

F & F E D U C A T I O N
P R E S E N T S

FASHION AND THE FREE

1 0 T I P S F O R
L A U N C H I N G A
C L O T H I N G B R A N D

@fashionandthefree

E M M A G O L L E Y

0 3

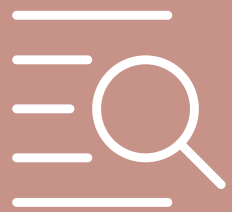
0 7

2 2

For Entrepreneurs & Business Owners launching their own brand or Students wishing to further their knowledge and become ‘industry ready’.

Providing you with the tools and know-how to help launch your brand.





Contents

02	SUMMARY
03	CONTENTS
04	INTRODUCTION
05	10 TIPS FOR LAUNCHING A CLOTHING BRAND



Introduction

Hey! I'm Emma, the Founder of Fashion and the Free. I have worked in the fashion industry for over 12 years for brands in the USA and UK that include Urban Outfitters, Primark, ZSupply and Debenhams to name a few.

For the past two years I have been a freelance designer and consultant, using my extensive experience and knowledge to help business owners & entrepreneurs launch their independent brands!

Many people underestimate what's involved when launching a brand and it's easy to make a lot of mistakes- which is why I created this eBook. To help break down the process and prevent you from making those mistakes too!

Whether you're in the very beginning stages or further along in the process and just need a sanity checker, I hope this eBook provides you with the help and guidance you need!

If you'd like to chat to me about your brand, please feel free to email me- emma@fashionandthefree.com

Enjoy!

Emma x



10 Tips For Launching A Clothing Brand.

01

Keep It Simple

Think about what is the most simple way to describe your brand? Identify what makes your brand unique and what problem it solves for the customer.

02

Research

Research, Research, Research. This will help you work out where you'll sit in the market and which demographic you are targeting.

03

Identity

From branding to your core values as a company- carving out your identity is an important first step.

04

Technicalities

Don't forget to Trademark your brand name and register your domain name as well as social media accounts.

06

Focus

Try to keep focussed for your first collection, you may not be able to produce all of your ideas at once.

07

Set a Budget

Budget- the word we all love to hate! But it's important to work out how much money you are prepared to spend on your brand before you get going.

08

Launch Date

Even if it's not definite, have a launch date in mind so you can work backwards with your timeline.

09

Be Prepared...

It's likely as with anything in life you will face the occasional obstacles whether it's factory delays or costs you hadn't foreseen. Be aware this could happen and try to prepare as best as possible for these situations.

05

Stay In The Know

Try to keep up to date with the latest fashion industry news with platforms such as BOF, Vogue Business & Drapers.

10

Outsource

Work out what roles you feel confident to take on yourself and which roles you'll need to outsource- hiring an expert can save you a lot of hassle and extra cost in the long run.