
Starting a new label

Posted by sicilianfever - 2008/01/01 19:34

Hi there

I am a designer looking to start a new label for womens evening tops. A few years ago i started a market stall in customised clothing but it never took me very far. I then drew up a new plan to supply exclusive ladies evening wear to boutiques. My designs were too costly to be sampled, finalised and sold again to buyers.(they were at couture level) I didnt think this was ideal for someone first starting up. I became discouraged by the whole idea and completely moved away from fashion.

I would now like to make a return but starting at the lower end of the market (high street level) on a small scale. As ive been away for a while i dont even know where to start!?! My plan would be to sell online on a 'made to order' basis. i would need a machinist to make up my garments from the design then re-make as and when needed. Maybe a 'small production run' company would be ideal but how small? Buying small amount of fabrics? Also once set up what would b the best way to promote and advertise my label? If my online sales do well then eventually would like to supply boutiques then add othe pieces such as dresses and skirts.

If there is any advice you could give meit would be much appreciated.

Thanyou

Teresa De Pino

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Re:Starting a new label

Posted by jg1990todate - 2008/01/02 11:04

Hi Teresa,

I have been involved in setting up new labels from a production /manufacturing view point. Feel free to contact me on 07973 666905
rgds Jon Gordon

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Re:Starting a new label

Posted by ecominded - 2008/01/04 12:04

Hello Theresa,

Perhaps my company may be of help to you, do send me some examples of your work. We will proceed from there...

Best Wishes,
Jena
eco.minded@hotmail.com

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Re:Starting a new label

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Re:Starting a new label

Posted by emily - 2008/01/10 10:45

Hi Teresa,

Fashion Capital host a manufacturers online showroom with over 80 manufacturers present. If you click on the "Showroom" tile on the right hand side of the webpage this will take you through.

Also Fashion Enter has two Boutiques you may be able to stock in. You can email images of your work to the Manager on hayleigh@fashion-enter.com and/or call her on 020 8681 5014.

You can also advertise yourself for free on Fashion Capital in the profiles section, if you send some images of yourself and your work with some bio to jojo@fashioncapital.co.uk.

Kind Regards

Emily

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Re:Starting a new label

Posted by arta - 2008/07/16 18:22

Hello,

I am in a very similar position to Teresa. I would love my collection to be made in England but it just seems impossible... With the prices I have been quoted by manufacturers so far, my retail price for a simple dress would have to be Â£300...

It just looks like I might have to do it myself the first season (I have the skills), but it is not a solution really, as there will be so much more to take care of as the company grows... I would like to find a manufacturer I could build a relationship with, someone I could work with season after season.

Can someone please tell me what I should expect to pay when having garments manufactured in UK?

Thank you

Anastasia

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Re:Starting a new label

Posted by FifiBloom - 2008/07/19 14:41

The best advice i can give is to do as much as humanly possible yourself.

And if you can, learn some new skills such as machining to keep in line with keeping everything 'in house'.

You really need to keep your costs at a minimum and try to reduce the risk of having your designs copied.

We keep everything in house now after some copying issues with the chinese manufacturers we were using..

Fifi Bloom

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Re:Starting a new label

Posted by JenniferHolloway - 2008/07/20 06:00

Hi Anistasia

It is not impossible but it is imperative to receive the right advice at this stage of your business.

Fashion Enter Ltd is the sister company of www.fashioncapital.co.uk and it was set up to help people just like you. Websites are great for communication purposes and giving an overview of information but it will never replace the "real" thing of providing a sales venue (we have two boutiques and a third on the way in October at Kingston), one to one business advice sessions and we hold events such as our "profile" fashion show which is going to New York in September....not too late to apply!

There are definitely companies of a CMT level that will make your garments for you. Are you based in London? There are companies such as CCS Ltd, Park Lane Styles, Julie Anna Designs - all of these are reputable companies that will make 1st fit and seals leading on to final production to a high standard. The prices really depend on the work content of each garment so you would need to go and see each unit with your samples.

If you go on to our Manufacturers online showroom you will see all these companies listed on this section of the site plus you will be able to review the types of production they can supply. Contact the ones you like first by phone or email and then arrange to see them.

Many of our members make an arrangement to see us first and have a full product review. We have a large number of designers who stock the boutiques by making their own production so they can determine which are the best selling styles and then go on to sell to other independents or high street retailers - have you thought about adopting that strategy?

The sales in the boutiques are at retail prices and we take out a commission on sales made. If you want to know more about this then contact hayleigh@fashion-enter.com.

We also realise that people have to know who you are too so we have a PR Dispensary Service to help you out - click on the last newsletter and you can read how we got one childrenswear designer into a leading trade journal. Click News then newsletter. To find out more about this contact jenni@fashion-enter.com

Best of luck - its a hard road to follow but a rewarding one.

Jenny Holloway

Re:Starting a new label

Posted by arta - 2008/07/28 09:09

Thank you for your advice Jenny! :) I am going to become a member of fashion capital to use the web site to its full potential. I tried writing to fashioncapital with a question on trend info in members area but I didn't get a reply... Maybe you could answer the question :blush: ?

I'd like to see the trend forecasting area and would become a member for that reason. One thing i need to know is when the trend reports are published. For example, what date were the SS09 trends published on the website and made available to members?

Thank you,

Anastasia

Re:Starting a new label

Posted by emily - 2008/08/22 14:24

Hello Theresa,

You have come to the right place. FashionCapital.co.uk has a Manufacturer's Online Showroom dedicated to help designers find the perfect manufacturer to best suits your requirements. This is located within the Business section on the left hand navigation. We also offer one to one mentoring with Director Jennifer Holloway and many more, if you wish to discuss how we can help you further please do not hesitate to call either the head office on 020 8462 9620 or the

Croydon Boutique on 020 8681 5014.

I look forward to hearing from you.

Kind Regards

Emily

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