

# clearly.invincible

## I am STARTING a Fashion Brand

### Clothing Brand

Your Fashion Consultant:

[Sessi K](#)

*GENERAL PROCESS: Below are the generalised process of realising your fashion vision. However, each process is tailored precisely to your business.*

#### **Business Planning**

C.I. provides you a curated business plan template for you to fill in over the course of your Intensive Consultation.

#### **Creative Business - Administrative Business**

C.I. helps you understand the differences and structures in the creative and administrative aspects of running a business. We discuss how the two aspects require synergy to develop an effective and efficient brand.

#### **Operational Structure**

Based on your fashion vision, C.I. helps you theorise your (potential) team and chain of command using a suitable operational structure.

#### **Financing**

From budgeting to funding, from costing to pricing, C.I. educates you on financial literacy for starting and running your fashion business. This section is accompanied with Excel templates.

#### **Branding & Marketing**

C.I. provides a Branding Code template to be filled in while educating you on the ways in which you can go beyond creating a business to creating a Brand. Based on your fashion vision and the brand you are c, we analyse the

#### **Launch (Strategy)**

On this final step of your Introductory Consultation, we discuss how you envision the launch of your fashion business and provide tips on a long-lasting strategy that goes beyond your launch day.

**START HERE:** [Introductory Consultation](#)