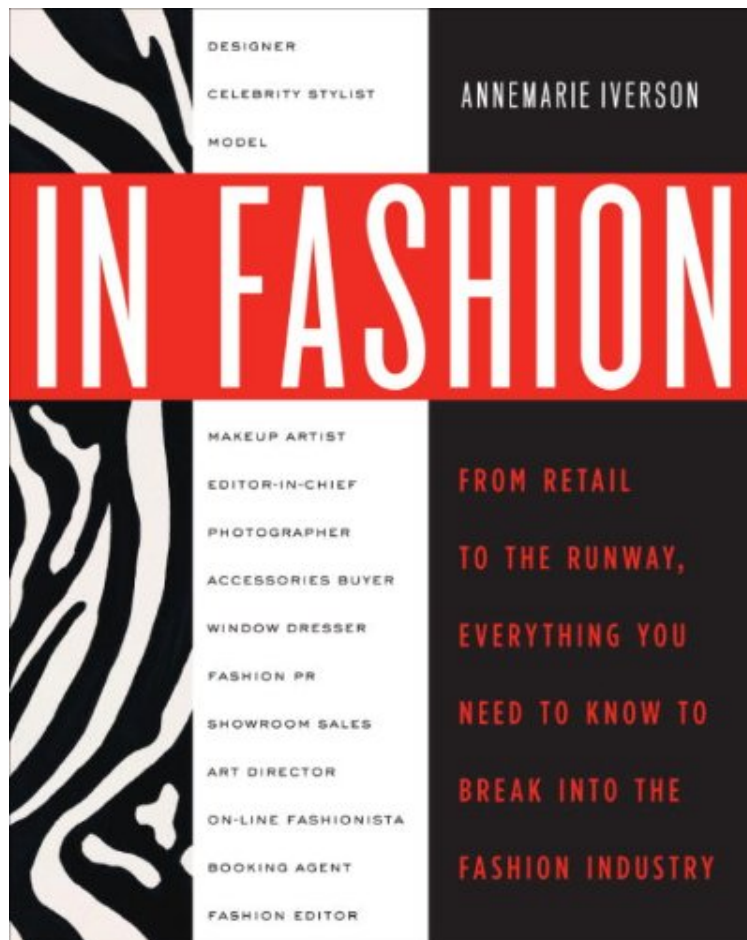


[Online library] In Fashion: From Runway to Retail, Everything You Need to Know to Break Into the Fashion Industry

In Fashion: From Runway to Retail, Everything You Need to Know to Break Into the Fashion Industry

Annemarie Iverson

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Annemarie Iverson : In Fashion: From Runway to Retail, Everything You Need to Know to Break Into the Fashion Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised In Fashion: From Runway to Retail, Everything You Need to Know to Break Into the Fashion Industry:

0 of 0 people found the following review helpful. I would recommend this to aspirants. By Ashley There is a 35 question multiple choice quiz at the beginning to help divide you into one of 4 categories Creator, Visualizer, Critic, or Seller. By a slim margin I ended up in the Creator category (i.e: designer") If I had changed a few answers I would have been a Critic instead (i.e: something in the editorial world such as a teacher) I do like that there are breakdowns of the categories and both of the ones I landed on seem to fit my personality very well. I am looking into each of them more. There are do's and do-nots as guidelines for interviews, wardrobe and what to expect on the different jobs (if you are a model vs. an intern for example) There is also a breakdown of things you should know about each category"

For example Visualizer: can be a clothes stylist, hair stylist, makeup artist, art director, photographer, or model. You can have no degree in this field all the way through to an MFA. The most coveted jobs are supermodel, supers-stylist, top photographer etc. The not so glamorous side of these jobs: cleaning toilets, taping bottoms of shoes, searching 24/7 for the perfect prop. You get the idea. Gives a breakdown of good alliances to have, examples of modern success stories, and even what languages you may need to know. I think that this book gives a good shot of what the world of fashion encompasses. Especially to those what are trying to jump in with both feet but haven't been exposed to the actual day to day dealings. I would recommend this to aspirants. 1 of 1 people found the following review helpful. She said it's great. There are no pictures and it's all black ...By Bethany LaChanceGave this book as a gift to a friend with an interest in fashion merchandising. She said it's great. There are no pictures and it's all black and white so it is a little text book style. All in all it was exactly what I wanted1 of 1 people found the following review helpful. Great read, but author is typical fashionista who talks ...By Erika BGreat read, but author is typical fashionista who talks often about how great she is. Comes off a bit arrogant, but that's what you might need to survive the fashion industry in NYC.

If you've ever dreamed of working at Vogue, photographing supermodels, or outfitting celebrities, *In Fashion* will equip you with everything you need to know to get an "in" into fashion. Former beauty and fashion news director of Harper's Bazaar and editor in chief of Seventeen, Annemarie Iverson—the outsiders' insider—knows just how to get noticed and stay on top. *In Fashion* is packed with her insightful tips, along with advice from leaders at Michael Kors, Bergdorf Goodman, Conde Nast, and more. Straightforward, honest, and insightful, Iverson has put together a book that will help you determine your best fashion career fit will providing a bird's eye view into the most elite fashion companies. Along the way, you'll learn what school may be best for you, as well as how to write a chic resume, handle the pressures of a fast-paced environment, hone your skills to make you a success in your ideal job, and more. The most comprehensive guide available for a notoriously competitive industry, *In Fashion* exposes all of its seams, with plenty of details on what it's like to work at dozens of elite and cutting-edge companies. Whether you're just getting started or are considering a career switch, *In Fashion* offers all the resources you need to land your dream job in fashion. From the Trade Paperback edition.