



Welcome to the
Toronto Fashion Incubator
Resource Centre

TFI Resource Centre

Introduction...

The **TFI Resource Centre** is a self-serve, shared, reference library accessible only by TFI members. The TFI Resource Centre houses a tremendous amount of information that can help you start and develop your fashion business.

The TFI Resource Centre is open Monday to Friday, 9:30am to 5:00pm (closed every day from 12:00noon to 1:00pm). Some of the files located here are also available online at www.fashionincubator.com.

We do our best to keep the TFI Resource Centre updated but this is a huge undertaking as information is constantly changing. We ask for your patience as we update these files but please let us know if you come across information that is extremely outdated, missing or incorrect. Your feedback would be greatly appreciated.

To Serve You Better...

To make your visit more enjoyable, we offer **complimentary DSL high-speed, wireless connection** to the Internet. Simply bring your laptop and ask one of our friendly office assistants to enter the "WEP key" to get you online.

If you need some photocopies made, please ask for assistance. Cost per sheet is \$0.10 + tax and we can copy pages from any document that was created and developed by TFI (unfortunately this does not include the trend books and other published books). Please provide the office assistants with 30 minutes notice if copies need to be made. If you require a lot of copies made, you may need to come back and pick these up later.

Please leave file folders on the desk or counter at the end of your visit. **We will happily re-file any books and materials** so that you can spend your valuable time developing your business. It also makes it easier for us to ensure everything is placed back where it belongs, ready for the next TFI member.

Don't forget...

Get your TFI Points Card validated by TFI staff each time you visit the Resource Centre and after the tenth visit, you can use the Eveleen Dollery showroom for one hour exclusively or attend a TFI seminar at no cost!

TFI Resource Centre Listings 100 – 600 Files

Please refer to this handy list of information to locate files in the TFI Resource Centre

Business Information

100 Classification – PINK FOLDERS

- 100 ASSOCIATIONS & ORGANIZATIONS**
- 100 Canadian Industry Associations and Organizations
 - 100C Canadian Apparel Federation
 - 100F Design Exchange (DX)
 - 100G Enterprise Toronto
 - 100H Fashion Design Council of Canada (FDCC)
 - 100K Fur Council of Canada
 - 100L Learning Enrichment Foundation
 - 100M Ontario Fashion Exhibitors
 - 100N Retail Council of Canada
 - 100P Toronto Business Development Centre (TBDC)
 - 100Q U.S. Industry Associations and Organizations [TFI online list]
 - 100R Windfall Clothing Service
 - 100T Canadian Federation of Independent Business (CFIB)
 - 100U Western Apparel Market (WAM)
 - 100V Strategis (Industry Canada)
- 101 FINANCIAL AID**
- 101A Financial Advice
 - 101B Business Development Bank of Canada (BDC)
 - 101C Financial Definitions
 - 101D Government Programs
 - 101E Canadian Youth Business Foundation (CYBF)
 - 101F The Definitive Guide to Small Business Financing in Canada (RBC)
 - 101G AHRC Career Focus Program
 - 101H Industry Canada – Sources of Financing
 - 101I Self Employment Development Initiatives (SEDI)
 - 101J Access Community Capital Fund
 - 101K Small Business Loans
 - 101L Sources of Equity
 - 101P Young Entrepreneur Loans
 - 101Q Small Business Banking Solutions from TD Canada Trust
 - 101R Personal Financial Management for Business Owners (RBC)
 - 101S Small Business Funding Centre
- 102 HOW TO START A BUSINESS**
- 102A Small Business Information
 - 102B Business Registration
 - 102C Selling A Business
 - 102D Customer Follow Up Forms (samples)

- 102E Location & Leasing
- 102F Starting an E-Retail Business
- 102G Starting an Import Business
- 102H Starting a Mail Order Business
- 102I Starting a Retail Business and Retail FAQ's
- 102J Winning Retail Guidebook – How to Start a Retail Business
- 102K Consumer Shopping Trends
- 102L Checklists Before You Start
- 102M How-To Guide on Apparel Manufacturing
- 102N How to Start a Retail Business
- 102O 7 Rules for Retail Success
- 102P Starting a Business (RBC)
- 102Q Buying an Existing Business

103 RESEARCH & SUPPORT SERVICES

- 103B Fashion Related Search Engines and Databases
- 103D Wage Assistance Programs
- 103E TD Economic Outlook
- 103H Statistics Canada
- 103I Retail Sales Stats in Canada
- 103J Canadian Embassies [TFI online list]

104 BUSINESS INSURANCE

- 104A Insuring Your Small Business

105 BUSINESS TAXATION

- 105A Business and Professional Income
- 105B GST (Goods & Service Tax)
- 105C Small Business Taxation
- 105D HST/ GST (Harmonized Sales Tax)
- 105E PST / RST (Provincial Sales Tax / Retail Sales Tax)
- 105F New Businesses

106 BUSINESS PLANNING

- 106A Business Planning Advice
- 106B Business Plan Samples
- 106C Help for Business Plans
- 106D Why Should I Prepare a Business Plan?
- 106E TD Business Planner
- 106F How to Prepare a Business Plan For Your Fashion Business
- 106G Statistics for Business Planning
- 106H The Definitive Guide to Streamlining your Business
- 106I The Definitive Guide to Business Tune-Ups
- 106J The Definitive Guide to Successful Alliances and Partnerships
- 106K The Definitive Guide to Retiring from Your Business
- 106L Your Guide to Small Business
- 106M Market Research for Business Planning
- 106N Definitive Guide to improving your company's productivity...

107 MANAGING YOUR ACCOUNTS

- 107A Accounts Payable

- 107B Accounts Receivable
 - 107C Balance Sheet
 - 107D Bank Reconciliation
 - 107E Budget & Financial Planning
 - 107F Daily Receipts & Payments
 - 107G Financial Records
 - 107H Month End Tasks
 - 107I Petty Cash
 - 107J Keeping Records
 - 107K The Definitive Guide to Maximizing Cash Flow
- 108 TBA
- 109 **HUMAN RESOURCE MANAGEMENT**
- 109A Attendance Records
 - 109B Application and Follow-up Letters
 - 109C Employment Equity
 - 109D Functional Job Analysis
 - 109E Information on Hiring Employees
 - 109F Payroll Information
 - 109G Performance Review Forms (samples)
 - 109H Revenue Canada (Payroll Deductions and Payroll Deduction Table)
 - 109I Training Programs for Employees
 - 109J Workplace Safety and Insurance Board (WSIB)
 - 109K Placement Agencies (Canada) [TFI online list]
 - 109L Ontario Disability Support Program
 - 109M Becoming an Employer of Choice (RBC)
 - 109N The Definitive Guide to Managing for Growth

Business Information

200 Classification – YELLOW FOLDERS

- 200 TBA
- 201 **AGREEMENTS & CONTRACTS**
- 201A Partnerships & Partnership Agreements
 - 201B Shareholder Agreement
 - 201C Some Essential Elements of a Contract or Agreement
 - 201D Provincial Court - Small Claims Court
 - 201E Small Claims Court Forms
 - 201F List of Small Claims Courts in Regional Municipality of York
 - 201G Designer Laws
 - 201H Rights of Others in a Receivership
 - 201I Sample: Service Agreement
 - 201J Sample: Independent Contractor Agreement
 - 201K Agreements & Contracts
- 202 **PROTECTING YOUR BUSINESS**
- 202A Understanding the Licensing Puzzle

- 202B Copyright
- 202C Trademarks
- 202D How Patents Work
- 202E Copyright Law & You
- 202F Cdn. Intellectual Property Office
- 202G Canadian Intellectual Property Office
- 202H Article: Copyrighting a Dress
- 202I Law Firm: Cassels Brock & Blackwell LLP

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CREDIT & COLLECTION

- 203A Collection of Overdue Accounts Receivable
- 203B Creditors Statutory
- 203C Credit Application Forms
- 203D Credit & Collection
- 203E Creditors & Debtors Rights
- 203F Dun & Bradstreet
- 203H Extending Credit
- 203I Factoring
- 203J Equifax.ca
- 203K Accounts Receivable Insurance

204

EXPORTING

- 204A Canadian Trade Commissioners Service
- 204B Roadmap to Exporting
- 204C Step-by-Step Guide to Exporting
- 204D So You Want to Export?
- 204E Designer Remission Order (2001)
- 204F Exporting Goods from Canada
- 204G Export Paperwork
- 204H DUE: Want to Export?
- 204I CanadaExport
- 204J Export Programs (Oct 2008)
- 204K Certificate of Destruction/Exportation
- 204L All About Carnets + Application Form
- 204M Canadian Embassies [TFI online list]
- 204N Getting Ready to Export: Guidebook
- 204O Ontario Exports Inc.
- 204P The Apparel Market in Germany
- 204Q Export Marking Plan Outline
- 204R Export USA: NEBS, EXTUS & Reverse NEBS
- 204S Importing INTO the United States
- 204T Export Development Canada (EDC)
- 204U Exporting to the United States
- 204V The Definitive Guide to Exporting for Small Business in Canada
- 204W U.S. Midwest Apparel Market Report For Canadian Exporters
- 204X Duty Drawback Program Guide
- 204Y PEMD-Associations Handbook
- 204Z Exporting Apparel to the United States

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NAFTA

- 205A Free Trade

- 205B NAFTA Certificates of Origin
- 205C NAFTA FAQ's
- 205D Sample Export Document to U.S. & Certificate of Origin
- 205E New Entrant Application for TPL quota, related info and updates
- 205F The Mechanics of Exporting to the United States
- 205G Proof of Origin and general Importing requirements
- 205H NAFTA Origin Verification Questionnaire

206 FUNDRAISING IDEAS

- 206A Fundraising Ideas
- 206B Great Fundraisers Make Friends First
- 206C Event Planning – 7 Deadly Sins
- 206D Event Checklist

207 GENERAL BUSINESS PERIODICALS

- 207A Business Periodicals
- 207B Product Development
- 207C Buy Canada Campaign
- 207D Articles of Interest
- 207E Surviving Downtime
- 207F No Money, No Problem
- 207G Think Big, Act Small

208 TBA

209 TBA

210 IMPORTING

- 210A Guide to Importing Commercial Goods
- 210B Canadian Import Requirements
- 210C Understanding Importing Terms
- 210D Import Costing
- 210E Importer's Valuation Guide
- 210F When Customs Seizes Your Goods
- 210G Accounting for your Shipment
- 210H Importing: Business Sourcing Guide

211 CUSTOMS BROKERS

- 211A Bellville Rodair
- 211B The Weiner Group
- 211C Omni Trans
- 211D Ameri-Can
- 211E Fed-Ex
- 211F UPS
- 211G Deringer

Fashion Information

300 Classification – BLACK FOLDERS

- 300 TBA
- 301 TBA
- 302 **CONTRACTORS**
- 302A Contractors/ Production
 - 302B Sample Makers
 - 302C Quebec Clothing Contractors Association
 - 302D Organic Fashion Custom Manufacturing
- 303 **OTHER PRODUCTION HELP**
- 303D Pattern Makers & Graders
- 304 TBA
- 305 **LABELLING**
- 305A Fabric Care Labeling Information
 - 305B Label Company: SML BELL
 - 305C Laven Industries
 - 305D Canadian Textile Label Manufacturers [TFI online list]
 - 305E Guide to The Textile Labelling and Advertising Regulations and Act
 - 305F Consumer Packaging and Labelling Act
 - 305G Textile Labelling Act
 - 305H Guide to The Labelling of Down and Feathers
 - 305I Hazardous Products (Children's Sleepwear) Regulations
 - 305J Environmental Claims: A Guide for Industry & Advertisers
 - 305K Marketing Requirements for Wearing Apparel (U.S. Department...)
 - 305L Labelling Requirements: Federal Trade Commission
- 306 **DESIGN RESEARCH & DEVELOPMENT**
- 306A Design Resources
 - 306B Design Tips
 - 306D Principles of Garment Design & Construction
 - 306E List of Trendforecasting Services
 - 306F Dictionary of Fabric Terms
 - 306G Children's Sleepwear Guidelines
 - 306H Avomark Peclers
 - 306I Creating Your Storyboard
 - 306J Indigo: The Mysterious Dye
 - 306K Turmeric Dyeing of Silk Fabric
 - 306L Fabric Identification
 - 306M Promostyl Shapes Trendbooks
 - 306N Style Sight
- 307 **PRODUCTION SHEETS**
- 307A Bulk Fabric Tracking
 - 307B Fabric Costing

- 307C Garment Costing
 - 307D Production Control
 - 307E Sales Orders, Purchase Orders, Invoices
 - 307F Size Specs
 - 307G Spec Sheets
 - 307H Style Numbers
 - 307I Goods Taken
- 308 TBA
- 309 **SUPPLIERS: FABRICS & NOTIONS**
- 309A Canadian Fabric Suppliers [TFI online list]
 - 309B Canadian Yarn Suppliers [TFI online list]
 - 309C Cansew Threads
 - 309D Fabric Supplies US & Europe
 - 309E Cooper 1001 Articles Inc.
 - 309F Dupont Canada (Lycra)
 - 309G Frabel's Trims
 - 309J Canadian Notions & Trim Suppliers [TFI online list]
 - 309K International Fabric Suppliers
 - 309L PacCana Enterprises Sewing Accessories Catalogue
 - 309M Leather Suppliers
 - 309N Shergroup Textiles
 - 309O Allied Threads
 - 309P US Notions and Trim Suppliers [TFI online list]
 - 309R Koral International
 - 309S Davey Fabrics
 - 309T Ultrasuede
 - 309U Women's Wear Daily Textile Directory
 - 309V JB Silks
 - 309W Fauck Canada – Leather
 - 309Y Rose Brand Catalogue
 - 309Z Waterbury Buttons
 - 309AA Fine Cotton Factory
- 310 **SPECIALTY FABRICS**
- 310B Rinkin Garment Wash
- 311 **TEXTILE SURFACE TREATMENTS**
- 311A Sandline Inc.
 - 311B Textile Designers
 - 311D Surface Treatment Suppliers in Toronto
- 312 **ENVIRONMENTALLY FRIENDLY FABRICS**
- 312A Environmentally Friendly Fabrics
 - 312B Silk Road – Wholesale Hemp
 - 312C Effort Industries Inc. (Hemp Fabrics)
 - 312D Laura Chenweth Organic Apparel
 - 312F Eco-Friendly Fabric Information
 - 312G Bamboo Bonanza – Toronto Start Article
 - 312H An Organic Development – WWD Article

- 312I Ethical Fashion Goes Mainstream – WWD Article
 - 312J SOAK – Environmentally friendly fabric wash
 - 312K Jute: Fiber of the Future
 - 312L Corn: Natural Fibre Option
 - 312M Maya Textiles – Organic Cottons
 - 312N Cotton Incorporate List of Organic Suppliers
- 313 **CUSTOMIZED APPAREL**
- 313A The John Forsyth Shirt Company Ltd.
 - 313B Toronto Imprint Canada Show
 - 313C Guru Sportswear
 - 313D Pure Blankz Organic Fashion Private Label
- 314 **TBA**
- 315 **TBA**
- 316 **MACHINERY & EQUIPMENT**
- 316A Atlanta Attachments
 - 316B Reliable Sewing Machine Co.

Fashion Information

400 Classification – BURGUNDY FOLDERS

- 400 **FASHION CAREERS**
- 400A How to Become a Fashion Stylist
 - 400B A Day in the Life of a Fashion Professional
 - Stylist
 - Couture Designer
 - Fashion Zine Editor
 - Fashion Designer
 - 400C Becoming a Stylist
 - 400D Dream Job: Hollywood Wardrobe Stylist
 - 400E Becoming a Fashion Stylist
 - 400F How to Become a Fashion Editor
 - 400G How to Become a Fashion Designer
 - 400H How to Become a Fashion Photographer
 - 400I How to Find a Job with a Fashion Degree
 - 400J Career Description: Fashion Stylist
 - 400K Career Description: Personal Stylist
 - 400L Career Description: Fashion Editor
 - 400M Career Description: Fashion Writer
 - 400N Career Description: Fashion Buyer
 - 400O Career Description: Fashion Public Relations Specialist
 - 400P Career Description : Fashion Designer
 - 400Q Career Description: Accessory Designer
 - 400R Career Description: Fashion Merchandiser
 - 400S Career Description: Clothing Pattern Maker

- 400T Career Description: Fashion Coordinator
- 400U Career Description: Boutique Owner
- 400V Career Description: Fashion Sales Representative
- 400W Career Description: In-Store Merchandiser
- 400X Career Description: Sales Representative
- 400Y Career Description: Pattern Maker
- 400Z Career Description: Assistant Designer
- 400AA Career Description: Illustrator
- 400BB Career Description: Sample Maker
- 400CC Career Description: Fashion Product Buyer
- 400DD Career Description: Advertising & Promotion Coordinator

401 PREPARING FOR YOUR CAREER

- 401A Portfolio Do's & Don'ts

402 EDUCATIONAL INSTITUTIONS

- 402 Directory of Apparel Programs
- 402A Canadian Fashion Schools
- 402B Fashion Institute of Technology
- 402C George Brown College
- 402D International Academy of Design
- 402E Ryerson University
- 402F Seneca College
- 402G Sheridan College
- 402H Directory of World Fashion Schools and Colleges
- 402I Parsons Undergraduate Programs
- 402J Parsons Continuing Education Bulletin
- 402K Otago Polytechnic

403 GARMENT TECHNOLOGY

- 403A AIMS
- 403B Application of New Technologies
- 403C Assembly Automation in Robot Age
- 403D Canadian Apparel Manufacturer
- 403E Gerber Garment Technologies
- 403F Japan's Research & Development of new Technologies for the Clothing Industry
- 403G Leadtec
- 403H Lectra System
- 403I Level of Technology Utilization
- 403J PAD System
- 403K Quick Response
- 403L Technical Skills: Securing the Future
- 403M Technology & Manufacturing Info
- 403N Amethyst Handbag Library and Software Technologies
- 403O F2iT
- 403P AirDye

404 IMAGE MAKERS

- 404A Image Agencies
- 404C Photographers
- 404D Stefan Herbruger leonwens: Visual Consultant

- 404F Artist Agencies
- 405 GRAPHIC DESIGN COMPANIES**
- 405A Beehive
 - 405B Who Loves Dares
 - 405C Radiantcore
 - 405D Kulvinder Roshan
 - 405E Sormon Designs
 - 405F Antoinette Edwards Cross-Media Design
- 406 MODELLING & MODELLING AGENCIES**
- 406A Canadian Model Agencies
 - 406B Modelling Frequently Asked Questions
 - 406C Modelling Terms Glossary
 - 406D Sutherland Models Comp. Poster
 - 406E B&M Models Comp. Poster
- 407 EVENT PLANNING**
- 407A Event Planners
 - 407B Lessons Learned from a Fashion Show
 - 407C Artech Event Production Services
- 408 PROFESSIONAL AWARDS & COMPETITIONS**
- 408A Young Entrepreneurs Award (BDC)
 - 408B Canadian Woman Entrepreneur of the Year Awards
 - 408C New Labels Fashion Design Competition
 - 408D Gen Art Styles Competition
 - 408E National Post Design Exchange Awards

Sales, Marketing & Promotions Information

500 Classification – VIOLET FOLDERS

- 500 CREATING PROMOTIONAL MATERIALS**
- 500A Creating Press/Sales Kits
 - 500B Creating a Buyer's Kit
 - 500C How to Write A Press Release
- 501 SAMPLE PROMOTIONAL MATERIALS**
- 501A Examples of Promotional tools/supplies
 - 501B Sample Press Kit: Scarlet Boutique
 - 501C Sample Press Kit: Foxy Originals
 - 501D Sample Press Kit: MAC Viva Glam
 - 501E Sample Look Book: Andy Thé-Anh
 - 501F Sample Press Kit: TeenFlo
 - 501G Sample Press Kit: L'Oreal
 - 501H Sample Press Kit: D'Mila
 - 501I Sample Press Kit: Arthur Mendonça
 - 501J Sample Promotional Brochure: House of Spy
 - 501K Sample Press Kit: itsmade
 - 501L Sample Buyer's Kit: Wonderlust

- 501M Sample Line Sheet: Desperately Different
- 501N Sample Press Kit: Bratz
- 501O Sample Media Kit: LookFAB Studio
- 501P Sample Press Kit: Desperately Different
- 501Q Sample Look Book: BCBG MaxAzria
- 501R Sample Look Book: Parasuco
- 501S Sample Press Kit: 1milk2sugars communications
- 501T Sample Press Kit: NADA
- 501U Sample Press Kit: mmh
- 501V Sample Look Book: Lida Baday
- 501W Sample Digital Look Book: lollipops
- 501X Sample Press Kit: Marlies Dekkers
- 501Y Sample Look Book: Lundstrom
- 501Z Sample Look Book: NADA
- 501AA Sample Media Kit: Lida Baday
- 501BB Sample Buyer's Kit: Lida Baday
- 501CC Sample Press Kit: Tryd&True
- 501DD Sample Press Kit: Alfred Sung
- 501EE Sample Look Book: LOVAS

502**ADVERTISING & PUBLIC RELATIONS**

- 502A Advertising, Promotion and PR
- 502B Advertising Results
- 502C Public Relations Firms
- 502D Public Relations Handbook
- 502E Get The Word Out (NBIA)
- 502F Promote Your Product
- 502G Warm Up to Cold Calls
- 502H Networking Your Business
- 502I Fashion PR for Beginners
- 502J Press Kit Basics
- 502K Free Publicity: Worth its Weight in Gold

503**MEDIA & MEDIA LISTS**

- 503A Creating a Media List
- 503B Gaining Media Attention
- 503C Canadian Magazines
- 503D Canadian Newspapers
- 503E U.S. Trade Publications
- 503F U.S. Fashion Magazines
- 503G Canadian Television shows
- 503H Canadian Television
- 503I Web Media
- 503J Tips for Working with the Media

504**BRANDING**

- 504A Fashion Branding – The Power of the Brand
- 504B Successful Differentiation
- 504C About Brand Solutions Blogs
- 504D Portrait Branding

505

SALES & MARKETING

- 505A Marketing Your Brand
- 505B The Definitive Guide to Marketing for Small Business
- 505C Market Research, Planning & Analysis
- 505D Low Cost Marketing Ideas
- 505E 5 Cheap Ways to Market Your Business
- 505F The Power of Follow-up
- 505G Characteristics of Success
- 505H Winning Lifelong Customers
- 505I The Definitive Guide to Customer Loyalty
- 505J Marketing Agencies
- 505K Marketing: Key Concepts
- 505L Build Credibility, Value & Trust on a Shoestring

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BUYERS

- 506A How To Approach Buyers
- 506B Preparing For A Foreign Buyer Visit
- 506C Buying Seasons in the U.S.
- 506D Canadian Retailers
- 506E Retail Buying Groups USA
- 506F Men's & Boy's Wear Canadian & U.S. Buyers 2000
- 506G Specialty Store & Boutiques in New York 2000
- 506H Style Buyer's Guide
- 506I U.S. Retailers
- 506J Women's Apparel Buyers U.S. 2003
- 506K Women's, Children's, Accessories Buyers U.S. 2000
- 506L Toronto Life Fashion & Beauty Guide
- 506M U.S. MidWest Department and Specialty Stores

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SALES AGENTS

- 507A Commission Tables
- 507C NY Sales Reps
- 507E Sales Contract
- 507F Sales Techniques
- 507G Finding and Selecting An Agent In New York
- 507I Chicago Rep Database
- 507J Canadian Sales Rep List
- 507K Advantages of Using Manufacturer's Agents
- 507L The Agent, His Independent Contractor Status and the IRS
- 507M The Manufacturer's Rep: Pro or Con Man?
- 507N Recruiting Agents: Some Guidelines
- 507O Working With Manufacturers' Agents

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DISPLAY INFORMATION & PACKAGING

- 508A Ontario Portable Displays Systems
- 508B Wm. Prager Ltd.
- 508C Assingo – Multimedia Screening
- 508D Gender Mannequins
- 508E Vogue Displays
- 508F King's Display
- 508G Visualizer

- 508H Poster Garden PopUp Booths
- 508I Ideal Displays
- 508J WR Display & Packaging
- 508K Pritchard Paper Products
- 508L Gunther Mele Catalogue
- 508M Chiswick Catalogue
- 508N Uline Catalogue
- 508O LAM-CO Office Products Catalogue
- 508P Kush Paper & Packaging
- 508Q Photo Imaging Techniques
- 508R Progress LUV2PAK Catalogue
- 508S Alvanon Apparel Fit Expert
- 508T Portable Changerooms
- 508U Eddie's Hang-Up Display Ltd.
- 508V Dress Forms (Judies)
- 508W Paper Direct

509**TRADE SHOW PLANNING**

- 509A Trade Shows: A Large Marketing Medium
- 509B Fashion show planning (Winners Apparel Ltd.)
- 509C Maximizing Exhibiting
- 509D Trade Show Production
- 509E Trade Show Tips and Travails
- 509F Exhibiting Strategies
- 509G Effective Trade Show Planning From Start to End
- 509H How to Sell at Trade Shows
- 509I Successful International Trade Show Marketing

510**CANADIAN FASHION TRADE SHOWS**

- 510A Canadian Fashion Tradeshow [TFI online list]
- 510B Alberta Gift Show
- 510C Mode Accessories
- 510D Fashion North: Menswear
- 510E Fashion North: Womenswear
- 510F Montreal Gift Show
- 510G Toronto International Gift Fair
- 510H Trends the Apparel Show
- 510I Vancouver Gift Show
- 510J By Hand Show
- 510K One of a Kind Show & Sale

511**U.S. FASHION TRADE SHOWS**

- 511A U.S. Fashion Tradeshow [TFI online list]
- 511B Moda Manhattan
- 511C Coterie
- 511D The Train
- 511E Accessories The Show
- 511F Fame
- 511G Nouveau Collective
- 511H D&A
- 511I Designers at the Essex House

- 511J Material World
- 511K MAGIC
- 511L Pool Trade Show
- 511M California Gift Show
- 511N Platform 2
- 511O Stylemax
- 511P Fashion Has No Borders Fashion & Accessory Exposé
- 511Q Project New York & Las Vegas
- 511R Accessories Circuit & Intermezzo Collections
- 511S KIDShow
- 511T Dallas Apparel & Accessories Market
- 511U Moda Las Vegas

512 INTERNATIONAL FASHION TRADE SHOWS

- 512A World Boutique – Hong Kong
- 512B Bread and Butter
- 512C 2beConfirmed
- 512D Pure
- 512E Hong Kong Spring Fair

**TFI Survival Seminars Information
600 Classification – TEAL FOLDERS**

- 600 TFI SEMINAR HANDOUTS 1994 - 1999**
- 600A Legal Implications of Sales Agent Agreements (June 1994)
 - 600B Production Costing (June 1994)
 - 600C How to Deal with Contractors (November 1994)
 - 600D Fabric Costing (November 1994)
 - 600E Preparing a Press Kit (February 1995)
 - 600F Retention Marketing (March 1995)
 - 600G Straight Talk About Loans (April 1995)
 - 600H Human Resource Seminar (May 1995)
 - 600I How to Approach Buyers and Sell Your Collection (August 1995)
 - 600J Factors: Invoice Discounting & Credit Insurance (August 1996)
 - 600K Exporting to the U.S. (April 1998)
 - 600L What the Media Wants (December 1999)
 - 600M Looking for a Sales Agent (June 1998)
- 601 TFI SEMINAR HANDOUTS 2001**
- 601A PR Workshops
 - 601B Public Relations Seminar
- 602 TFI SEMINAR HANDOUTS 2003**
- 602A U.S. Trade Shows
 - 602B Making News
- 603 TFI SEMINAR HANDOUTS 2004**
- 603A Creating a Winning New Labels Application
 - 603B DIY Showroom Sales
 - 603C The Anti Brand Part 1/5: Collection

- 603D The Anti Brand Part 2/5: Communications
- 603E The Anti Brand Part 3/5: Pricing
- 603F The Anti Brand Part 4/5: Distribution
- 603G The Anti Brand Part 5/5: Culture

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TFI SEMINAR HANDOUTS 2005

- 604A Why they Buy. Selling Your Ideas.
- 604B How to Prepare a Business Plan for your Fashion Business
- 604C How to Maximize Sales
- 604D The Anti Brand 2, Part 1/4: Establishing the Brand Hierarchy
- 604E The Anti Brand 2, Part 2/4: Executing the Brand Identity
- 604F The Anti Brand 2, Part 3/4: Managing the Brand Identity
- 604G The Anti Brand 2, Part 4/4: Communication Mapping

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TFI SEMINAR HANDOUTS 2006

- 605A The Three Minute Power Pitch
- 605B Exporting 101
- 605C Everything You Need to Know About U.S. Trade Shows
- 605D Fashion Show Planning: Get Ready for the Runway
- 605E Designers Wanted – Create a Winning New Labels Application
- 605F The Right Stuff – TFI Resident Info Seminar
- 605G Exploring the German Market
- 605H Get Inspired! Creating Inspiration Boards
- 605I P&G Beauty: The Business of Beauty: Working with Stylists
- 605J What Buyers Want
- 605K P&G Beauty: The Business of Beauty: Working with the Media
- 605L Fashion & Sustainability: Bamboo Fabrics

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TFI SEMINAR HANDOUTS 2007

- 606A P&G Beauty: The Business of Beauty: Building a Brand
- 606B P&G Beauty: The Business of Beauty: Fashion & Law
- 606C Making Your First Sale
- 606D Market Research Workshop
- 606E P&G Beauty: The Business of Beauty: Cost-Effective Marketing Strategies
- 606F P&G Beauty: The Business of Beauty. Public & Media Relations

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TFI SEMINAR HANDOUTS 2008

- 607A Developing Your Marketing Plan
- 607B Working with Contractors
- 607C Do It Yourself (DIY) Press Kits
- 607D Working With Textile Agents
- 607E Navigating the Storm: Retail in 2009
- 607F What Buyers Buy and Why
- 607G Venturing Into Retail Seminar

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TFI SEMINAR HANDOUTS 2009

- 608A Start a Fashion Business Pt.1: The Business of Getting Started
- 608B Start a Fashion Business Pt.2: DIY Business Plan in 5 Easy Steps
- 608C Developing An Online Retail Presence
- 608D Styling the Stars

- 608E Fashioning Sustainability
- 608F Tips from the Experts: Pitch, Pricing & Product Assortment
- 608G TFI New Labels: Fall 2010 Tips & Application

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TFI SEMINAR HANDOUTS 2010

- 609A Finding a Job in the Fashion Industry
- 609B Business Agreements
- 609C Textiles, Customs & Shipping
- 609D DIY Press Kits - The Right Way
- 609E One Night Only with WGSN's Carly Stojic

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TFI SEMINAR HANDOUTS 2011

- 610A The Business of Getting Started
- 610B DIY Business Plan in 5 Easy Steps
- 610C Financing Your New & Growing Business
- 610D Develop A Successful Online Fashion Business

List of Reference Books in Filing Cabinet #1:

- **Promostyl trend forecasting books** – research colours, silhouettes, styles & fabrics for the upcoming season
- **Garment Spec Book (U.S.)** – a listing of standard body & garment measures for men, women, children
- **Canadian Apparel Directory** –an extensive list of industry suppliers, fabrics, products and services in Canada
- **The Entrepreneur’s Guide to Sewn Product Manufacturing** – after your sales are done for the season, what to do next? Learn about the manufacturing process. This book is available for sale at www.apparel.ca.
- **Fashion Group International-** Membership Directory, highlighting activities and programs, enhancing networking skills and encouraging interpersonal contacts among members and associates
- **The Dun & Bradstreet Export Guide-** guides to both exporting to U.S and Japan, including related information for each country.
- **How to Prepare a Business Plan for Manufacturing Businesses** – A publication by the Ministry of Industry, Trade and Technology. This informative guide includes examples and charts making it easy planning for the future of your small business
- **TFI Guide: Fashioning Sustainability: TFI's Guide to Going Green** - Learn how to take your fashion business green with this insightful resource. Increase your market share by knowing WHO the 4 types of eco-consumers are and what appeals to them. Purchase this guidebook on TFI's website <http://www.fashionincubator.com/shop>
- **Intro to Social Media: A TFI Guidebook for Fashion Entrepreneurs** - Grow your fashion business with TFI's latest guidebook. Learn how to connect with customers, share content, set social media marketing goals, increase brand visibility to extend your reach and much more! Purchase this guidebook on TFI's website <http://www.fashionincubator.com/shop>
- **Small Business, Big Opportunity - Sustainable Growth** by Jon Dee - Caught up in daily management, most of us are too busy to explore the many ways that we can do more with less. But consider this. In many cases, using fewer resources can save your business money and help the environment at the same time. If you think you are too busy to care about the environment, then this book is for you. It's a practical guide that shows you how to make your business more efficient and more productive. It contains sustainability tips and strategies that enhance your bottom line as well as the environment. Knowing how to 'green up your operations is vital to creating a more sustainable future for your company. This book will show you how.
- **A Canadian Approach to the Apparel Global Value Chain** - This report examines the state of the Canadian apparel industry, including its ability to adapt to change to date, its opportunities, examples of success stories and challenges.