

Fashion Business in USA

Jeanie Chun

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Jeanie Chun, owner and designer for over 20 years in Hawaii has several specialty boutiques in waikiki. "Jacqueline De Michel" stores deal with distinctive women's designer apparel and Hawaii's leading manufacturer of sophisticated women's designer sports and resort wear. It is Hawaii's only private designer salon specializing in elegant attire and special occasion dressing for discerning customers. They provide an elegant atmosphere with personalized services.

Management of professional development for fashion business will be discussed on marketing in USA, manufacturer distribution in USA market, manufacturing resources, small business planning & development, import & export, visual merchandising, fashion promotion, buying, merchandising, customer service, sales training, and research sources & advanced training for students.

Also management of personal development on personal style, wardrobe coordination, image development, accessorizing, make-up, special occasion dressing, and beauty pageant training will be discussed.