



Fashion Designer's Resource Book: Fashioning Your Life

Samata Pattinson

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The *Fashion Designer's Resource Book* is a fashion resource and lifestyle book that provides a comprehensive overview of the fashion industry as a business, combined with an insider's understanding of the creative process and the lifestyle of a fashion entrepreneur.

The author, award-winning designer **Samata**, explains how to take steps towards a fulfilling career - achieving creative, business and emotional balance - in this competitive and complex industry. The range of pertinent topics covered include working in the industry as a fashion designer, business planning, selling your brand, networking and using social media, emotional wellbeing and environmentally and socially responsible fashion. The book also contains insights from a range of key industry influencers: Harold Tillman CBE, Chairman of the British Fashion Council; Sarah Curran, Founder of my-wardrobe.com; Nigel Barker from TV show *America's Next Top Model*; Helen Jennings, Editor of *ARISE* magazine and Suzy Amis Cameron, Founder of *Red Carpet Green Dress*.

Emerging designers should read this book to get ahead; it also offers advice for anyone interested in exploring the industry, from first year fashion students looking to secure work experience, to the talented seamstress working to establish a reputation.

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