018.

UK Niche Clothing Segments (Verdict, 2011) [Available onsite via electronic sources]
Examines issues and opportunities within the maternitywear, petites and plus size sub sectors, provides comprehensive analysis of the key market trends and profiles the key market players.

Underwear (Mintel, 2013) [Available onsite via electronic sources]
Covers issues in the market, strengths and weaknesses in the market. Market size and forecast. Who’s innovating.

Value Clothing – UK (Verdict, 2014) [available onsite via electronic sources]
Includes sections on Market Size, market shares, forecasts, distribution channels and sector trends.
**Women’s Plus-Size Fashion** (Key Note, 2013) [Available onsite via electronic sources]
Report covers market size, trends, segmentation, competitor analysis, swot analysis, industry background, brand strategy, global markets, buying behaviour, forecasts and company profiles.

**Womenswear** (Mintel, 2014) [Available onsite via electronic sources]
Looks at where women buy clothing, underwear and footwear, how often they purchase it, their attitudes towards buying womenswear and their attitudes to buying online.

**Womenswear – UK** (Verdict, 2014) [available onsite via electronic sources]
Includes sections on Market Size, market shares, forecasts, distribution channels and sector trends.

**Womenswear in the United Kingdom** (Passport, Euromonitor 2014) [Available onsite via electronic sources]
A brief report providing a competitive landscape of the market, also includes trends and statistics and sales forecasts through to 2018.

**Youth Fashion** (Mintel, 2014) [Available onsite via electronic sources]
Explores the types of clothing bought by 15-24 year olds, where they buy their clothes from and their attitudes towards fashion and shopping for clothing.

**Youth Fashionwear** (Keynote, 2014) [Available onsite via electronic sources]
Examines the UK youth fashionwear market including clothing, footwear and accessories for girls and boys aged between 13 and 24 years old. Analyses key trends, consumer trends and gives company profiles of the main players.

**Trade Magazines & Newsletters**

**Drapers** (Emap fashion) [Available onsite via electronic source - Factiva]
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.

**Footwear and Fashion Extras** (RAS Publishing) [(P)391.405-E(1) BUS]
A monthly magazine, useful for new product information and trends in the market. Focusing on footwear and accessories.

**Global Apparel Markets** (Textile Intelligence) [(P)338.47687 BUS]
Business and market analysis of worldwide trends in the global apparel industry. Also includes chapters on new product developments and innovations, plus trade and trade policy news.

**Journal of Fashion Marketing and Management** (Henry Stewart Publications, quarterly) [(P) ML 00 – E(24) Science 3] [Also available onsite via electronic sources - ProQuest ABI/INFORM Global]
Edited by the Department of Clothing Design & Technology, Manchester Metropolitan University. An academic journal worldwide in scope, mixing theoretical papers with case-studies of individual countries.

**Knitting International** (World Textile Information Network, monthly) [(P) MN 15 - E(1) Science 3]
Gives business updates, technology updates. Fabrics, fibres and garment updates as well as latest technology updates and also a global events diary.

**Knitting Trade Journal** (Mowbray Communications Ltd, bi-monthly) [(P)338.767702124505-E(1)BUS]
Comment and technical features on all aspects of the knitting and hosiery trade. This includes timely reporting of new knitting machinery developments, new fabrics and yarns and the latest news from the trade shows, which influence the industry.
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

Textile World (Billian Publishing, monthly) [(P) ML 10 - E(61) Science 3] [Also available onsite via electronic sources - EBSCO and ProQuest ABI/INFORM Global]
This is an American based magazine covering the textiles, yarns, fabrics, fibres, nonwovens, textile machinery & equipment, knitting, dyeing, printing and finishing industries. It also includes country profiles, business news, supplier news and new products.

Vogue (Conde 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.

Directories

Department Store Yearbook 2013 (Media One Communications Ltd 2013) [(B) DIR 381.14102541 BUS]
Essential guide for department store buyers and decision makers. Directory of suppliers by type of goods, clothing, shoes etc. Also lists associations and events/exhibitions.

This directory contains a list of businesses and organisations engaged in country trade. Lists retailers and suppliers and includes an index to brands.

Printwear & Promotion : The 2014/15 Directory (Datateam Publishing Ltd 2012) [(B) DIR 667.30254105 BUS]
Guide to textile decorators, embroiderers, manufacturers and suppliers

Internet Sources

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

British Fashion Council
The British Fashion Council aims to showcase British designers and develop London’s position as a major player in the international fashion arena. Also has a Business Support Network providing information about business support organisations geared up to assist UK fashion businesses
www.britishfashioncouncil.com

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 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. Within the global textiles, clothing and footwear industries the aim of the Institute is to facilitate learning, to recognise achievement, to reward excellence and to disseminate information.
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/

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

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may have been added to the collection since this document was last updated. Please ask for help at the enquiry desk or check Explore the British Library for more details.

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