

# How to Start a Fashion Business : Step-by-Step Guide



# ABSTRACT

Starting a fashion business blends creativity with entrepreneurship. This step-by-step guide outlines the key stages—from defining your brand and planning your business to launching and promoting your fashion line—helping aspiring designers turn their ideas into a viable venture.

## INTRODUCTION

The fashion world is exciting but competitive. To succeed, aspiring entrepreneurs need more than just style—they need a clear plan. This guide breaks down the essential steps to help you start and grow a fashion business with confidence.

### I. How To Innovate And Grow Sustainably In The Fashion Industry



As a business owner who is responsible for putting out new collections four times a year, doing so responsibly is a choice I have to continually make. This usually means taking the harder, longer road when, in my company's case, it would be easier to revert back to toxic chemicals to easily develop new washes for denim. But although such options may be cheaper and faster in the short term, they don't move you closer to a green purpose. Let's discuss two ways in which I believe we can start

racing toward a new finish line: by taking a more focused view of innovation and by collectively celebrating transparency.

## Restricting Your Lens

Some schools of thought claim that operating with the aperture of design wide open is the best way to progress, but at what cost? When companies design freely, with all options available to them, they risk producing with no regard for their consumption footprint or the trail of destruction left in their wake.

Adding parameters or boundaries to your methods can certainly seem to make your job harder. The pressure to continuously innovate can make it seem as though using all of the available options, even those that are less sustainable, is necessary in order to succeed. But the reality I've found is that committing to sustainable options can lead to beautiful new innovations and practices you never expected.

## Applauding The Right Things

As a member of the fashion industry, I have often seen how meaningful practices can go unrewarded. It can be disheartening when celebrity endorsements seem to overshadow responsible production methods. Is this because it's what consumers respond to, or because of a continued denial of climate change and who is ultimately accountable to reverse it?

Many brands are fueled by superficial metrics that divert attention away from the impact their clothing has on the resources required for production. A jacket manufactured irresponsibly and in large quantities, no matter how fashion-forward, perpetuates an industry chasing aesthetics over responsible production methods, even though both can exist.

## 35055 Sustainable Designer Clothing Brand Online Store

Advert Id: 378701, Sellers Ref: (bonza\_49\_5159)

- **Location:**Queensland
- **Category:**Beauty, Fashion, Fashion
- **Asking Price:**\$60,000
- **Sales revenue** :Undisclosed
- **Net profit** :Undisclosed
- **Furniture/Fixtures value** :Undisclosed
- **Inventory/Stock value** : Undisclosed

## Business description

Don't miss this extraordinary opportunity to own a successful e-commerce business focused on designing and crafting women's small-batch, designer clothing. This distinctive brand specialises in sustainable, slow, and ethical fashion, renowned for its customisable, made-to-order pieces. With exclusive designer fabrics and up to 28 unique digital designs, the business offers vibrant, dopamine-boosting garments in an inclusive size range from 4 to 26, drawing in a dedicated and loyal customer base.



This business shines through its commitment to quality and creativity, offering over 10 unique garment styles. Each piece is meticulously handmade, reflecting a quirky and joyful style that has turned these clothes into cherished wardrobe staples and conversation starters. The high rate of repeat customers attests to the brand's exceptional appeal, with customers eagerly returning to add new pieces from each collection. Its eye-catching prints and distinctive designs are digitally crafted and printed overseas by trusted suppliers. The business oversees every stage, from creating exclusive designs to sample approvals, ensuring each garment meets high-fashion standards before importing the fabrics.

Leveraging powerful social media marketing, the brand has built an engaged and enthusiastic following, accumulating numerous five-star reviews. It has also showcased collections at various shows and fashion parades in Brisbane, further cementing its reputation in the industry. Orders are smoothly managed through its user-friendly website, allowing you to run operations from home. The business is currently owner-operated with support from a dedicated team and contractors,

ensuring efficient production and delivery. This is a rare opportunity to step into a thriving business and make your mark in the world of sustainable fashion.

### Key Features:

- Specialising in customisable, handmade, and sustainable designer clothing in sizes 4-26.
- Profitable business established for almost a decade.
- Established relationships with trusted overseas suppliers.
- Effective social media presence with a highly engaged following and glowing reviews.
- Online business offering operational flexibility.
- Collections showcased at shows and parades, with a strong record of repeat customers.

With a strong profitability record and a thriving customer base, this business presents a fantastic opportunity for anyone passionate about fashion and sustainability. Submit an enquiry today to find out more!

For more details, explore the link given below :-

<https://www.business2sell.com.au/businesses-details/sustainable-designer-clothing-brand-online-store.php>

<https://www.business2sell.com.au/businesses/qld/brisbane/fashion>

## **II. Top Mistakes to Avoid When Starting A Fashion Business**



Starting a fashion business involves complex strategic planning. Even when you think you've got everything covered, a few unexpected issues are bound to arise. One of the pillars of your startup's success is your ability to **learn from someone else's mistakes**.

## 1. Failing to Invest in Brand Awareness

How many fashion brands are out there? Tens of thousands. The opportunity to offer something new in such a competitive environment is rather small. Even if you can't create a truly unique product, you can come up with a compelling brand story.

If your buyers can identify with your brand, your company, and you as a person, they are likely to spend their money on your products instead of looking for cheaper alternatives.

## 2. Not Pricing Products Properly

Your goal as an entrepreneur is to make money. While it can be tempting to set a low price tag to attract more buyers, it can hurt your fashion business in the long run. Remember, there is always another place where customers can find cheaper products.

Make sure the price you set accommodates materials, shipping costs, brick-and-mortar store rent (if any), marketing costs, etc. Operating at a loss may attract numerous customers but can't help you stay afloat for a long time.

## 3. Not Doing Market Research

Even if you've always dreamed about selling three-tier hats, before doing it, stop and think. Is there sufficient demand for your products? While your friends and family may be ecstatic about hats you make, others might not be as happy to wear them.

## 4. Failing to Promote Your Products ASAP

Marketing is the power behind the success of all top fashion brands. The majority of marketing tactics take weeks or even months to start bringing results. Make sure to dive into the marketing sea long before launching your first product.

Digital marketing may seem complicated. However, tons of learning materials are readily available online. If you have a limited budget, it's possible to do initial marketing work on your own.

## 5. Not Knowing Your Target Audience

The desire to attract as many customers as possible could lead to spreading yourself thin and failing to offer a high-quality product. Before creating your first product, you need to do consumer research and **identify your buyer persona**. Once you understand who your ideal customers are, you can have an easier time creating just

the right product for them. It's much better to create something a small audience loves than come up with a product that thousands of customers have lukewarm feelings about.



## 6. Doing Everything Yourself

Many entrepreneurs make the mistake of orchestrating a one-man show. They promote their brand, manage finances, negotiate with suppliers, etc. without any help. While this scheme may work for a while, eventually, as the demand for your products grows, it can hurt your business.

# III. How to Write a Fashion Business Plan in 10 Easy Steps

Have you ever dreamed of making a splash in the world of fashion? Do you possess the creative flair and keen business sense needed to dress the world in your unique vision? If you're nodding your head, it's time to strut your stuff and create a **fashion business plan** that'll make investors sit up and take notice.

## Find Your Fashion Niche

First things first, **what's your style, darling?** Are you all about haute couture or do you fancy yourself as the next streetwear sensation? Identifying your niche is crucial to setting the foundation of your business plan. Ask yourself: who's your target

audience? What makes your brand unique? Answering these questions will help you carve out your place in the fashion world.

### Executive Summary: Give ‘Em the Runway Rundown

Think of your executive summary as the teaser trailer for your business plan. It should be **concise, snappy, and give your readers a taste of what’s to come**. Summarize your company’s mission, its unique selling points, and your strategy for growth. Remember, first impressions count, so make it fabulous!

### Company Description: Flaunt Your Brand’s Personality

Here’s where you **spill the beans about your company**. What’s the story behind your brand? How will it make a difference in the fashion industry? Describe your company’s history, structure, and culture. Don’t forget to mention any milestones or achievements that make you stand out from the crowd.

### Market Analysis: Study Your Style Scene

You’ll need to **do some legwork to get the lowdown on your target market**. Analyze trends, competitors, and your audience’s buying habits. Who are the big players in your niche? What are the gaps in the market? Uncover the secrets to your competitors’ success and learn how to make your brand shine even brighter.

### Product Line: Show Off Your Fashion Forwardness

Here’s your chance to **strut your stuff and flaunt your designs**. Detail your product line, including sketches, materials, and price points. How will your collection evolve over time? What’s your plan for future collections? Give readers a sneak peek into your fashion-forward world and leave them wanting more.



## Marketing and Sales Strategy: Work That Catwalk!

Now that you've got your fabulous designs, how do you plan to **spread the word**? Outline your marketing strategy, touching on advertising, social media, influencers, and PR. Describe your sales channels and how you'll reach your target audience. Remember, in the fashion world, you've got to work to make it!

## Operational Plan: Behind the Seams

In this section, **delve into the nitty-gritty of your day-to-day operations**. Discuss your production process, suppliers, and inventory management. How will you ensure quality control? What's your plan for scaling up as your business grows? Give readers a behind-the-scenes look at the nuts and bolts of your fashion empire.

## Management and Organization: Assemble Your Style Squad

No one can run a fashion empire alone. **Introduce your readers to your team, highlighting their experience and expertise**. How will your organizational structure support your business's growth? Be sure to discuss any advisors or mentors who'll help guide you on your journey to the top.

## Financial Projections: Crunching the Couture Numbers

Fashion may be all about glamor and glitz, but at the end of the day, it's still a business. In this section, **lay out your financial projections, including revenue, expenses, and profit**. Create a comprehensive budget and cash flow

statement to demonstrate your financial savvy. Don't forget to address any potential risks and how you'll mitigate them. After all, a solid financial plan is your ticket to fashion stardom.

## **IV. Points to Consider When Pricing Your Fashion Product**

Spring 2015 market is just around the corner, how is the sample making process going for you so far? Hopefully your collection is coming well and on time. A major next step for you is pricing your products right to make sure you are making a profit. So as you are getting your cost sheets ready and to help you avoid this bad experience here are 5 points to consider while costing and pricing your fashion line:





1. **Consider your target market** – your product should be a perfect match (all around) for your target customer and market. Do your market research, study the pricing for your type of products from your competition and decide on your price position in your market. Too low will make your target customer suspicious about your product. Too high and they will stay with competition that they already know and trust.
2. **Consider your product's value** - If you are offering something that is not available in the market (service or product) – that is BIG VALUE = PRICE! Just like in that Master Card commercial – Value is priceless! If your product is going to save your customer time, money and frustration, solve them a problem or simply make their lives easier than it is very valuable for them! define that value and translate it into a \$ amount! FYI – make sure to clearly communicate this value in your marketing!
3. **Pay attention to your gross margins** – Gross margins measure the profit of your fashion product in %. It tracks your business growth and keep an eye on the profitability of your product / business. So make sure to pay attention to it when costing your product. Need help understanding gross margins? Our costing workshop will help with that. Need help calculating your gross margins? Get our cost sheet [here](#).

4. **Cost your product for now** – If this is your first season/s than most likely your big challenge is what quantity should you cost for production. The reality is that as a new start-up your margins in the first few seasons will not be high enough (mostly cause your production units are low), but that is NORMAL! What you need to do is create two cost sheets, one for today which is based on small runs and one for later stage which will cost your product for when you will be producing larger units in few seasons from now. It is fine if right now your margins are low but you can see when and how they will get better as units grow, BUT if your future cost sheet still doesn't look profitable enough than that's a red flag and you'll need to adjust!
5. **Think about the retailer** – If you are looking to offer wholesale at any point (even if not right away), than calculate in your cost sheet and make sure that you building up enough mark-up for you to sell wholesale and still allow your retailers to apply their mark-up. Remember- wholesale price is when you sell from one business to another business – not direct to the customer, therefore when you sell from your own website to an end customer then you must sell in retail price, adding on the same mark up a retailer will add to your wholesale price. You can NOT compete in price with your retailers otherwise they will not buy from you.

## V. Marketing Plans for Fashion

Small or independent fashion brands need strong marketing plans and strategies in order to gain footing in a saturated industry. Marketing plans for fashion brands should have clearly defined audiences, timelines and strategic goals. Ideally, marketing plans should involve several marketing channels that work together to enable brands to achieve their strategic goals.



## Digital Media Marketing Plan

Digital media marketing plans enable you to reach out to and engage with your audience online. Use social media marketing to reach people in your target audience. Facebook advertising, for example, allows you to select the specific demographic and psychographic data of the audience you want to reach, so it's important to know your target audience beforehand.

## Publishing Marketing Plan

Develop a publishing marketing plan that combines public relations and marketing to gain exposure in magazines and other types of publications, including blogs. According to Inc. Magazine, Chuck Porter, Chairman of ad agency Crispin Porter + Bogusky says, "Fashion blogs have a gigantic readership and are increasingly influential in getting the word out about trends and services."

## Live Event Marketing Plan

Develop a live event marketing plan that creates opportunities for you to show the public your fashions. Live events can include fashion shows, trunk shows or in-home demonstrations. Consider exhibiting at trades shows, fairs or other live events that reach your target audience.

## Brand Ambassador Marketing Plan

Develop a marketing plan that focuses on gaining brand ambassadors to use as marketing elements. Brand ambassadors are people of influence who wear, promote and share information about your fashion on your behalf.

## VI. How to Choose the Best Legal Structure for Your Business

Your business's legal structure has many ramifications. It can determine how much liability your company faces during lawsuits. It can put up a barrier between your personal and business taxes – or ensure this barrier doesn't exist. It can also determine how often your board of directors must file paperwork – or if you even need a board. We'll explore business legal structures and how to choose the right structure for your organization.



### What is a business legal structure?

A business legal structure, also known as a business entity, is a government classification that regulates certain aspects of your business. On a federal level, your business legal structure determines your tax burden. On a state level, it can have liability ramifications.

### Why is a business legal structure important?

Choosing the right business structure from the start is among the most crucial decisions you can make. Here are some factors to consider:

- **Taxes:** Sole proprietors, partnership owners and S corporation owners categorize their business income as personal income. C corporation income is

business income separate from an owner's personal income. Given the different tax rates for business and personal incomes, your structure choice can significantly impact your tax burden.

- **Liability:** Limited liability company (LLC) structures can protect your personal assets in the event of a lawsuit. That said, the federal government does not recognize LLC structures; they exist only on a state level. C corporations are a federal business structure that includes the liability protection of LLCs.
- **Paperwork:** Each business legal structure has unique tax forms. Additionally, if you structure your company as a corporation, you'll need to submit articles of incorporation and regularly file certain government reports. If you start a business partnership and do business under a fictitious name, you'll need to file special paperwork for that as well.

## Types of business structures

The most common business entity types are sole proprietorships, partnerships, limited liability companies, corporations and cooperatives. Here's more about each type of legal structure.

### Sole proprietorship

A sole proprietorship is the simplest business entity. When you set up a sole proprietorship, one person is responsible for all a company's profits and debts.

"If you want to be your own boss and run a business from home without a physical storefront, a sole proprietorship allows you to be in complete control," said Deborah Sweeney, vice president and general manager of business acquisitions at Deluxe Corp. "This entity does not offer the separation or protection of personal and professional assets, which could prove to become an issue later on as your business grows and more aspects hold you liable."



A sole proprietorship business structure has several advantages.

- **Easy setup:** A sole proprietorship is the simplest legal structure to set up. If you – and only you – own your business, this might be the best structure. There is very little paperwork since you have no partners or executive boards.
- **Low cost:** Costs vary by state, but generally, license fees and business taxes are the only fees associated with a proprietorship.
- **Tax deduction:** Since you and your business are a single entity, you may be eligible for specific business sole proprietor tax deductions, such as a health insurance deduction.
- **Easy exit:** Forming a proprietorship is easy, and so is ending one. As a single owner, you can dissolve your business at any time with no formal paperwork required. For example, if you start a daycare center and wish to fold the business, refrain from operating the day care and advertising your services.

## Partnership

A partnership is owned by two or more individuals. There are two types: a general partnership, where all is shared equally, and a limited partnership, where only one partner has control of operations and the other person (or persons) contributes to and receives part of the profits. Partnerships can operate as sole proprietorships, where there's no separation between the partners and the business, or limited liability partnerships (LLPs), depending on the entity's funding and liability structure.

Business partnerships have many advantages.

- **Easy formation:** As with a sole proprietorship, there is little paperwork to file for a business partnership. If your state requires you to operate under a

fictitious name (“doing business as,” or DBA), you’ll need to file a Certificate of Conducting Business as Partners and draft an Articles of Partnership agreement, both of which have additional fees. You’ll usually need a business license as well.

- **Growth potential:** You’re more likely to obtain a business loan with more than one owner. Bankers can consider two credit histories rather than one, which can be helpful if you have a less-than-stellar credit score.
- **Special taxation:** General partnerships must file federal tax Form 1065 and state returns, but they do not usually pay income tax. Both partners report their shared income or loss on their individual income tax returns. For example, if you opened a bakery with a friend and structured the business as a general partnership, you and your friend are co-owners. Each owner brings a certain level of experience and working capital to the business, affecting each partner’s business share and contribution. If you brought the most seed capital for the business, you and your partner may agree that you’ll retain a higher share percentage, making you the majority owner.

### Limited liability company

A limited liability company (LLC) is a hybrid structure that allows owners, partners or shareholders to limit their personal liabilities while enjoying a partnership’s tax and flexibility benefits. Under an LLC, members are shielded from personal liability for the business’s debts if it can’t be proven that they acted in a negligent or wrongful manner that results in injury to another in carrying out the activities of the business.

### Corporation

The law regards a corporation as separate from its owners, with legal rights independent of its owners. It can sue, be sued, own and sell property, and sell the rights of ownership in the form of stocks. Corporation filing fees vary by state and fee category.

- **C corporations:** C corporations, owned by shareholders, are taxed as separate entities. JPMorgan Chase & Co. is a multinational investment bank and financial services holding company listed as a C corporation. Since C corporations allow an unlimited number of investors, many larger companies – including Apple, Bank of America and Amazon – file for this tax status.
- **S corporations:** S corporations were designed for small businesses. They avoid double taxation, much like partnerships and LLCs. Owners also have limited liability protection. Widgets Inc. is an example of an S corporation that operates very simply: Employee salaries are subject to FICA tax (as are all employee salaries), while the distribution of additional profits from the S corporation does not incur further FICA tax liability.

- **B corporations:** B corporations, otherwise known as benefit corporations, are for-profit entities committed to corporate social responsibility and structured to positively impact society. For example, skincare and cosmetics company The Body Shop has proven its long-term commitment to supporting environmental and social movements, resulting in an awarded B corporation status. The Body Shop uses its presence to advocate for permanent change on issues like human trafficking, domestic violence, climate change, deforestation and animal testing in the cosmetic industry.
- **Closed corporations:** Closed corporations, typically run by a few shareholders, are not publicly traded and benefit from limited liability protection. Closed corporations, sometimes referred to as privately held companies, have more flexibility than publicly traded companies. For example, Hobby Lobby is a closed corporation – a privately held, family-owned business. Stocks associated with Hobby Lobby are not publicly traded; instead, the stocks have been allocated to family members.

## Cooperative

A cooperative (co-op) is owned by the same people it serves. Its offerings benefit the company's members, also called user-owners, who vote on the organization's mission and direction and share profits.

Cooperatives offer a couple main advantages.

- **Increased funding:** Cooperatives may be eligible for federal grants to help them get started.
- **Discounts and better service:** Cooperatives can leverage their business size, thus obtaining discounts on products and services for their members.



## **VII. Factors to consider before choosing a business structure**

For new businesses that could fall into two or more of these categories, it's not always easy to decide which structure to choose. Consider your startup's financial needs, risk and ability to grow. It can be challenging to switch your legal structure after registering your business, so give it careful analysis in the early stages of forming your business.



## Flexibility

Where is your company headed, and which type of legal structure allows for the growth you envision? Turn to your business plan to review your goals and see which structure best aligns with those objectives. Your entity should support the possibility for growth and change, not hold it back from its potential.

## Complexity

When it comes to startup and operational complexity, nothing is more straightforward than a sole proprietorship. Register your name, start doing business, report the profits and pay taxes on it as personal income. However, it can be difficult to procure outside funding. Partnerships, on the other hand, require a signed agreement to define the roles and percentages of profits. Corporations and LLCs have various reporting requirements with state governments and the federal government.

## Liability

A corporation carries the least amount of personal liability since the law holds that it is its own entity. This means creditors and customers can sue the corporation, but they can't gain access to any personal assets of the officers or shareholders. An LLC offers the same protection but with the tax benefits of a sole proprietorship. Partnerships share the liability between the partners as defined by their partnership agreement.

## Taxes

An owner of an LLC pays taxes just as a sole proprietor does: All profit is considered personal income and taxed accordingly at the end of the year.

“As a small business owner, you want to avoid double taxation in the early stages,” said Jennifer Friedman, principal at Rivetr. “The LLC structure prevents that and makes sure you’re not taxed as a company, but as an individual.”



## Control

If you want sole or primary control of the business and its activities, a sole proprietorship or an LLC might be the best choice. You can negotiate such control in a partnership agreement as well.

A corporation is constructed to have a board of directors that makes the major decisions that guide the company. A single person can control a corporation, especially at its inception, but as it grows, so does the need to operate it as a board-directed entity. Even for a small corporation, the rules intended for larger organizations – such as keeping notes of every major decision that affects the company – still apply.

## Capital investment

If you need to obtain outside funding from an investor, venture capitalist or bank, you may be better off establishing a corporation. Corporations have an easier time obtaining outside funding than sole proprietorships.

## Licenses, permits and regulations

In addition to legally registering your business entity, you may need specific licenses and permits to operate. Depending on the type of business and its activities, it may need to be licensed at the local, state and federal levels.

“States have different requirements for different business structures,” Friedman said. “Depending on where you set up, there could be different requirements at the municipal level as well. As you choose your structure, understand the state and industry you’re in. It’s not ‘one size fits all,’ and businesses may not be aware of what’s applicable to them.”

## **VIII. How To Make Your Fashion Brand Stand Out: Thriving In A Competitive Market**

Fashion is a fast-growing industry with new trends being introduced every year or even within a quarter. Apparel is the largest category in fashion ecommerce with a projected revenue of \$684 billion by 2025. But in such a booming industry, you’re bound to also find booming competition. Your brand needs to really establish a strong identity to stand out in a saturated market.



In this article, we will provide you with the latest insights about the fashion industry today along with eight tips fashion brands can use to adopt a bold identity.

### **The Fashion Industry Today**

The fashion industry has changed in enormous ways, starting from the mid-19th century when clothes were hand-made by tailors. As time went by, this process has

become more automated and today's fashionable items are often mass-produced. With the rise of mobile usage and the unexpected impacts of COVID-19, ecommerce has emerged as one of the main selling channels. Let's dive deep into each movement to see the new opportunities as well as challenges that brands should pay attention to today.

## 1. The fashion industry has become more competitive.

Fashion businesses are growing across sectors — from local to global brands and from retailers to wholesalers. Not to mention the rise in second-hand thrifting stores that have become more popular with sustainability- and price-minded shoppers. As there are more players in the fashion industry, customers now have more options to choose from.

## 2. There has been a shift to online and mobile platforms.

When it comes to ecommerce in 2020, the fashion industry is a large B2C market segment. Due to COVID-19, many people are now avoiding shopping in-store and moving to ecommerce platforms. Scrolling through catalogs, choosing items and checking out online has become a new routine. Fashion brands are now finding ways to create an omnichannel shopping journey to gain customers on both online and offline platforms.

## How To Make Your Fashion Brand Stand Out?

Being flexible is important for retailers in any industry to adapt to new consumer behavior patterns. In the fashion industry, what should brands do to adjust to these transformations and stay on the cutting edge?

### 1. Clearly define target customers.

As fashion is a big industry, clearly defining your customer niche can help you to stay on the right track. You don't want to run a clothing brand for middle-aged people, with a marketing plan that only reaches young adults.

Therefore, it is essential to understand the purpose of your brand. Is it meant to sell clothes for all age groups or just a specific subset of people? This applies to different customer groups based on their ages, genders, hobbies, etc. Determining your target helps you hone in on your unique selling point, which you can use to further make your brand stand out among others.

### 2. Allow shopping on multiple channels.

As mentioned above, the shift to ecommerce is one of the most notable trends in the fashion industry. However, customers are still increasingly shopping across multiple channels from mobile to in-store to social commerce and marketplaces. These changes in shopping behavior require fashion brands to meet customers wherever

they're shopping and allow them a seamless transition across channels. The combination of offline and online stores can help expand the customer base and increase brand influence. In addition to physical stores, you can consider running your website, building a social media account or making use of online marketplaces.



### 3. Create an omnichannel shopping experience.

As mentioned above, today's fashion consumers have very unique shopping patterns cross-platform. They might do online window shopping or check the brand's social media before actually completing their purchase at the store. Research by Google, Ipsos Media CT and Sterling Brands shows that up to 42% of shoppers still check online information while shopping in-store. Therefore, making sure to not only provide multiple channels but also a holistic omnichannel experience can help you stand out.

### 4. Have a consistent brand image.

Ask yourself this question: Consider your brand as a person with a personality, what would you do to express yourself to other people?

For fashion brands, it is important to stick to a consistent image. For example, everyone knows Nike is specifically designed for athletes of all skill levels, while Gucci is associated with modernity and elegance. In addition to the target customers, fashion brands should determine which style they want to do. It can be an overarching style of the whole brand, or a specific look for a collection.

## 5. Pay attention to social responsibility.

Consumers have been more educated about the social responsibility of fashion brands. From a report by PwC, 64% of customers stated that they decide to buy or boycott a brand based on its position on a social or political issue. In the fashion industry, these social responsibilities often include sustainability, ethics and social inclusivity.

## CONCLUSION

Building a fashion brand takes passion, planning, and persistence. By following the right steps, you can bring your creative vision to life and establish a business that stands out in the industry.

## REFERENCES

By Adam | How To Innovate And Grow Sustainably In The Fashion Industry | Forbes, Retrieved 28 December 2023 from

<https://www.forbes.com/councils/forbesbusinesscouncil/2023/12/28/how-to-innovate-and-grow-sustainably-in-the-fashion-industry/>

Top Mistakes to Avoid When Starting A Fashion Business \ Startup Fashion, Retrieved 11 November 2020 from

<https://startupfashion.com/8-mistakes-to-avoid-when-starting-your-fashion-business/>

How to Write a Fashion Business Plan in 10 Easy Steps | Yellow Brick, Retrieved 28 May 2023 from

<https://www.yellowbrick.co/blog/fashion/how-to-write-a-fashion-business-plan-in-10-easy-steps>

5 Points to Consider When Pricing Your Fashion Product | Humanb, Retrieved 16 August 2020 from

<https://www.humanb.com/fashion-business-blog/2014/9/18/5-points-to-consider-when-pricing-your-fashion-product>

By Tivi Jones | Marketing Plans for Fashion | Small Business Chroni, Retrieved 14 April 2024 from

<https://smallbusiness.chron.com/marketing-plans-fashion-59477.html>

By Joshua | How to Choose the Best Legal Structure for Your Business | Business News Daily, Retrieved 12 September 2024 from

<https://www.businessnewsdaily.com/8163-choose-legal-business-structure.html>

By Hai | How To Make Your Fashion Brand Stand Out: Thriving In A Competitive Market | Big Commerce, Retrieved 14 April 2024 from

<https://www.bigcommerce.com/blog/fashion-brand-ecommerce/>

