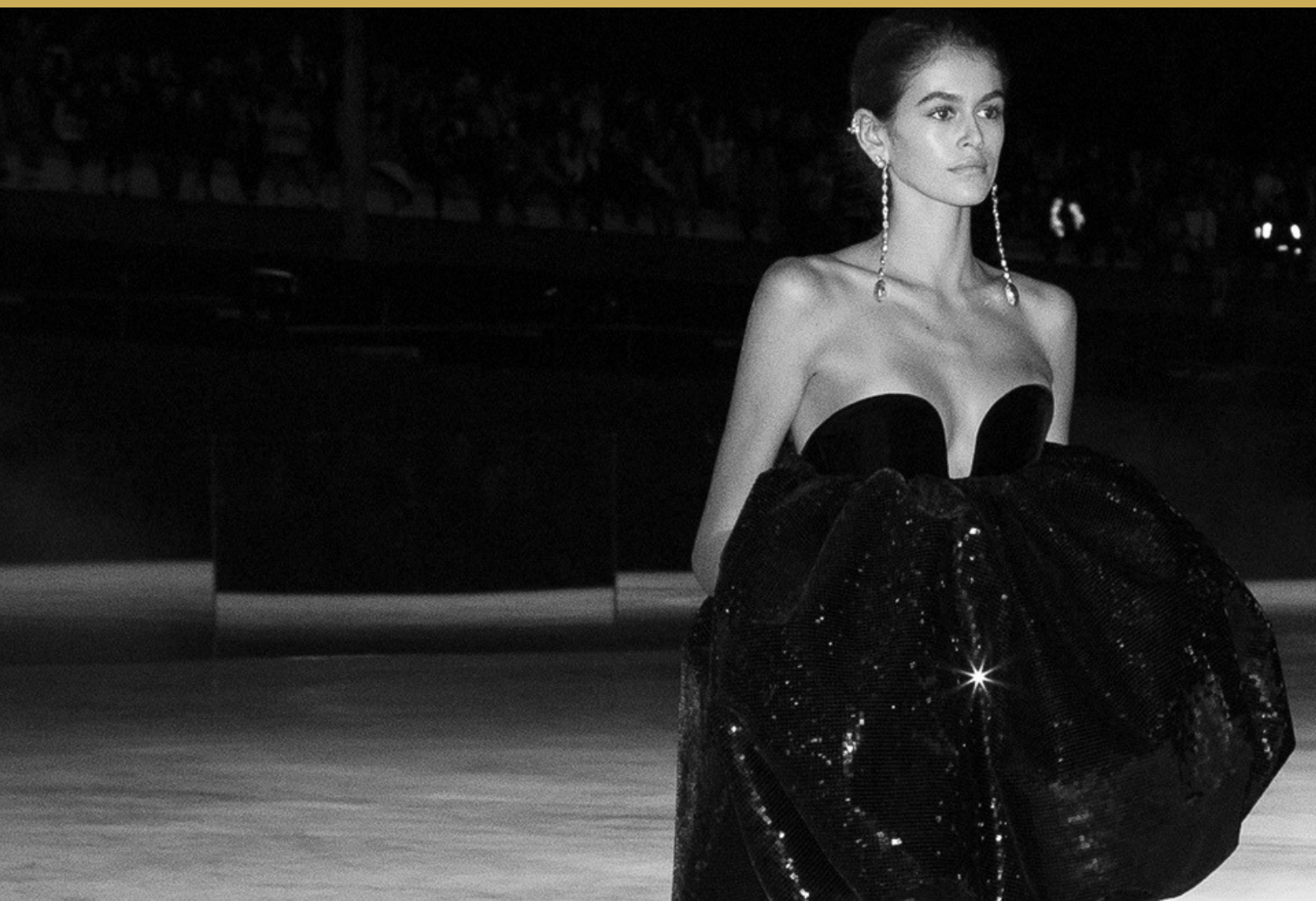


ModaHow Paris

*Build a profitable
Fashion Business
in 10 steps*



This guidebook is for you if you have just started building your fashion brand.

Or maybe you already have a fashion brand but you don't know how to grow it and which direction to choose.

The idea behind this guide is that you have a **very tight budget to invest** in your brand.

In this guide, we give you the
key elements to think about
before or while developing your
brand;

It's the "classic" approach to
building a fashion brand.

You don't have to follow these
steps in order.

ModaHow Paris: who we are?

We are a young fashion e-learning startup based in Paris

Founded by a team of 3 in love with fashion and technology;

Founders have been working in fashion press, fashion design and technology for many years;

ModaHow Paris: who we are?

The biggest fashion businesses
were build in Paris (LVMH and
KERING)

The finest fashion artisanal
techniques (it's called SAVOIR
FAIRE) are FRENCH

We bring this knowledge to YOU in
your language

Introduction:

TWO BIG QUESTIONS

The fashion system is
currently being reinvented

Old formulas do not work
anymore

Instead of thinking what
you should do, ask yourself
just these 2 questions:

1. Who is your client and
what her or his lifestyle is?
2. What do you really LOVE
to create?

Step 1: your idea

It's possible that if you're reading this guide, you've already have the idea what you want to propose.

If no, we suggest you focus on one niche (ex: evening&bridal wear, children wear, bags, shoes, scarves...)

Your idea is your customer

You should really think about who will buy your stuff otherwise it will not work

Not wanting it all is a key

***Hint:** Think about lucrative niches like modest fashion, slogan t-shirts and sweatshirts, children wear, or +Size*

Step 2: your market

Then you focus on ONE price point level:

mass-market as Zara: you need to sell HUGE quantities because your margin is low, so it's definitely not the best thing to start with as a young designer

designer contemporary as Maje, Sandro or Patrizia Pepe: there are always customers & things to do

luxury & bespoke as runway brands: surprisingly, the easiest to produce and to market, because it's beautiful and the quantities are small, but harder to find customers

Step 2: your market

Who says prices, says concurrence.

The key thing is to bring in something new: more beautiful or different (or the same but differently marketed) or less expensive.

Ask yourself a question: if A customer goes to B shop or C shop, why she or he will go to my SUPERBRAND shop, similar to their niche and price point ??

Step 3: production

The MOST IMPORTANT one

No clothes=no sales=no business

Where to buy fabrics?

Where to produce?

How to produce small quantities?

THIS is the nightmare of each
designer so...

Of course it depends on your price
point but if you don't sell on the
mass market which is most
probably your case...

Step 3: production

...we suggest you go local
and find everything as
closest as possible: your
fabrics, your buttons, and of
course those who will
produce your staff.

Only in this case, you will be
able to control everything:
see, touch and even burn it
(to check if it's poly or silk).

Step 3: production

Typically, a small team have less clients so they will take more time to listen to your needs which is important when you create your first prototypes;

Take some time to search for a local atelier really near to you because you will spend a lot of time there;

Step 4: Prototypes

This is the first copy of your design.

The best thing is to elaborate it by yourself.

If you want to sell womenswear at more than 250 s retail price, we highly recommend you start by doing your own prototypes using draping techniques (check our Draping Masterclass 1 and Masterclass 2)

Step 5: Your Logo

Don't try to be too "beautiful"
or too sophisticated

Modern logos are simple

The current trend is just to
use letters

(check out Balenciaga or
Saint Laurent logos)

Step 6: Your photos

Create a lookbook: took photos of your prototypes.

Pick a good photographer who knows how to enhance clothes.

Take a young MODEL: find her on Instagram. It's not expensive.

DONT take photos on your friends (even if Lagerfeld does that). Professional model is essential.

Step 7: Your Website

You SHOULD have a website

The best thing is to have a shop
where people can buy directly
from you

Start quickly: don't try to copy big
brands, you can start with a very
simple site

PHOTOS ON YOUR WEBSITE
SHOULD BE BIG

Step 8: sales

Try to sell as soon as possible

You can sell everywhere: on
Instagram, on Facebook, on
your website

Don't waist your time at the
beginning trying to enter the
famous stores, better
concentrate yourself on
selling by yourself as much as
you can

Step 9: Social media

Be attentive

Try to understand two things:

1. What social media your typical client prefers?
2. Once you understand it, see what tactics other successful businesses use on this social media

Post as often as you can but
maximum 3 posts a day

Step 10: Organisation

Think about before you start to
produce in quantity:

How you will deliver to your
client?

Where you will keep all the staff?

How to be as efficient as possible?

Got questions?

Do I always have to be seasonal? It's so complicated at the beginning...

If it's complicated, we suggest you just **don't do it at the very beginning**. You will never be able to compete with the brands who have a budget and you will have a lot of stock. Create timeless pieces and inject some novelties regularly.

Do I have to participate in Fashion weeks and other professional events?

At the beginning, NO. You will spend too much money. Try to focus on your product and your client. You will do it later.

I hate selling!!!

Everybody does!

You don't have to sell. Think about it as you bring joy to your client. New clothes always bring happiness. You don't offer bad quality stuff to people, you offer value.

It's completely different.

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I don't know where to buy fabrics...

Of course fabric is a key element to success. Go to a professional event (as Premiere Vision in Paris). You will see all new fabrics there, try to negotiate because it's sometimes complicated to buy a small quantity.

Try not to copy the big brands choosing the same fabric as they do, use something different.

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Still have questions????

We will try to respond to all of
them!!

Please SEND
ALL your questions to:

contact@modahow.com

*Big **LOVE** from
ModaHox Paris*

