

# Frances Harder

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**Professional Experience – 5/2013**

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## **Founder/President – The Fashion Business Incorporated- 501c3**

**Educational Non Profit – [www.FashionBizInc.org](http://www.FashionBizInc.org)**

### **1999 – Present**

Founder of the Fashion Business Incorporated (FBI), in 1999 with one goal in mind: to provide much needed business intelligence and training to start up, fledgling, and fast growing apparel manufacturers within the Los Angeles fashion industry. Since its inception, the FBI has gained a reputation as the resource where manufacturers and brands can get reliable business information, skill development, and no-nonsense assistance to help them better compete within this volatile marketplace. Besides entrepreneurial training the FBI has expanded its services to include incumbent workers certified job training made possible through a state Employment Training Grant (ETP). Additionally in 2009, the FBI was awarded a Microsoft grant to provide certified industry specific software job training to displaced workers. The organization is housed in the California Market Center, which is the heart of the LA fashion district.

## **Author – Publisher - Fashion for Profit, Costing for Profit, Brand Building for Profit, Retailing for Profit and Forms for Profit**

**[www.FashionForProfit.com](http://www.FashionForProfit.com)**

These extensive self published text books explain everything needed to know when starting an apparel company; from product development, brand building, costing, business planning, financial requirements through the production cycle, sales and marketing, to opening a retail operation. Learning institutions both nationally and internationally use these text books as part of their curriculum. Also produced a series of DVD sold as a complement to the books and CD of Forms for Profit.

## **Woodbury University, LA: Adjunct Professor & Curriculum Advisor – Teaching Professional Practices. 2011 to present**

## **Consultant for United Nations: Assist in the Alpaca textile development for women owned businesses in Peru 2011 - Present**

**SEMINAR PRESENTER: 12 years MAGIC International, 12 years LA Textile Show, DG Expo, Hong Kong World Boutique, Phoenix Fashion Week, New York Textile Show, along with other important trade shows both nationally and internationally.**

## **IDP- International Design Platform**

Areas of expertise included: product development for Chinese domestic market, brand development, merchandising, sourcing needs, technical design, operations and sales. Consultation to U.S. companies, internationally: England, Germany, Japan, Brunei, Turkey, Guatemala, Australia, Peru and China.

**Industry Expert Witness experience for industry related issues, including: Chargeback, Trade Mark and Copyright infringement issues. Details available upon request.**

## **Design & Product Development**

Designed and developed two lines for **Priscilla Presley**, which sold through **Home Shopping TV**

**Product development consultant to the Royal House of Bruin for sports team apparel**

**Technical Designer: Territory Ahead, Santa Barbara, CA**

Name: “**Frances Harder**” under license to a Japanese manufacturer from 1996 – 1998

## **Otis College of Art & Design – Los Angeles**

**Associate Professor & full time faculty, 1992-2000**

Taught classes in construction, patternmaking & draping in Jr. & Senior Studio, which encompassed the design process through to the production of the final garments.

Responsible for curriculum development for entrepreneurship- Continuing education department

## **California Design College (CDC) – (now Hollywood Art Institute)**

**Department Chair of founding fashion school – 1991 – 1992**

Responsible of curriculum development for new fashion focused college, which incorporated the teaching of state of the art software use within the apparel industry.

## **Fashion Institute of Design & Merchandise – Los Angeles**

**1985- 1991**

**Full time faculty:** Design development, production procedures, studio classes for draping and patternmaking.

## **Toggs – Preteen line – Principal owner**

**1984 – 1986** Business startup. Contemporary Preteen line of clothing

## **Seattle Central Community College**

**1979 – 1983**

**Full time faculty:** Responsible for classes in design, patternmaking, draping, sewing, and History of Costume.

**Pre USA Experience - Designer & Educator – England –**

- **High Wycombe College of Art and Design**
- **Bristol Secondary School Art Teacher**

- **Salford College of Art and Design – Part time faculty**
- **Munich, Germany. International School, Art teacher**

### **Professional Accomplishments**

- Member of DEC – Department of Export Council – Southern California
- Founding Member BINSO (Business Incubator Network – Southern California)
- Expert Witness in Legal Disputes
- Advisory Board- Cal Poly University Fashion Dept.,
- Advisory Board- Hollywood College of Art & Design – Art Institute
- Advisory Board – El Camino Community College – Fashion Dept.,
- Advisory Board – Saddleback Community College – Fashion Dept.,
- Voted by California Apparel News, for eight years as one of LA’s most influential people 2001 – 2009
- Invited guest and speaker as part of international delegations to China, France, Germany, Australia and Peru.
- Consultant for United Nations to assist in the Alpaca textile development in Peru 2011 to present

### **Education**

Salford University, Manchester, England - Bachelor of Arts: Fashion Design 1968  
 Certified: Teaching from Seattle College of further education  
 Fluent in German and English

### **Prior Testifying Expert Witness Experience**

- *Callan v. Christian Audigier, Inc.*, 2:08-cv-08072 GW (JwJx) (C.D. Ca. 2009) (Expert for Plaintiff)
- *Peace & Love Jewelry By Nancy Davis LLC v. Kohl’s Department Stores, Inc. et al.*, 2:10-cv-00417 GW (VBKx) (C.D. Cal. 2010) (Expert for Defendant)
- *United Fabrics International v. Pat Rego, Inc*, 2:10-cv-05988 PSG (RZx) (C.D. Cal. 2010) (Expert for Plaintiff)
- *Varsity Brands, Inc., v. Star Athletica, L.L.C.* 2:10-cv-02508-RHC-cgc (W.D. Tenn. 2011) (Expert for Plaintiff)

### **Self-Published Works**

- Fashion For Profit, 9<sup>th</sup> ed. Harder Publications, 2010. ISBN-10: 09727763-9-7
- Costing For Profit, 2<sup>nd</sup> ed. Harder Publications, 2010. ISBN-10: 0-984555-0-5
- Brand Building For Profit, 2<sup>nd</sup> ed. Harder Publications, 2010. ISBN-10: 0-9845550-1-3
- Forms For Profit, 2<sup>nd</sup> ed. Harder Publications, 2009. ISBN-10: 09727763-8-9
- Fashion For Profit DVD. Harder Publications, 2005. ISBN-10: 0-9727763-2-X

- Starting Your Own Apparel Business DVD. Harder Publications, 2010. ISBN-10: 0-9845550-4-8
- Fashion Business Start Up Package, 2<sup>nd</sup> ed. Harder Publications, 2010. ISBN-10: 0-9845550-3-X
- Costing for Profit – DVD. Harder Publications, 2010. ISBN-10: 0-9845550-6-4
- Brand Building for Profit – DVD. Harder Publications, 2010. ISBN-10: 0-9845550-5-6

### Articles

- “Sales: Selling Through Consignment- Pros and Cons” Focus On Fashion Retailing, August 2013.
- “Retailing 101: The Importance of Merchandising” Focus On Fashion Retailing, June 2013.
- “The Importance of Technical Documentation – or Techpacks” Focus On Fashion Retailing, February 2013.
- “So, You’re Starting an Apparel Company?” Focus On Fashion Retailing, July - August 2008.

### Seminars

- “Business Strategies Workshop for African Entrepreneurs (Via the State Department),” Los Angeles, CA, July 30th, 2013
- “Magic Bootcamp!,” Online, July 25th, 2013
- “DG EXPO: Building a Company, Branding a Line,” New York, NY, July 24th, 2013
- “DG EXPO: Marketing Your Line - from Reps to Tradeshow,” New York, NY, July 23rd, 2013
- “DG EXPO: Made in the USA - Production Sourcing,” New York, NY, July 23rd, 2013
- “DG EXPO: Starting & Growing A Successful Fashion Business - What A Designer/Entrepreneur Needs to Know!,” New York, NY, July 22nd, 2013
- “DG EXPO: Tips & Services for Designers/Entrepreneurs,” New York, NY, July 22nd, 2013
- “Merchandising to Sell,” Online, May 21st, 2013
- “Visit Designer's Couture Studio - Drape to Create with Hanna Hartnell,” Santa Monica, CA, February 28th, 2013
- “Creating a Tech Pack,” Los Angeles, CA, February 27th, 2013
- “Sourcing Domestic & Offshore,” Online, February 26th, 2013
- “Starting Your Apparel Business in 2013,” Los Angeles, CA, February 25th, 2013
- “Magic Seminar: Elements of a Successful Tech Pack,” MAGIC International, Vegas, NV, February 21st, 2013
- “Magic Seminar: Expanding Your Retail Options for 2013,” MAGIC International, Vegas, NV, February 21st, 2013
- “Sourcing Bootcamp at Magic!,” MAGIC International, Vegas, NV, February 18th, 2013

- DG EXPO: Starting & Growing A Successful Fashion Business: What A Designer/Entrepreneur Needs to Know! New York, NY February 6th, 2013
- “DG EXPO: Production Sourcing Domestic vs Global: Panel Discussion,” New York, NY, February 6th, 2013
- “DG EXPO: Costing for Profit,” New York, NY, February 5th, 2013
- “Find Your Niche,” Online, January 23rd, 2013
- “Export Workshop with the Port of Los Angeles,” Los Angeles, CA, December 6th, 2012
- “Domestic Manufacturing vs. Off-Shore,” Los Angeles, CA, October 23rd, 2012
- “Merchandising your Fashion Business,” Phoenix Fashion Week: Scottsdale, AZ, October 5th, 2012
- “Branding your Fashion Business,” Phoenix Fashion Week: Scottsdale, AZ, October 5th, 2012
- “Elements of a Tech Pack,” Online, August 15th, 2012
- “DG EXPO: Growing your Apparel Business,” New York, NY, August 6th, 2012
- “MAGIC Bootcamp,” Online, July 16th, 2012
- “Brand Building,” Online, June 13th, 2012
- “Costing to Maximize Profit,” Online, June 7th, 2012
- “Retailing in a New Economy,” Online, May 29th, 2012
- “Selling on Consignment,” Online, May 21st, 2012
- “Understanding Private Label to Benefit Your Business,” Online, May 10th, 2012
- “Merchandising to Sell,” Online, May 1st, 2012
- “Building a Brand - Market Niche and Brand Protection,” Los Angeles, CA, March 27th, 2012
- “Starting Your Apparel Business: Panel Discussion,” Los Angeles, CA, March 27th, 2012
- “Starting Your Apparel Business: Workshop,” San Francisco, CA, March 22nd, 2012
- “Merchandising Your Line,” San Francisco, CA, March 22nd, 2012
- “Merchandising to Sell,” Online, March 7th, 2012
- “DG EXPO: Branding for Beginners,” New York, NY, February 7th, 2012
- “DG EXPO: Costing for Profit,” New York, NY, February 6th, 2012
- “DG EXPO: Fashion for Profit,” New York, NY, February 6th, 2012
- “Couture Workshop,” Santa Monica, CA, January 26th, 2012
- “Starting Your Apparel Business,” Los Angeles, CA, January 14th, 2012
- “MAGIC Bootcamp,” Online, January 10th, 2012
- “Starting an Apparel Business in 2012,” Online, December 20th, 2011
- “Made in the U.S.A.,” Online, November 29th, 2011
- “Elements of a Tech Pack,” Online, November 1st, 2011
- “Made in the U.S.A.,” Los Angeles, CA, October 12th, 2011
- “Starting an Apparel Business in 2011,” Int’l Textile Show, Vegas, NV, September 26th, 2011
- “How to Get Started!,” San Francisco, CA, August 29th, 2011
- “Creating Fashion on a New Global Platform,” MAGIC International, Vegas, NV, August 24th, 2011

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