

Business &
IP Centre
Network

BRITISH
LIBRARY

SABINA ALI
Sabina Motasem
London

INDUSTRY GUIDE **FASHION**

Fashion Industry Guide

This guide is designed for anyone starting or running a business related to the Fashion Industry.

We have highlighted some of the key resources about the Fashion Industry that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at bipc@bl.uk

Updated March 2024
Gail Mitchell

bl.uk/bipc

 [linkedin](#)

 [Instagram](#)

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.

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

Accessible via electronic resources.

Business Opportunity Profiles (BOP)

Bridal Boutique	BOP200
Childrenswear Retailer	BOP524
Designer Fashion Boutique	BOP272
Dressmaker	BOP107
Fashion Designer	BOP003
Fashion Accessories Retailer	BOP109
Lingerie Retailer	BOP344
Vintage Clothing Retailer	BOP562
Women's Fashion Retailer	BOP300

Mini Business Opportunity Profiles (MBP)

Clothing rental	MBP461
Discount Fashion Outlet	MBP465
Ethnic Clothing Retailer	MBP406
Fancy Dress/Costume Retail	MBP443
Goth Clothing Shop	MBP328
Indian Fashion Retailer	MBP358
Menswear Retail	MBP466
Milliner	MBP279
Outsize Clothing Shop	MBP236
Schoolwear Retailer	MBP092
Tailor	MBP350

Industry Snapshot (SYN)

Fashion Retail

SYN005

Sector Update (SEC)

Fashion Retail

SEC021

Market Research and 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.



EMIS

EMIS is a research database covering markets research, data and news for international markets, companies, and industries.

- United Kingdom – Apparel Retail
 - Global Apparel Market Briefing 2024 Including: Womens Wear; Mens Wear; Kids Wear
-



GlobalData

GlobalData is a market research platform that offers consumer and retail information and trends, and actual and forecast sales data for Fast Moving Consumer Goods businesses.

- UK Accessories Market to 2027
 - UK Childrenswear Market
 - UK Menswear Market & Forecasts to 2026
 - UK Womenswear Market & Forecasts to 2028
-



WHERE KNOWLEDGE IS POWER

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

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



Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Childrenswear
- Clothing Retailing
- Designer Fashion
- Fashion Accessories
- Fashion - Inclusivity and Diversity
- Fashion Online
- Fashion & Sustainability
- Fashion Technology and Innovation

- Holidaywear
 - Menswear
 - Sports Goods Retailing
 - Underwear
 - Womenswear
-



Passport Euromonitor International

Passport Euromonitor International is a market research platform offering industry data, consumer insights and macroeconomic trends from over 200 countries around the world.

- Apparel Accessories in the United Kingdom
 - Apparel and Footwear in the United Kingdom
 - Apparel and Footwear Specialist Retailers in the United Kingdom
 - Childrenswear in the United Kingdom
 - Designer Apparel and Footwear (Ready-To-Wear) in the United Kingdom
 - Jeans in the United Kingdom
 - Menswear in the United Kingdom
 - Sportswear in the United Kingdom
 - Womenswear in the United Kingdom
-



Statista

Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries.

- Apparel Market in the United Kingdom
- Fashion e-commerce in the United Kingdom
- Fast Fashion in Europe
- Sustainable Fashion Worldwide

Trade Magazines and Journals

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. Mostly available on open shelves in the Business & IP Centre reading room; older issues may be 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 format only and must be ordered using Explore the British Library – 48 hour delivery)

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.



Global Apparel Markets (Textile Intelligence)

[(P)338.47687 – E(1) 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)338.767702824505-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 from Oct 1996 – Jun 2015 onsite via electronic sources – Factiva]

Newspaper for retail sector. Includes news on large chains and multiples, shopping centres, trends, sales, marketing and advertising campaigns, property, interiors, company and 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 from 1997 and ProQuest ABI/INFORM Global from 1994]

This is an American based magazine covering the textiles, yarns, fabrics, fibres, nonwovens, textile machinery and equipment, knitting, dyeing, printing and finishing industries. It also includes country profiles, business news, supplier news and new products.



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.



The Vogue Archive
(Condé Nast Publications Ltd)

(available onsite via electronic source - ProQuest Historical Newspapers)

The full contents of Vogue magazine (US edition) in full colour page image, from the first issue in 1892 to the present, with monthly updates for new issues.

Business News and Journals



Factiva

In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

Business Source Complete

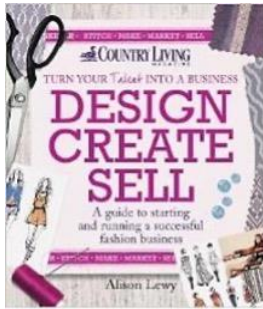
You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

EMIS

You will also find articles covering recent developments and predicting future trends in your industry.

Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located in the Centre, unless otherwise stated.



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

[SBH.BT.21]

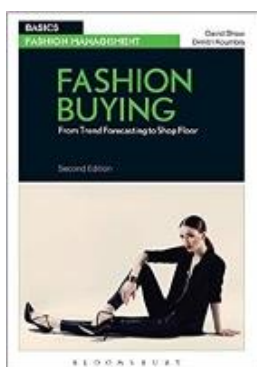
Alison ran her own fashion label for 15 years and is the founder of Fashion Angels. This book takes you through the planning stages, the production process, building your brand and how to do your marketing and PR.



Fashion Buying and Merchandising : The Fashion Buyer in a Digital Society (Rosy Boardman, Rachel Parker-Strak, Claudia E. Henninger 2020)

[Electronic Legal Deposit - access through Explore the British Library, onsite only]

This book is a comprehensive guide to 21st-century fashion buying and merchandising, considering fast fashion, sustainability, ethical issues, omnichannel retailing, and computer-aided design.



Fashion buying: from trend forecasting to shop floor (David Shaw, Dimitri Koumbis 2020)

[Electronic Legal Deposit - access through Explore the British Library, onsite only]

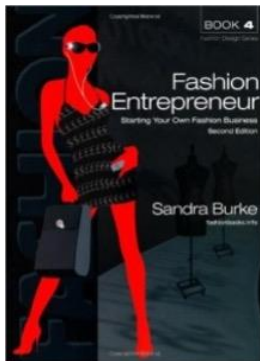
This book looks at what fashion buying entails in terms of the activities, processes and people involved - from the perspective of the fashion buyer.



**Fashion careers
(Susan Henneberg 2017)**

[SBH.BT.29]

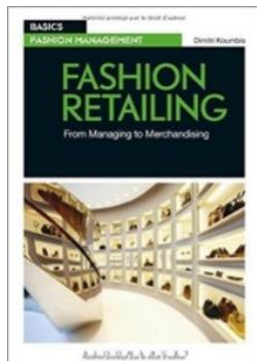
Easy-to-read guide highlighting some of the most interesting jobs that take place behind the scenes in the fashion industry. Readers will get a glimpse at what it takes to make it as a retail buyer, stylist, fashion writer, and more.



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

[SBH.BT.30]

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 2020)**

[Electronic Legal Deposit - access through Explore the British Library, onsite only]

This book covers such things as branding, consumer behaviour, market research, store management, store design, and online retail.



**Fashion stylist's handbook
(Danielle Griffiths 2016)**

[SBH.BT.32]

A no-nonsense, practical guide on how to succeed, from landing your first job as an assistant to starting your own business as a freelance fashion stylist. It features interviews with international contemporary fashion stylists and advice from experts working within the PR industry.

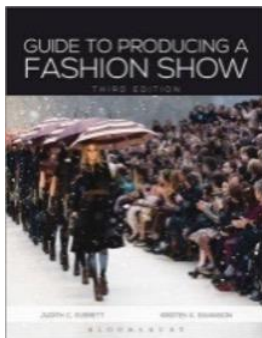


Guide to fashion career planning: job search, résumés, and strategies for success (V. Ann Paulins/ Julie L. Hillery 2016)

[SBH.BT.37]

[Also Electronic Legal Deposit - access through Explore the British Library, onsite only]

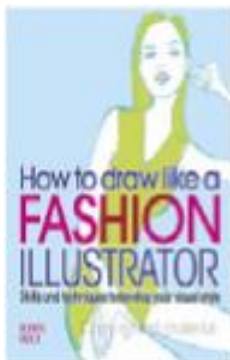
This book helps individuals interested in entering the fashion industry prepare for successful careers – from self-assessment and goal setting to landing the first job. This book presents a seamless and comprehensive approach to everything needed for professional and career development, including résumé writing, interviewing, job search strategies, internships, and portfolios for fashion design, merchandising or retail careers.



Guide to Producing a Fashion Show (Judith C Everett, Kristin K Swanson 2018)

[Electronic Legal Deposit - access through Explore the British Library, onsite only]

Comprehensive guide on how to put on a fashion show.



How to draw like a fashion illustrator: skills and techniques to develop your visual style (Robyn Neild 2015)

[SBH.BT.49]

This step-by-step guide provides an insight into how to illustrate fashion designs and get your ideas down on paper.



How to Put On a Fashion Show (Eric Musgrave 2014)

[SBH.BT.59]

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 2019)

[SBH.BT.63]

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.

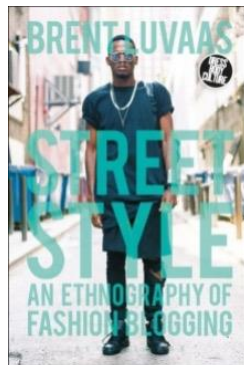


Slow Fashion: aesthetics meets ethics (Safia Minney 2016)

[SBH.BT.99]]

[Also Electronic Legal Deposit - access through Explore the British Library, onsite only]

This book offers creatives, entrepreneurs and ethical consumers alike a glimpse into the innovative world of the Eco-concept store movement, sustainable design and business that puts people, livelihoods and sustainability central to everything they do.



Street Style: an ethnography of fashion blogging (Brent Luvaas 2016)

[SBH.BT.125]]

[Also Electronic Legal Deposit - access through Explore the British Library, onsite only]

This book documents the evolution of street style photography, from the fieldwork photos of early anthropology to the glamorized snapshots that appear on blogs today, and explores the structural shifts in the global fashion industry that street style has helped bring about.



The Fundamentals of digital fashion marketing (Clare Harris 2020)

[Electronic Legal Deposit - access through Explore the British Library, onsite only]

Introduces and explores contemporary digital practice within the fashion industry. It identifies key digital marketing approaches and emerging technologies and examines their place in contemporary fashion careers and

the opportunities they create for fashion graduates to design, promote and market themselves in a range of sites and formats.

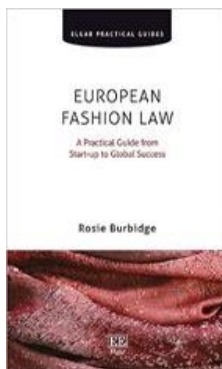


A Practical Guide to Sustainable Fashion (Alison Gwilt 2020)

[Electronic Legal Deposit - access through Explore the British Library, onsite only]

Also 2018 version SBH.BT.181

Handbook for both students and professionals in the fashion and textile industries. Gives an overview of the following topics: garment design; sourcing and selecting fabrics and techniques; pattern making and toiling; garment construction; distribution; clothing care and maintenance; reuse and re-manufacture; and material recycling.

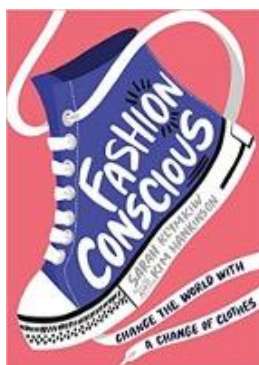


European Fashion Law (Rosie Burbidge 2019)

[SBH.BT.192]

[Also Electronic Legal Deposit - access through Explore the British Library, onsite only]

A Practical Guide from Start-up to Global Success provides an accessible guide to the legal issues associated with running a fashion business in Europe. This concise book follows the lifecycle of a fashion business from protecting initial designs through to global expansion.



Fashion conscious (Sarah Klymkiw 2020)

[SBH.BT.198]

Learn how to love your clothes by reusing, swapping and mending what you already have and discover how to choose wisely when you do buy something new.

This practical, positive and empowering book will open eyes to the impact our clothing choices have on people and the planet and empower children to demand answers to questions and take action.



**Fashion promotion in practice
(Jon Cope, Dennis Maloney 2019)**

[SBH.BT.201]

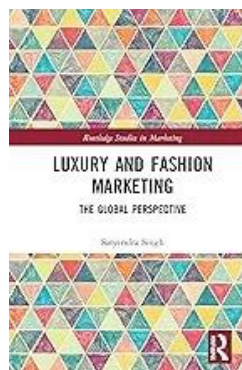
[Also 2020 edition Electronic Legal Deposit - access through Explore the British Library, onsite only]

This book both instructs and inspires through an entertaining look at contemporary promotional practice within the fashion industry, showing you how you can apply this to your own future brands and campaigns.



**How to start a clothing company
(Cameron Brewer, 2021) SBH.BT.239**

Learn branding, business, outsourcing, fashion line apparel, social media marketing, and Instagram marketing strategies includes everything you need to know to get your clothing business up and running.

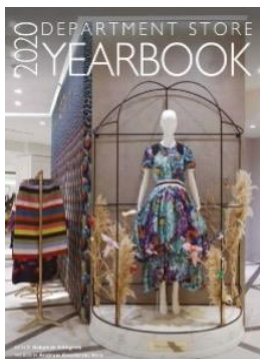


**Luxury and fashion marketing: the global perspective
(Satyendra Singh, 2021)**

SBH.BT.241

This book examines the elements of luxury marketing that contribute to superior luxury brand performance.

Directories



Department Store Yearbook 2020 (Media One Communications Ltd)

[(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.

Image
needs
to be
updated

Docca: The Directory of Country Clothing, Footwear and Accessories 2015-2016 (Alibi Publishing Ltd)

[(B) DIR 338.768702541 BUS]

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 2023/24 Directory (Datateam Publishing Ltd)

[(B) DIR 667.30254105 BUS]

Guide to textile decorators, embroiderers, manufacturers and suppliers.

Internet Sources

Websites containing free sources of policy, 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.

asbci.co.uk

British Fashion Model Agents Association

The BFMAA is the trade association of the UK model industry. Formerly the Association of Model Agents, it was founded in 1974 to protect and manage the careers of their models.

bfmaa.org

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 be-spoke mentoring from industry leaders and key influencers.

fashion-enterprise.com

Chartered Society of Designers

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

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.

cockpitarts.com

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.

fashion-angel.co.uk

Fashion United

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

fashionunited.co.uk

Fashion Network

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.

uk.fashionnetwork.com

FashionNet

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

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.

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.

londonfashionweek.co.uk

The Business of Fashion: BoF

Fashion News, Analysis and Business Intelligence from the leading digital authority on the global fashion industry.

businessoffashion.com

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.

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.

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.

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.

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.

vogue.co.uk

Disclaimer

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “Explore the British Library” explore.bl.uk for more details.

The Business & IP Centre is here to help you start and grow your business. We offer one-to-ones, specialist workshops, inspiring events and access to premium market data and intelligence - all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK. Visit the Business & IP Centre or bl.uk/bipc to find out more.