

# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## INTRODUCTION



Ralph Lauren once said, *“fashion is about something that comes from within you”*.

- However, most people do not put much thought or effort into what they wear.
- So if you're reading this and want to own a fashion business then let's make it happen!



The fashion business is a very respected industry.



For that reason, you should do your best to produce products that you are passionate about and make them the best they can be!



Scan the QR code to find out more!

Remember that your Ultra teachers are there to help you every step of the way.  
Do not be afraid to ask questions or voice your concerns.



# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## INTRODUCTION



There are a lot of different ways to bring your brand and product line to life and if you focus, it doesn't have to take very long to complete.



It is important to remember that to have a successful fashion business there are things you need to consider:



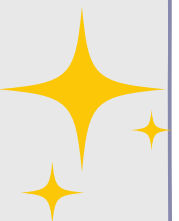
1. Having passion and a great logo is just half of what you need to do.



2. The other half is marketing and selling your clothes which you might do for months or even years after you have launched your business.



Luckily for you, by the time you've finished going through all the steps in this document you'll know everything it takes to have the skills to run a successful fashion business!



## HOW TO BE A YOUNG FASHION ENTREPRENEUR

### DID YOU KNOW...



✓ During the **1860s**, dresses were so wide that women would often get stuck in doorways.



✓ Lacoste's little embroidered crocodile was the first ever designer logo. He created and manufactured it in **1933**.



✓ Prior to the 19th century, designers used dolls to showcase their designs instead of models.



✓ Up until the **19th century**, children were dressed like miniature adults.



## HOW TO BE A YOUNG FASHION ENTREPRENEUR

### DID YOU KNOW...



Up until around **1910**, it was **totally common** for little boys to wear dresses until they were around 5 or 6.



It wasn't until **World War II**, when fabric was rationed, that it became **socially acceptable** for women to wear shorts in public.



More than **2 billion** T-shirts are sold each year!



## HOW TO BE A YOUNG FASHION ENTREPRENEUR

### QUIZ 1...

1.

What did Ralph Lauren say?

2.

How many t shirts are sold each year?

3.

In the past what did designers use to showcase their clothing?






**TIP:** The correct answers are at the end of this document!






1.

- A. 'Fashion is about something that comes from within you'
- B. 'Fashion is about something that comes from the public'
- C. 'Fashion is about something that comes from the competition'

2.

- A. 5 Million 
- B. 2 Billion 
- C. 10 Million 

3.

- A. Animals 
- B. Models 
- C. Dolls 

## HOW TO BE A YOUNG FASHION ENTREPRENEUR

### STEP 1: FIND YOUR WHY



Rachel Zoe (fashion designer) once said, "Style is a way to say who you are without having to speak."

Just like any:

• Product



• Service



• Business

your **idea** should be **based** on **something** that **you're passionate about**.



• **Chances are, there are lots of other people who have had the same idea as you do.**



However, **if you love what you are doing** then **you'll be able to come up with ideas that are unique to you.**



# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## STEP 1: FIND YOUR WHY



What is the reason you want to start your fashion business?

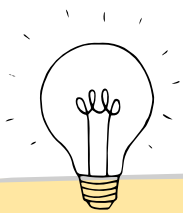


• Answer the questions below:

1. Why are you doing this?

2. Are you making a difference?

3. What makes your fashion business unique?



**Example: Andre Mensah has a clothing line called Hustlers Prosper.**

Andre wanted to start his own fashion business because he wanted a clothing line that symbolises that the struggle of hard work will lead to the goal of success.



**NOTE: DO NOT RUSH THIS STAGE.** It's ULTRA important that you take time to work out what you're passionate about so that you 100% believe in the fashion label you're starting.

# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## QUIZ 2...

1. What should you consider before starting your fashion business?




2. Why did Andre start his fashion business?




3. How long should you take to find your passion in fashion?






**TIP:** The correct answers are at the end of this document!



- 1.
- A. How much money you can make 
  - B. What makes your fashion business unique 
  - C. Who is your target market 

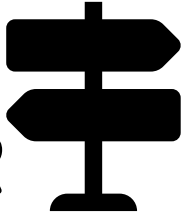
- 2.
- A. It will lead to the goal of success 
  - B. To become rich 
  - C. To get make new friends 

- 3.
- A. 6 months 
  - B. As long as you need 
  - C. 1 week 



## HOW TO BE A YOUNG FASHION ENTREPRENEUR

# STEP 2: CHOOSING A NAME FOR YOUR BUSINESS!



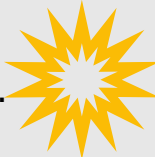
### How to choose a name for your business?

1. A good fashion business name is:

A. **Unique** (not the same as everyone else).



B. **Memorable** (people won't forget it easily).



C. It has meaning.

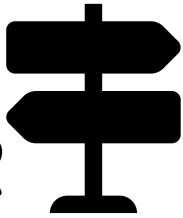


2. Start writing down your ideas; it doesn't matter if they're not perfect, just note them down on a piece of paper.



## HOW TO BE A YOUNG FASHION ENTREPRENEUR

# STEP 2: CHOOSING A NAME FOR YOUR BUSINESS!



### How to choose a name for your business?

-  3. Play around with your name. Whether it's your first name, second name or last name, attached to a description like 'King Chey.'
-  4. Try out statements that are relative to your brand like 'Hustlers Prosper.'
-  5. Come up with a list and share them with your:
  - family 
  - friends 
  - teachers 

They can help you decide on the best one!



If you need help, Ultra Education can share your ideas on our social media page!

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**QUIZ 3...**

1.

What makes a good name for your fashion business?

2.

Can you include a statement / strap line with your fashion business name?

3.

Who can you ask for help on your business name?

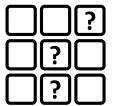


**TIP: The correct answers are at the end of this document!**



1.

A. Anything, it doesn't matter



B. One that has a meaning



C. Something my parents like



2.

A. Yes



B. No



C. Maybe



3.

A. Your cat



B. The postman



C. Ultra Education





## HOW TO BE A YOUNG FASHION ENTREPRENEUR


# STEP 3: DESIGNING YOUR LOGO


### How to create your logo

1. Use  .com

- Which is a free **app** you can **download and use online.** 
- Use the **pre-existing templates** on there for **your logo and edit them.**

2. You can also start with pencil and paper to draw what you would like the logo to look like. 

3. Don't forget your logo may have to go on clothing so think about the size and design. 

4. You should have a few ideas that you can pick from. 

5. Here are some great places to get ideas for your logo!

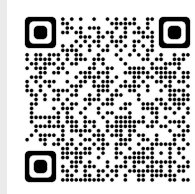
A.




B.



C.



They say a picture is worth a thousand words and they're right!

Your logo is going to be the first thing people see so make it **eye-catching!** 

**TIP: Also have a look at some famous clothes brands for some inspiration!**



## HOW TO BE A YOUNG FASHION ENTREPRENEUR

### QUIZ 4...

1. How many words do they say a picture is worth?

1. A. 10

B. 500

C. 1000

2. Can you design your logo yourself?

2.

A. Yes

B. No

C. Maybe

3. Which design tool can you use to create your fashion logo?

3.

A. Canva

B. Audible

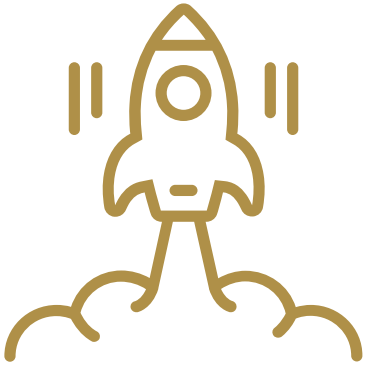
C. YouTube



**TIP: The correct answers are at the end of this document!**



# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## STEP 4: LAUNCHING YOUR BRAND



In the world of fashion, they say *"there is beauty in simplicity"*.




And it's because no matter how:


- Great your idea is 
- Logo is 

- If the actual product isn't great then it won't be a success.

### Follow these steps:

**1. Remember it's YOUR product.**

 It's OK to get help from your: • Parents  • Teachers 

But **YOU** have to do most of the **WORK**. 

**2. People launch their products in different ways:**

**A.** Some launch their products on social media 

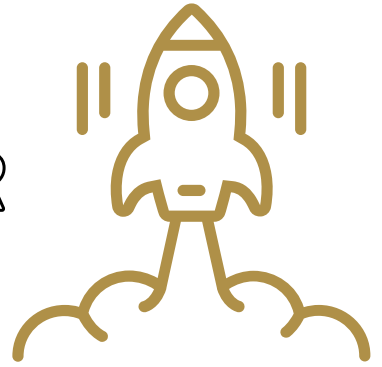
**B.** Some launch at fairs or market stalls 

**C.** Some will also start with:

- Family 
- Friends 
- Word of mouth 

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STEP 4: LAUNCHING YOUR  
BRAND



3. Define your audience

Who are you trying to appeal to?



4. There is no **RIGHT** OR **WRONG** way how you launch your brand, however the more avenues that you use the better.



5. Do not underestimate the importance of feedback from the people in your immediate circle.



# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## QUIZ 5...

1. What's more important your logo or the product?

2. Where should you launch your product?

3. Is feedback from your family and friends important?



1. A. Product



B. Logo



C. None of them



2.

A. On social media



B. In space



C. In your room



3.

A. Yes



B. No



C. Maybe



**TIP: The correct answers are at the end of this document!**



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# STEP 5: MARKETING YOUR BRAND



 Whether you want to:

• Sell products



• Gain subscribers

**SUBSCRIBE**



• Persuade followers



• To sway the hearts and minds of readers to your cause.



**!!** They've got to know who you are in the first place.



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# STEP 5: MARKETING YOUR BRAND



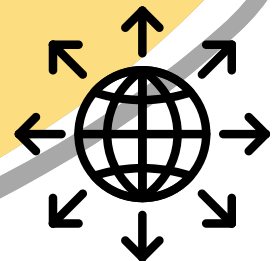
Your ability to encourage any of these actions comes from your brand's authority.



and one of the best ways to build that is through the savvy use of social media.



**71% of BRANDS** plan to invest more heavily in social media in the coming year to reach new followers and build brand reputation.



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# STEP 5: MARKETING YOUR BRAND



 **Social media** is the **cheapest** way to **promote** your **brand**.



• It can **take time** to **build up** the **kinds** of **relationships** that **lead** to **influencer sharing**.



• But if **you're consistent** about **producing quality content**, **your efforts** will get **noticed**.




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# STEP 5: MARKETING YOUR BRAND



3.



- As Twitter is mainly used for business. It is the easiest way to connect to anyone in the world and tell them about your brand.
- TIP: Get your parents to manage your  account.

4.



Website for your brand.

- Using something like wix.com or a free Wordpress template in order to promote your brand.

# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## QUIZ 6...

1. What is the cheapest way to market your brand

2. What tool can you use to build your website?

3. Is it a good idea to promote yourself and your brand?



**TIP: The correct answers are at the end of this document!**



1. A. Flyers



B. Social media



C. Radio adverts



2.

A. Hammer



B. Wix



C. Spotify



3.

A. Yes



B. No



C. Maybe




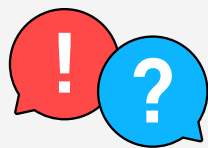


## HOW TO BE A YOUNG FASHION ENTREPRENEUR

# STEP 6: HOW TO PROMOTE YOUR BUSINESS WITH WORD OF MOUTH



### 1. Give your customers something to tell others about.

- The first step to promoting your business with word of mouth marketing is by generating something to be talked about. 
- Creating a buzz for your business will be worth it. But your business must be worth sharing with others. 
- If your business offers nothing exciting or worth talking about then you can never harness the power of word of mouth. 
- What will your business offer that customers can talk about? Well, below are five things your business can do to get customers can talking. 

### A. Provide exceptional service- ★★★★★

- Going all out to deliver exceptional services can get your customers talking about your business to family and friends.
- Examples of companies that have generated word of mouth by providing exceptional services are:

• Disney  • Starbucks  • Virgin Atlantic airlines 

atlantic

- Think about your own experiences with a particular company and write this down.

## HOW TO BE A YOUNG FASHION ENTREPRENEUR

# STEP 6: HOW TO PROMOTE YOUR BUSINESS WITH WORD OF MOUTH



### D. Organise a challenge or contest -



- A contest or challenge can get your customers talking especially when there's a good prize or entertainment attached to it.
- The Virgin Group gained publicity and generated word of mouth by organizing balloon flying contest and unusual public stunts.



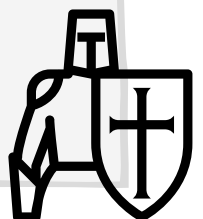
### E. Surprise your customers-

- Surprising your customers with gifts 'unexpectedly' can catch them off guard and get them talking.



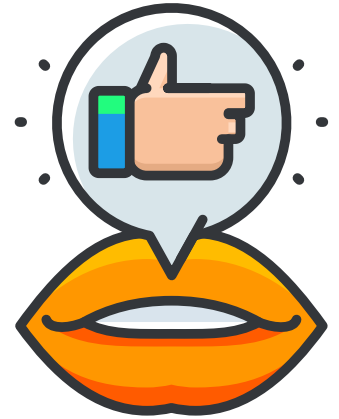
## 2. Encourage your customers to spread the word:

- After giving your customers something to talk about, you need to encourage them to spread the word.
- If your marketing buzz stays with a customer, it dies a natural death but if it's spread; it brings tremendous results. Encourage your customers to become crusaders for your business.



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# STEP 6: HOW TO PROMOTE YOUR BUSINESS WITH WORD OF MOUTH



## RESEARCH, RESEARCH, RESEARCH!



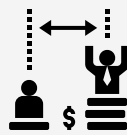
- IF YOU ARE CONFUSED ABOUT ANYTHING THE KEY IS TO RESEARCH YOUR INDUSTRY!



- Look to customers to see what they want.



- Look for a gap within the market.



- Create a variety of new ideas and products.



## Offer quality products:

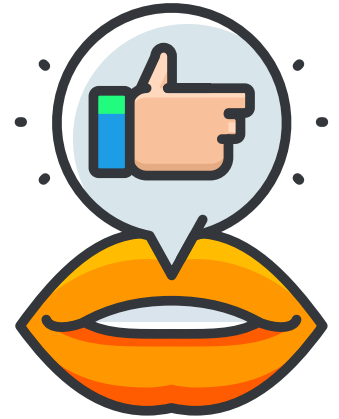
- If your business offers quality products, customers can confidently recommend your products to family and friends. What is the best product you have bought and why?











## HOW TO BE A YOUNG FASHION ENTREPRENEUR

# STEP 6: HOW TO PROMOTE YOUR BUSINESS WITH WORD OF MOUTH



### C. Create memorable words:



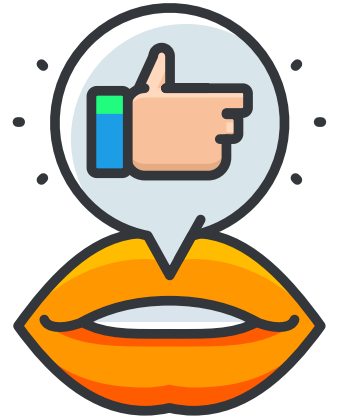
- People love words that inspire or promise them a specific benefit. 
- If you can give your customers this, they will tell to their friends. You can also create a unique selling proposition that offers your customer a promise and be sure to deliver on such promise. 
- Companies that have found success using USPs and memorable words are:
  - Nike – Just do it 
  - Adidas – Impossible is nothing 
  - Wal-Mart – Always low price 
  - EOS - Evolution Of Smooth 

• USP stands for - Unique Selling Point






## HOW TO BE A YOUNG FASHION ENTREPRENEUR

# STEP 6: HOW TO PROMOTE YOUR BUSINESS WITH WORD OF MOUTH




### 3. Provide your customers with the right marketing tools:

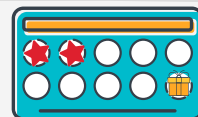


- This is actually where the work lies in the game of generating word of mouth. 
- Any content you create to generate a buzz will never be successful if you don't provide your customers with the right marketing tools to help spread the word. 
- You need to provide them with fuel to keep the fire you ignited burning and spreading. So, what marketing tools can you provide your customers? 

### i. Branded materials:

- You can provide your customers with branded materials such as newsletters with valuable content, brochures, T-shirts, souvenirs, etc. 

### ii. Introduce a referral program with incentives-



- Loyalty or referral programs with attractive incentives can also be used to get your customers promoting your business.

## HOW TO BE A YOUNG FASHION ENTREPRENEUR

### QUIZ 7...

1. What is a buzz in promotions?

2. What's one great way to create word of mouth promotion?

3. What is Adidas memorable words?




**TIP:** The correct answers are at the end of this document!




1. A. Something people talk about 


B. A bee 

C. Another type of insect 

2. A. Great service 

B. Loud music 

C. Good logo 

3. A. Just do it 

B. Impossible is nothing 

C. Always low prices 

# HOW TO BE A YOUNG FASHION ENTREPRENEUR

## TOP TIPS: PROFIT AND LOSS



### WORK OUT YOUR BUDGET!



- Create goals/steps you can track.



- Stick to the budget you have set for yourself.



- DO NOT LOSE CONTROL OF WHAT YOU SPEND.



- Try before you buy.



- This will help you save money for possible future ideas/projects .



- Don't be fooled by the ads you see.



### DON'T CHANGE TO BE POPULAR!



- It's good to follow and be up-to-date on current trends.



- But by copying other trends or ideas will make you lose money as you would not stand out from your competitors.



- Separating things your business needs to start from what you would like to have.



- STAND OUT FROM THE CROWD AND BE YOURSELF!



**TIP:** If you need help learning about money, go on



and watch Cha-Ching Videos!

Or ask your Ultra teachers for help!



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## QUIZ ANSWERS ...

### QUIZ 1 ...

Q1: A    Q2: B    Q3: C

### QUIZ 4 ...

Q1: C    Q2: A    Q3: C

### QUIZ 2 ...

Q1: B    Q2: A    Q3: B

### QUIZ 5 ...

Q1: A    Q2: A    Q3: A

### QUIZ 3 ...

Q1: B    Q2: A    Q3: C

### QUIZ 6 ...

Q1: B    Q2: B    Q3: A



### QUIZ 7 ...

Q1: A    Q2: A    Q3: B