

Frances is an entrepreneur and educator, who prior to self-publishing *Fashion for Profit* and co-founding the Fashion Business Incorporated (FBI) was a full time Assoc. Professor at Otis College of Art and Design in Los Angeles. Frances conceived of the FBI in 1998 to provide vital business development, resources and education to creative designer/manufacturers, who lack the critical business skills to become successful in today's competitive environment. Frances has extensive international design and teaching experience and has had her own name under license in Japan. Frances is also a partner in California Style Group, which provides international consulting on branding, licensing and product development. *Fashion for Profit* is an extensive text book which covers the nuts to bolts of starting an apparel company; from licenses, financing, production, costing, sales representation and finally to opening a retail store. Frances's book is used and sold internationally. She has recently produced a two-hour DVD to complement the information provided in her book. Frances studied art and majored in fashion design in England.