

BUILDING A FASHION EMPIRE: A GUIDE TO ACHIEVING SUCCESS



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Abstract

Fashion encompasses the creation of clothing, footwear, accessories, cosmetics, and jewelry, blending cultural aesthetics into outfits that signify social status, self-expression, and group belonging. Building a fashion empire in Brisbane is a challenging endeavor. Without sufficient knowledge and proper guidance, aspiring entrepreneurs can make numerous mistakes while establishing their fashion business in Brisbane.

1. Introduction

Fashion blends cultural aesthetics into distinctive outfits, signifying social status, self-expression, and group belonging. Establishing a fashion empire in Brisbane is a challenging endeavor. This guide offers essential tips and insights to help you navigate the complexities of the fashion industry. Gain the expertise needed to avoid common pitfalls and confidently build your fashion business. Explore this guide to set your fashion empire on the path to success.

2. The Future Of Fashion: Exploring How Artificial Intelligence Is Transforming The Market

With the rise of artificial intelligence (AI), the future of fashion tech is looking brighter than ever. From automated shopping experiences to voice-activated fittings, AI is revolutionizing how we shop and interact with fashion. I want to explore how AI is transforming markets, helping fashion entrepreneurs get closer to their customers by providing greater personalization and convenience, discover what's in store for the future of fashion tech, as well as provide some tips on leveraging AI in your business operations in Brisbane.

AI is enabling fashion tech to move beyond the traditional shopping experience. AI-enabled chatbots offer customers the opportunity to shop in the convenience of their own homes by providing personalized recommendations, interactive product displays and styling advice. AI also offers insights into customer behavior, empowering fashion entrepreneurs to create more relevant and better-targeted marketing campaigns.

I want to discuss the role of virtual try-on apps in increasing online shopping and helping shoppers to try on clothes virtually without leaving their homes. Virtual try-on apps can use AI and computer vision technology to give customers an accurate 3D representation of their bodies. This can give shoppers a better sense of how clothes fit them, reducing the risk of buying items that don't fit or are unsatisfactory.

Using a virtual try-on app may simplify the shopping process and allow consumers with various body types or sizes to virtually try on clothing without distorting the image. It could also let them see how an article of clothing looks with their own accessories or shoes.

When designers and brands launch new collections, they often use photoshoots or videos to showcase their lines. However, this can be problematic when all the models are small or some brands feature plus sizes, leaving out other groups such as petite.



As a business owner who has been active in the formal dress industry for many years and has launched multiple collections of prom, mother-of-the-bride, wedding guest and wedding dresses, I have observed that many groups, particularly mothers-of-the-bride, face difficulties in making purchase decisions due to issues such as fitting and size.

Consumers often want to see how a dress will fit their body and like to view it from different angles. Sometimes they may find a style they like that is not available in stores nearby, so they either have to choose something available or order the dress online and potentially go through the hassle of exchanging or returning it if it fits poorly. This can be inconvenient for stores, designers and online shoppers. If a realistic virtual try-on app is developed, I believe it could significantly impact the market and benefit stores in several ways by incorporating this technology.

This sort of technology has the potential to drive a large amount of traffic to the site as shoppers try on dresses, and may lead to faster and more confident purchase decisions. It may also be accessible for shoppers to match the dress with shoes or accessories they already own or plan to purchase. The API can be enhanced to show which color the dress is available in, reducing the return and exchange policy. Overall, an app like this can increase sales by providing consumers with a more convenient and personalized shopping experience.

To find the right virtual try-on app for your fashion website, be sure to follow these tips:

- Consider what features are important to you and make sure the app meets those needs.
- Look at reviews from other users to get an idea of how well the app works, as well as its overall usability.
- Make sure that it is compatible with your existing platform or e-commerce system before making a final decision.

Take into consideration that the technology you choose should really work for all kinds of users and not only for one type. Make sure to ask yourself these questions:

- Is the picture distorted or does it look accurate on some plus-size or petit?
- Is the app going to deliver on its promise?
- Is the app user-friendly, particularly for older consumers who may have a hard time executing complicated technical processes?
- Is the app compatible with all devices, such as iPhones or desktop users?

I believe partnering with a virtual try-on app can be an exciting and innovative step for fashion businesses. It can give shoppers a better sense of how clothing fits their bodies without having to try on clothes in stores or risk ordering items online that don't work correctly. Furthermore, it could help designers and brands create more inclusive collections that meet the needs of a broader range of body types.

With this technology, consumers can virtually "try on" clothing items in their homes with an accurate representation of how the item would look on their bodies. There are a few challenges to developing a virtual try-on app, such as designing an accurate and easy-to-use program. Another issue is ensuring the app works with different sizes and shapes while maintaining accuracy.

Additionally, it will be essential to ensure that brands and designers can easily use the API to create realistic images of their products. For businesses, it has the opportunity to drive a large amount of traffic to their website as shoppers can virtually "try on" clothing and make quick and confident purchase decisions. Ultimately, a virtual try-on app could be a great way to boost sales and provide consumers with an enjoyable shopping experience.

3. Tips for Startups Trying to Revolutionize the Fashion Industry

The future of fashion is green, and startups in Brisbane that recognize and act on this will be the ones that thrive.

The future of fashion is green, and startups that recognize and act on this will be the ones that thrive. The global fashion industry is a \$2.5 trillion market that is undergoing a seismic shift. Today, sustainability isn't just a buzzword anymore; it's a pressing need.

1. Do not wait.

The fashion industry is responsible for producing twenty percent of global wastewater and ten percent of global carbon emissions -- more than the emissions of all international flights and maritime shipping combined. Increased public awareness of this problem, soaring consumer demand for sustainable products, and new public regulations requiring the industry to become more sustainable create a compelling opportunity for startups to revolutionize the fashion industry and combat climate change.

It is the right time to build a climate tech startup targeting the fashion industry in Brisbane.



2. Do not compromise when it comes to sustainability.

B2C startups in the fashion industry grapple with an incredibly complex, multi-tiered supply chain. From raw materials to finished products, the supply chain, often scattered across multiple countries and involving various intermediaries, presents daunting transparency, accountability, and sustainability challenges.

Overcoming this challenge calls for investment in technology and collaboration with supply chain partners who are 100 percent committed to transparency and sustainability. For instance, Everlane, a direct-to-consumer brand, built its value proposition around radical transparency, sharing cost breakdowns and factory details.

Do not compromise when it comes to sustainability! If you do, consumers will notice.

3. Differentiate yourself.

Another significant hurdle that B2C startups face is competing against large, well-established fashion brands. These brands often have substantial marketing budgets, established supply chains, and strong brand recognition.

Differentiation is key to standing out against large incumbents. Leveraging your sustainability credentials to appeal to increasingly eco-conscious consumers and weaving these into a compelling brand story can help create an emotional connection with your customers.

Allbirds, a shoe brand known for its eco-friendly materials, carved out a niche in a market dominated by giants like Nike and Adidas by doing just that.

4. Be creative when it comes to your go-to-market strategy.

B2C startups in Brisbane often struggle to compete in distribution channels dominated by large incumbents. Therefore, a creative go-to-market strategy can be paramount for success in this industry. Certainly, you may consider using incumbents as your distribution channel partners. However, a direct-

to-consumer (D2C) model can provide you with greater control over your brand, customer experience, and profit margins.

For instance, Gymshark, a fitness apparel brand, utilized a customer-centric approach and effective use of influencer marketing on social media to build a robust brand presence. Influencer marketing is not the new kid on the block anymore. But the Gymshark example shows that it is possible to compete against incumbents if you find the right channel and a smart marketing strategy.

Be creative when it comes to your distribution channels and marketing strategy!

5. Try to diversify or target less concentrated parts of the value chain.

The fashion industry value chain gets more and more concentrated the more you get from fiber production to retail. With a few key players dominating the fashion value chain from large-scale manufacturing to retail, B2B startups do not only often struggle to sell their products and services to these few key players. Given this concentration risk and power imbalance, they may also lose significant business in the blink of an eye.

You can circumvent this problem if you offer solutions that can also be used in other industries or target the lesser concentrated parts of the value chain. Enabling circularity, improving loss and waste, and innovating the natural cotton and fiber production processes are just a few ideas in this regard.

The journey to success in the fashion industry in Brisbane isn't easy, but with the right strategies and a firm commitment to sustainability, startups can overcome these challenges and carve out their niche in this burgeoning market. The future of fashion is green, and startups that recognize and act on this will be the ones that thrive.

You can read more about how to build, lead, and scale startups in my articles "How to grow a startup in 2023" and "How to Become a Highly Effective Leader" as well as in my books "FastScaling" and "The Leadership House."

4. How To Start A Clothing Business In Australia?

Clothes are the bare necessities that define a person, and their styling helps decide the glam quotient. Clothes are always in high demand and are the biggest contributors to the growth of the retail industry. From formal workwear to designer labels and sportswear, there is a huge market for various segments. Several niche markets have cropped up in the sector, with organic and ethical clothing generating a lot of hype. E-commerce businesses selling clothes are generating the highest revenue and are attracting customers with easy returns and quick home deliveries.

Many aspiring entrepreneurs in Brisbane want to enter the booming industry with a market size of \$25 billion and expected to grow at 2.52% by 2028. Women's apparels are the most bought products in the segment and the fashion-conscious consumer base is rising in Australia. It is the perfect time to jump on the bandwagon for passionate individuals who wish to own a clothing business. However, the new entrants do not have the right knowledge to begin operations, which delays the fruition of their dream ventures. Here is how to start a clothing business in Australia. These tips will give you the confidence to jump-start your business and grow successfully.



1. Conduct Thorough Market Research

Before entering the industry, budding entrepreneurs must understand the market and target audience. They should identify the segment to operate in the wide marketplace. For example, they can choose a clothing line for women aged 15 to 35. The next step is to select the geographical location and research the market in that area. They must check the number of regional apparel stores, direct competitors and demand among buyers.

The next step is to identify the target audience and survey them to determine their likes, dislikes, tastes, and preferences in terms of clothing. It is vital to know the needs and pain points of potential customers to identify opportunities. Also, check how the competition is marketing its products and generating sales. Use this data to create the business plan.

2. Develop A Clothing Business Plan and Get Funding

The business plan must begin with SMART (specific, measurable, attainable, realistic, and timely) goals. Entrepreneurs must have long-term goals and short-term objectives to keep the focus on the target. They must determine the cost of goods sold with the help of an accountant to price the products for sale. They must consider the business's fixed and variable costs and project the revenue and cash flow for the next quarter.

In addition, they must outline the marketing, distribution, supply chain, and inventory management plan to maintain the workflow. A detailed business plan is vital to getting funding for the venture from banks or investors. Securing funds can be challenging for an inexperienced individual, which makes buying a business for sale Brisbane a more lucrative option for them. It is easier to take out a loan for an existing entity with legitimate financial records.

3. Register the Business and Comply With Regulations

Every business in Brisbane must be registered, and for this, it must have the Australian Business Number (ABN) and the brand name, which has not been registered by anyone else. Choose a catchy brand name that aligns with your products and theme and register it online via ASIC Connect.

Entrepreneurs must trademark the brand name to protect it from copying or misusing. They should also trademark the logo, unique designs and any other exclusive creative material created for the business. The business should be registered for tax and GST and comply with Australian Consumer Law, Consumer Product Safety and Information Standards and Employer Requirements.

4. Find Commercial Space and Build A Team

Finding the right physical store for the apparel business is of utmost importance. Keeping the funds in mind, you can lease or buy a commercial space. You can even purchase an existing Brisbane business for sale to avoid the hassle of setting up the store. Hire a contractor for the fit-out and get the interiors designed according to your needs and vision. Ensure you have ample space for storage, entertaining customers and billing.

The next step is to hire the staff members. Look for experienced candidates with references and decide the salaries. Sign employment contracts with them and set up the point of sale system to manage the transactions. Train the employees in the operations and start paying the bills.

5. Identify Suppliers and Procure Stock

Starting a clothing line requires materials supplied by vendors in your location. Look for suppliers who use local materials that are manufactured ethically. Find those offering the stock at the right price and have a solid reputation in the market. Build rapport with the suppliers to get the stock on time and at discounted with robust supply chain management.

Inventory management is crucial for clothing businesses because they must have sufficient stock to ensure customer satisfaction. The stock must be stored carefully to avoid damage, and all the items must be recorded carefully to understand the costs involved and sales data. Do not make the mistake of overstocking, which can lead to dead stock that remains unsold. Use sales data to keep optimum stock.

6. Establish the Manufacturing Process

As a clothing business owner, you must decide whether you want to resell items through retailing or design your own clothing range. Manufacturing your products will need designing and styling experts. Entrepreneurs can also get the wholesale products customised for retailing to make things easier.

In addition, they can opt for an established business for sale in Brisbane that has a production process in place. It becomes easier to manufacture clothes when the workflow is established, and the demand keeps growing. Entrepreneurs must develop an e-commerce website for the business to increase reach and profits. Also, online visibility is a must in the current digital age.

7. Market Your Clothing Business

Once the final goods are ready for sales and shipping, you must begin the marketing activities to launch the store. Besides informing everyone about the launch event, entrepreneur must create online and offline campaigns to attract the target audience in the location.

To increase brand awareness, they can use print ads, online ads, radio ads, billboards, in-store branding materials, fliers, and affiliate marketing. The website and social media profile can help generate buzz about the new business, and digital marketing can attract more traffic.

Many new entrepreneurs dream of starting a clothing business. They are inspired by fashion trends and have a skill for styling. With the right resources and adequate funds, it is easy to set up a clothing line and promote it.

5. How to Promote Your Business Inexpensively



Business promotion in Brisbane is to running a successful business as practicing scales is to playing the piano well; it may not be a thrilling activity in itself, but you just have to do it! You should spend at least an hour a day on business promotion or planning how to promote your business (and more is better if you can fit the time in).

You promote your business in Brisbane by getting the word out, and the first axiom of business promotion is that you have to do this consciously. You can't rely on other people to do it for you, no matter how great your product or service is.

The second axiom of business promotion is that like every other aspect of your business, it's a budgeted activity. But promotion doesn't have to be expensive. Here are ten inexpensive ways to promote your business; all most of these will cost you is some time.

Promote Your Business Whenever You Communicate

You have business cards, but you also put out a lot of other documents in the course of doing business. Check these to make sure you're using their promotional possibilities to full advantage.

Is your business name, logo, contact information (including web address), and slogan present on all your correspondence? Any document that you send out (whether electronic or printed) should have a letterhead with all of your company information.

And don't forget to make sure that your email has a complete signature that provides all your business information and a promotional tagline. You can also add a section with links for Facebook, LinkedIn, Twitter, and Pinterest so the recipient can connect with you on social media.

Electronic documents, such as email, are easy to update with your latest business promotion information, whether it be a special price on your product or service or letting people know that your company has won an award.

Remember, it's not just an email, it's a business promotion tool. You're sending it out anyway, so why not make it work for you?

Turn Your Vehicle Into a Mobile Billboard With a Vehicle Wrap

Mobile business promotion in Brisbane isn't just for white delivery vans. Many vehicles have the name and phone number of a business decorating one of the windows or doors. Think of all the people who see your vehicle when you're driving around — especially if you live in a place where people often get stuck in traffic!

Modern vehicle wrap advertising consists of applying removable "stickers" containing your business logo and information. Wraps are digitally printed onto a specially-applied media and will not harm the vehicle paint job.

Use Social Media to Promote Your Business

Facebook, Twitter, and YouTube are great ways to promote your business through social media.

A good example of how this can be effective was illustrated to me recently when we had a power outage that affected some areas of our community. One of the local restaurants posted on Facebook that they had power and were open for business and within an hour they were packed with customers.

To get started with social media, create a social media plan. If you are skilled at taking video (or know someone who is) you can record video promotions of your products or services and post them on YouTube.

Promote Your Business by Blogging and Writing Articles

When you're thinking of how to promote your business in Brisbane, don't forget about writing articles.

Well-written articles can provide free advertising and build positive word-of-mouth. If you're a realtor, for instance, you could write a piece on preparing your home to be shown. If you're a website designer, you might write a piece about assessing website usability.

The more specific your topic the better. Write a short biographical note, or "blurb" about you and your business to go with the article. Then send it out!



Where? As the goal is to promote your business, ideally you'd like it to appear in a publication that your target market will be reading.

Blogs/websites: There is an astronomical number of these that are hungry for content. Many accept, even seek out, "guest posts", blogs or articles from people not employed by the person or business running the site. These can be great promotional placements for you as long as you choose the blog or website you allow to publish your work carefully. Having one or more of your articles on a site that gets little traffic isn't going to help you and may even hurt your business if it's a spammy looking site. Ideally, you want to get your piece published on a blog or website that has high traffic and has a good chance of being visited by your prospective customers. You also have to choose carefully in terms of your target market. If you're selling baby clothes, getting one of your articles published on a blog about Search Engine Optimization isn't going to be seen by many (if any) of the customers you hope to impress. Getting your work on a popular blog directly related to bringing up baby would be a much better fit.

Magazines: The magazine industry isn't dead yet and many of them are always looking for content too. Once again, the trick is to get your article published in a magazine that your target market is likely to read. Search for these online by specific topic (for example, baby magazines). Freelance writing sites also provide a great deal of information on all kinds of publications that might publish your efforts. Make your research easier by starting with a great site that provides all kinds of lists and information on markets such as FreelanceWriting.com.

Newspapers: Print media can still be a good place to put your business promotion article. Try contacting the Business editor of your local paper and pitching your article. If this approach fails, you might be able to get your piece into the printed or online version of the paper by sending it in as a letter to the Editorial section.

Use Press Releases for Business Promotion

Sending out press releases is another great way to get some free business promotion.

The caveat to using press releases as a business promotion tool is that your press release has to actually contain information that is newsworthy and be engaging enough to get people's interest.

Has your business recently expanded? Do you have a new product? Have you been involved in some promotional activity such as sponsoring a charity event? Have you or your company recently won an award? All of these are examples of "news" that you can capitalize on to get some free promotion for your business.

Press releases can be published online or in print.

Use Buddy Marketing (Cross-Promotion)

Buddy marketing involves joining up with another business or businesses and pooling your resources to promote all of your businesses. As is a joint venture, buddy marketing is a great way to extend your reach.

For example, when you send out brochures, you could include a leaflet and/or business card of another business which has agreed to do the same for you. This gives you the chance to reach a whole new pool of potential customers.

You might also plan and carry out business promotions with complementary businesses. A pet store and a pet grooming business, for example, might use shared advertising or run a contest together. This can considerably cut down the cost of promoting your business and allow each business to use promotion techniques that would be too expensive to implement alone.

Give Out Freebies as Business Promotion

We're all familiar with hearing or reading advertisements that promise that the first 50 people to visit a particular store will receive a free (____). You fill in the blank. It could be anything from a red rose to an ice-cream cone! Pens, designer mugs, ball caps, and T-shirts are always popular as well.

We're all familiar with this kind of spot promotion because it works. People love to receive things that are free.

Besides using freebies as business promotions, you can also use them regularly as customer "rewards".

What small, inexpensive things could you give out with your product or service that will get your customer thinking good thoughts about you? Combining business promotion with customer rewards is definitely a win-win situation.

Promote Your Business by Giving a Seminar or Presentation

You have expertise that other people are interested in. (You couldn't be in business if you didn't.) Why not share that expertise and promote your business at the same time?

For example, a local carpet company advertises a free seminar on installation techniques for a type of laminate flooring. Participants not only learn how to install this type of flooring themselves but are offered special discount prices if they wish to purchase laminate flooring. Another local retailer who sells goods made of stained glass offers courses on working with stained glass on-site.

If there's no direct tie-in to your product or service, you can still give a presentation on a related topic. Nursery people or horticulturalists, for instance, often give demonstrations on topics such as tree-pruning, or slideshows of famous gardens they've visited.

Promote Your Business Through Your Leisure Activities

Whether your chosen leisure activity is working on a museum restoration project, rock-climbing, or shopping, there are all kinds of ways to promote your business while you do what you love to do.

Where's the harm in shopping or rock-climbing wearing a T-shirt that has the name of your business prominently displayed? Or in taking your business cards everywhere you go and clipping your card to the slip when you pay for a purchase by card? If you or your kids play on a sports team (or you just have an interest in one) consider becoming a sponsor and get your business info on the team uniforms. Get in the habit of doing business promotion wherever you go and you'll be surprised how word-of-mouth builds.

If your leisure activity involves a group, you might ask if you can include your business information on all of their out-going newsletters, or ask if you can at least give everyone a brochure.

And with any kind of group activity, there's always the opportunity to promote your business by letting other people know what you do and how it could benefit them. This doesn't mean that you talk about nothing else, but there are bound to be chances to talk about your business that crop up during normal conversation.

Promote Your Business on a Talk Show

Your local radio station or cable TV station may have programs that are looking for guests — a great low-cost way to promote your business! And don't forget to search for suitable podcasts on the internet. Business-related programs are ideal. Find out who the host is and approach him or her as willing to share your expertise on a particular topic.

Call in programs are popular; you may be able to appear as a guest expert. If you're a mechanic, you might offer to take call-in questions on car maintenance; if you operate a health store, you might market yourself as an expert in herbal remedies.

Have your proposal clearly worked out before you contact the program host, and make sure the parameters of your appearance, such as details about plugs, are clear beforehand

You can also take it a step further and create your own podcast. If it becomes popular enough, the time invested could be worth it.

6. The Secret to Being a Successful Fashion Entrepreneur

It's very much a people-centric business, so you'll need to create and maintain a good reputation for your brand and yourself

The allure of the fashion industry draws many budding entrepreneurs, and as such, fashion is a competitive arena to break into. Hard work and industry connections are both vastly important, but what else will you need to create your own enterprise?

While there's no blueprint for success, here are certain characteristics that are a must.



Passion and Ambition

Without the burning desire to carve a niche for yourself in the fashion industry, any plans you make are liable to be lacking a vital ingredient. A passion for fashion and a drive to succeed are arguably the most important elements.

If you are in the fashion industry, it's likely you already have passion and ambition in spades. Let it keep you motivated; your love for the industry will be the most effective incentive to keep pushing forward.

Communication Skills

As the founder of your own fashion venture, you will be the one making strategic decisions about the direction your business takes. You'll need people in your corner to help you achieve your goals, be they team members, suppliers, stakeholders and/or business partners, so great communication and leadership skills are a must.

The best entrepreneurs in any industry are the ones who can clearly communicate their vision, get others to buy into it and build positive relationships with the people around them, and fashion is no different.

It's very much a people-centric business, so you'll need to create and maintain a good reputation for you and your brand, as a manager and within a wider network of industry associations, such as designers, manufacturers, distributors and publicists.

Confidence Counts

Any entrepreneur needs a healthy reserve of self-belief. After all, if you don't have faith in your own brand, how can you expect others to buy into it? However, too much confidence can be as detrimental as none.

Confidence can be difficult to sustain, and while it's natural to have moments of self-doubt, you'll need to fall back on an in-built sense of confidence when times get tough.

Risk Taker

Following on from self-confidence, to create your own fashion business you'll need to be comfortable taking risks. That's not to say you should make rash decisions, but that you will need to be able to assess business situations as they arise, and identify and mitigate risks worth taking.

Waiting for the "right" or "perfect" set of circumstances can mean waiting forever, and "perfection paralysis" can stop many budding entrepreneurs in their tracks.

By understanding how to use data and business intelligence to inform your decisions, you'll gain the confidence you need to identify which hunches to follow.

It's the nature of setting up your own enterprise that not everything you do will be sure to succeed, but without pushing yourself out of your comfort zone, you'll be unlikely to reveal new opportunities.

Understand Business

Of course, even if you embody all of these qualities, you may not get far without a thorough understanding of business. As cutting-edge business tactics continue to shape today's fashion industry, fashion entrepreneurs must be able to employ strategies that will help them negotiate this commercially-driven sector.

7. Conclusion

Building a fashion empire in Brisbane requires knowledge, strategy, and perseverance. By following the tips and insights in this guide, you can avoid common pitfalls and navigate the complexities of the fashion industry. Use this guide to gain the confidence and expertise needed to establish and grow a successful fashion business. Embrace your journey and achieve success.

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