



Developing and Branding the Fashion Merchandising Portfolio

By Phyllis Borcharding

Fairchild Books. Paperback. Condition: New. 224 pages. Dimensions: 10.7in. x 8.2in. x 0.5in. A career in fashion merchandising means working in a fast-paced, creative industry and a highly competitive one. Developing and Branding the Fashion Merchandising Portfolio is a guide to creating a portfolio and brand for yourself that will stand out. Portfolios provide immediate visual evidence of what you can do, and they communicate hands-on experience more explicitly than a resume can on its own. Whether you're interested in design, product development, buying, textile design, or trend forecasting, this book provides activities to help you identify and focus your skills. Step-by-step instructions demonstrate how to gather examples of your work, how to choose a design and layout, and ways to incorporate drawings, sketches, and CAD-generated material into a consistent, streamlined portfolio that reflects your personality. User friendly and above all visual, this is the guide for creating a portfolio that will get you hired and keep your career on track. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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