

# FASHION INDUSTRY GUIDE

Updated February 2019



In collaboration with



Founder Partner



This is a guide to some of the resources available from 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.

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.

Cobra is available from Glasgow Libraries catalogue (Research 24/7 section) at [libcat.csghlasgow.org](http://libcat.csghlasgow.org). Library card number required for remote access.

### Business Opportunity Profiles (BOP)

Bridalwear Retailer	BOP200
Childrenswear Retailer	BOP524
Designer Fashion Boutique	BOP272
Dress and Suit Hire	BOP139
Dressmaker	BOP107
Fashion Designer	BOP003
Fashion Accessories Retailer	BOP109
Lingerie Retailer	BOP344
Menswear Retailer	BOP441
Vintage Clothing Retailer	BOP562
Women's Fashion Retailer	BOP300

### UK Market Synopsis (SYN)

Clothing and Accessories Retail	SYN041
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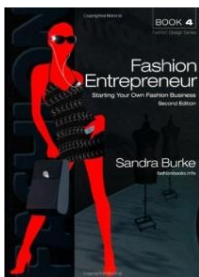
### Sector Guide (SEC)

Fashion Retail – Sector Update	SEC021
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## Fashion Books

The books listed below and other fashion titles can be found in Glasgow Libraries Online Catalogue at [libcat.csghlasgow.org](http://libcat.csghlasgow.org)



### **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.



### **Fashion: the essential visual guide to the world of style** (Karen Homer 2018)

Revealing the fashion industry as never before, this beautiful book contains a wealth of invaluable information every fashionista should know. Written by fashion insider and bestselling author Karen Homer, and featuring stunning original illustrations, this stylish visual guide tells the stories behind trends such as the most iconic fabrics and prints, glasses as the ultimate fashion accessory, the ubiquitous Little Black Dress, and the rise of the metrosexual. Plus shining the spotlight on key fashion figures, such as Audrey Hepburn, Victoria Beckham, and Kate Moss.



### **Felting Fashion: Creative and Inspirational Techniques for Felt Makers** (Lizzie Houghton 2018)

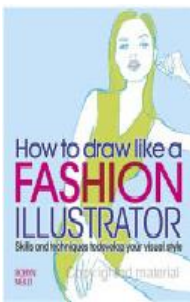
Offering a breathtaking array of techniques, acclaimed felt-maker Lizzie Houghton shows you how to produce a variety of wearable felt masterpieces. In addition to showcasing her own stunning designs, Houghton provides detailed patterns and templates for constructing every type of garment, from corsages and hats to scarves, jackets, and lavish full-length coats. The in-depth instructions cover both lightweight,

contemporary Nuno and traditional felts, along with methods for dyeing wool, ruching, and embellishments.



**A practical guide to sustainable fashion** (Alison Gwilt 2018)

Packed with full-colour images from contributors such as Vivienne Westwood, Stella McCartney, Edun and People Tree, A Practical Guide to Sustainable Fashion is a much-needed handbook for both students and professionals in the fashion and textile industries.



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

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



**What they didn't teach you in fashion school, what you need to know to make it as a fashion designer** (Jay Calderin 2017)

How do you navigate the confusing and competitive fashion world after the relative comfort of fashion school? How do you learn to adapt to an industry that constantly evolves and throws new challenges your way? And above all, how do you play to your strengths as a designer, and build a successful career in business.



**How to Set Up and Run a Fashion Label** (Toby Meadows 2009) [

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.

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## Market Research & British Standards

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.

British Standards Online is a service provided by the British Standards Institution and provides access to 27,000 historical, draft and current standards. Demonstrating compliance with these widely recognised standards provides a 'badge' marking you out from the competition no matter the size of your business.



- **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**

Access to IBISWorld is available within any Glasgow Library



- **Apparel & Non-Apparel Manufacturing in the United Kingdom** (MarketLine Industry Profile)
- **Apparel Retail in the United Kingdom** (MarketLine Industry Profile)
- **Footwear in the United Kingdom** (MarketLine Industry Profile)
- **Global Apparel & Non-Apparel Manufacturing** (MarketLine Industry Profile)
- **Global Apparel Retail** (MarketLine Industry Profile)
- **Global Footwear** (MarketLine Industry Profile)

- **Global Luxury Goods** (MarketLine Industry Profile)

**Mint UK (Read Only)** is available within any Glasgow Libraries.

**Mint UK (Download/Export)** is available via password from The Mitchell Library



- **Shoe Stores - Quarterly Update** (First Research Industry Profiles)
- **Footwear Manufacturing - Quarterly Update** (First Research Industry Profiles)
- **Clothing Stores - Quarterly Update** (First Research Industry Profiles)
- **Women's Clothing Manufacturing** - Quarterly Update (First Research Industry Profiles)
- **Men's Clothing Manufacturing** - Quarterly Update (First Research Industry Profiles)

**ProQuest** is available from Glasgow Libraries catalogue (Research 24/7 section) at [libcat.csghlasgow.org](http://libcat.csghlasgow.org). Library card number required for remote access.



**British Standards Online** holds standards relating to the clothing industry. Titles include:

- **BS EN ISO 10750:2018** Footwear. Test method for slide fasteners. Attachment strength of end stops
- **BS ISO 18890:2018** Clothing. Standard method of garment measurement.
- **BS EN 13402-3:2017** Size designation of clothes. Size labelling based on body measurements and intervals

A read-only version of **British Standards Online** is available from Glasgow Libraries catalogue (Research 24/7 section) at [libcat.csghlasgow.org](http://libcat.csghlasgow.org). Library card and pin number required for remote access.

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## 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.



**ProQuest** is a subscription only database contains trade journals and magazines. Titles include: *Fashion & Textiles, Journal of Fashion Marketing and Management, Allure, Apparel Industry Magazine, Cosmopolitan, Esquire, Flare, GQ, Footwear plus, GQ, Impressions, Harper's Bazaar, just-style, Seventeen, Teen Vogue, Vanity Fair, Vogue, W and WWD: Women's Wear Daily.*

**ProQuest** is available from Glasgow Libraries catalogue (Research 24/7 section) at [libcat.csghlasgow.org](http://libcat.csghlasgow.org). Library card number required for remote access.



**RBdigital eMagazines** is a great service which lets you read digital copies of your favourite magazines for FREE! Titles include: *Brides, Knit, The Knitter, Knitting, Cosmopolitan, Elle, Glamour, Harper's Bazaar, Marie Claire, Red, GQ and Esquire.*

Visit [libcat.csghlasgow.org](http://libcat.csghlasgow.org) for details.



Visit General Services, Level 4 at The Mitchell Library for fashion magazines and journals. Titles include: *Draper, Fashion & Fabrics, Vogue, Clothes Show Magazine, Scottish Leather Trader, Master Tailor & Cutter's Gazette and Savoy.*



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## 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](http://www.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.

[www.bfmaa.org](http://www.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 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](http://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 Scotland**

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here.

<https://www.creativescotland.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/>

### **Cultural Enterprise Office**

Cultural Enterprise Office (CEO) is Scotland's only dedicated business support organisation for the Creative Industries. We understand the creative process and empathise with the joys and challenges of manifesting ideas into reality. Our support is accessible and we're here to help at every step of your journey. Let us challenge the why and help with the how.

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

### **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 have published a blog article '12 tips for starting up a fashion business' available at <https://blogs.bl.uk/business/2019/02/12-tips-for-starting-up-a-fashion-business.html>

[fashion-business.html](https://blogs.bl.uk/business/2019/02/12-tips-for-starting-up-a-fashion-business.html)

[www.fashion-angel.co.uk](http://www.fashion-angel.co.uk)

### **Fashion Foundry**

Fashion Foundry provides business support for fashion and accessory designers in Scotland. Fashion Foundry was founded and established in 2012 as a sector specific fashion and textiles business incubator and talent hub to support the creative and commercial development of the fashion sector in Scotland.

[www.fashionfoundry.co.uk](http://www.fashionfoundry.co.uk)

### **Fashion United**

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

[www.fashionunited.co.uk](http://www.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](http://uk.fashionnetwork.com)

### **FashionNet**

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

[www.fashion.net](http://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](http://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](http://www.londonfashionweek.co.uk)

### **The Business of Fashion: BoF**

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

[www.businessoffashion.com](http://www.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.

[www.textileinstitute.org](http://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](http://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](http://www.vogue.co.uk)

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 [libcat.csghlasgow.org](http://libcat.csghlasgow.org) for more details.

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