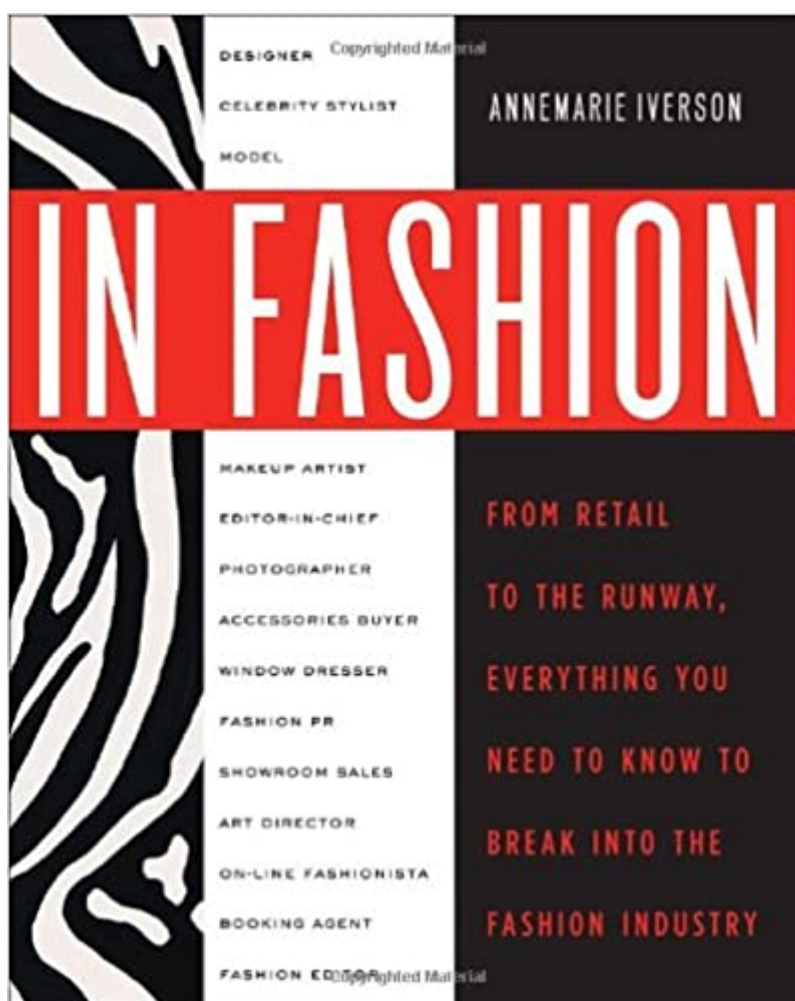


The book was found

In Fashion: From Runway To Retail, Everything You Need To Know To Break Into The Fashion Industry



Synopsis

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 outsider's 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, Condé Nast, and more. Straightforward, honest, and insightful, Iverson has put together a book that will help you determine your best fashion career fit while 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. *In Fashion* is 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.

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Customer Reviews

"For those brave and inspired enough to throw themselves headlong into this business, Annemarie's advice is priceless." -Calvin Klein

ANNEMARIE IVERSON, formerly the editor in chief of Seventeen and YMÃ Â and beauty and fashion news director of Harper's Bazaar, currently serves as Senior Vice President, Global Brand Development, at Bobbi Brown Cosmetics. She's also authored the bestselling books Bobbi Brown Beauty and Bobbi Brown Teenage Beauty.

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.

Gave 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 wanted

Great 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.

This book is great for anyone who loves the Fashion Industry and dreams of one day working in it. In my opinion, it's a great read even for those looking to break into an industry other than Fashion. Annmarie has a unique writing style and her personality shines through in her writing. She provides great advice on interviewing, proper dress attire, and even office etiquette that can be utilized in any

work environment. I love this book and highly recommend it to others!

I received this book in the mail before I was attending FASHION School and It was a good "insider book" for those that want to have an inside look in what is involved in getting into the fashion industry. It has some good tips on interviewing as well and how to personalize your resume and make yourself stand out from other people. Good testimonials from people within the industry that give good inspiration to anyone trying to enter into the fashion industry.

Beautiful.

It really is a good source of info for anyone who wants to "break into" the fashion industry.

great

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