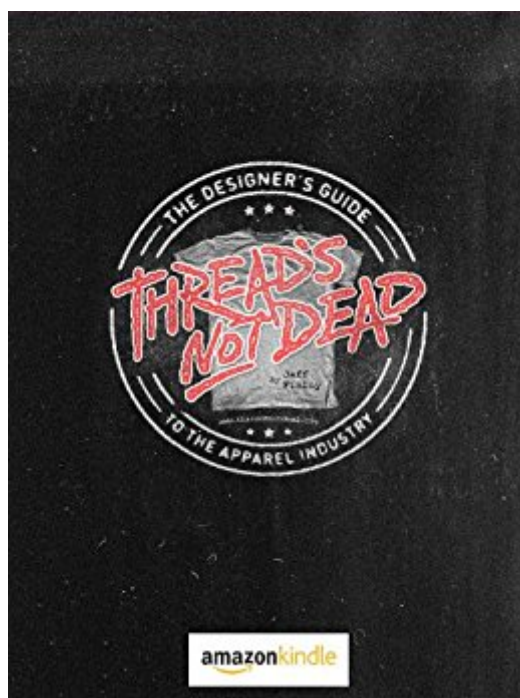


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# Thread's Not Dead: The Designer's Guide To The Apparel Industry



## Synopsis

Thread's Not Dead is the essential strategy guide to the t-shirt design business. Written by successful designer and entrepreneur Jeff Finley of Go Media. Learn the secrets and strategies employed by the industry's most successful indie apparel designers and brands. Whether you want to design merchandise for your favorite bands or indie clothing companies or start your own fashion brand, this book has it all. 117 pages of insight to help artists and designers dominate the apparel industry. Featuring contributions from the people behind Threadless, Emptees, Design by Humans, Big Cartel, I Am the Trend, Go Media, Jakprints, Glamour Kills, Paint the Stars, Cure Apparel, Fright Rags, and more!

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"Bottom line: This eBook is the absolute best of its sort and its brethren. Honestly, I think this eBook is easily worth twice the price being asked." - Heath Tullier

"This book is amazing. It's hard to even call it a book. I think a better term would be "treasure chest." - Word of Mouth Shirts

"The book is informative in all the right ways. It's inspiring, and it provides a mentorship that makes this book worth more than its asking price." - Fausto Garcia

"If you are starting a clothing company please just absorb purchasing this e-book into your costs because you drop the money for it but! I guarantee that this book will help you avoid smaller problems and make it worth the cost and some!" - Chase Bachtell

About the Author

Jeff Finley is a designer and co-owner of Go Media. An Ohio native, he has a background in illustration and cg animation and has a passion for business, marketing, social media, and building communities around brands. He's been designing professionally since 2004 and got his start working with punk rock bands and indie clothing brands. Jeff was one of the original members of the t-shirt design community Emptees and won t-shirt of the year in 2007. In addition to designing shirts for major label bands like Red Hot Chili Peppers, Nirvana, and even Britney Spears, he has designed and consulted with several indie apparel brands like Declaration, Disciple, Cure Apparel, Paint the Stars and more. He's also founder of Weapons of Mass Creation Fest, a grassroots art, design, and music event in Cleveland.

## Book Information

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## Customer Reviews

This book was stab in the dark for me. I purchased with little exposure to the author, his blog, or his work. Ultimately it was very helpful in setting up my shirt company. There were sections that didn't apply directly to my company or target audience but I read them anyway for the information. Highly recommend this book. Only negative for me was the amount of time the author spend espousing participation in the indie clothing scene. This was only a negative because, as I found when attempting to follow the advice, not all target audiences and the associated aesthetics are appropriate on nearly all of the forums he suggested. Reviews were luke warm at best on these sites for my work but were received extremely well on forums that specifically apply to my target audience. My target audience was the hotrod/gearhead community which generally has very different aesthetics and ideas on things like brands. -Zombie Jake

So a buddy of mine asks me to start a tshirt/clothing company with him... Its something ive always wanted to do but have never pulled the trigger... so we decide that we are going to just go for it... but where do we start??? so i begin to research and i find a video on youtube of Adam from lamthetrend talking about a book by Jeff Finley called, Threads Not Dead... ordered the book... and its simply amazing... Somewhat of a blueprint, a road map, an insiders look into the industry of where it has been and where it is at present time... Like Adam said in his video the first half of the

book talks to the graphic designers in us... and the second half of the book talks about the business aspect and starting your company... the cool part about the ebook is that he shares all sorts of links to different companies and stuff that he uses or has used in the past... he also shares extra reading with more pertinent information which are also linked through the ebook... I also enjoyed the last part of the book which he interviewed a bunch of friends/colleagues and they basically share their stories and also give advice and tips and inspiration to us...Just like anything in life... you can learn on your own through trial and error, making a ton of mistakes and costing yourself time and money, while you learn... Or you can find a mentor or pro at the subject and learn from one of the best in the field... If its starting a tshirt/clothing company, here is our mentor... Jeff Finley.Jeff, I appreciate that u took the time to write this book and share your information with us... With your guidance and knowledge i have a clearer understanding of what im in store for. :)Much Love and Peace.Respectfully,Patrick Corpuz

This book is a great high quality hardcover book for the coffee table... and bonus, it is also informative. I am always looking for interesting, high quality books to put out as conversation starters, and this one joins the list with other art related books like Alternative Movie Posters: Film Art from the Underground, Crazy 4 Cult and Star Trek: The Art of Juan Ortiz.I stumbled upon this gem, when I was doing research for some new edgy t-shirt designs for my film festival. I was originally just going to get the digital version for the information, but I ordered it because it look like another beautiful art book... and it is. This is a great find that didn't disappoint me, but it might not have enough detail on the t-shirt industry for some.

I've been interested in getting into the T-shirt industry for years (I actually designed the logo for my brand four years ago!). It's only recently that I took the initiative actually take the plunge and do it. I've been doing a lot of personal research over the years, learning things on my own, visiting forums and chatting with others, etc, but I have to say, this is the best all in one source of information I've come across so far!Who better to give advice than individuals who actually have experience in the field themselves. The book is laid out beautifully, and it keeps on giving. The resources and information it provides are crucial. Even if the book doesn't completely explain a topic, it points you in the direction to find this information. For example I saw one review on here about how the book doesn't talk about the process of screen-printing, but rather discuss what is involved. Well, even the author points out an entire book on it's own could be written about the topic,(I myself, have a book, a 6 hour dvd, and a 2 hour dvd just about water-based inks!). The book discusses what needs to be

discussed, and again, provides other sources that goes even deeper into the topics. Anyone who is interested in starting their own clothing/T-shirt brand needs to get this book. It will certainly set you upon the right path!! thank the author, and all those involved for giving us this gem.

A little narrow in its focus: not about the entire apparel industry but only a niche. I applaud the effort though.

It was well written and great if you have no relation to the field, but if you have a degree in graphic design it doesn't give you much that you didn't learn in school. A little thing or two about more apparel industry related topics but nothing too surprising or that you wouldn't get from googling on forums. But if you like certain examples then there are some in the book.

I have been playing with the idea for a while, not sure where I should start, I just googled t shirt design, after reading everything I came across, I noticed a pattern, but could not figure out what to do. I stumbled across this work and it was as if I have cut several years off of the fly by the seat of your pants, trial and error method, most of the featured designers in this book experienced. It is a treasure trove of info. Get it if you're serious. It is invaluable, thank you Jeff Finley!

very good book with lots of solid info....

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