

Working From Home: Always In Style

E-Publisher Shares Insider Tips for
Fashion Career Seekers

By Sandy Larson

“Starting a career in the fashion and image industry is pretty simple,” says Jennie S. Bev, founder of StyleCareer.com. “As long as one has good taste and loves working with people, then this business is yours.”

Since starting her online publishing company in 2003, Jennie has offered advice to countless career seekers interested in entering the fashion and image industries. Her electronic books, or e-guides, cover the basics of becoming a fashion designer, fashion writer, fashion photographer, stylist, hair salon owner, nail salon owner, boutique owner, drycleaner, or fashion merchandiser. These e-guides are purchased by career seekers from around the world, as well as by prestigious educational institutions that use them for classroom instruction.

As a veteran fashion writer, Jennie has first-hand knowledge of what it takes to have a successful fashion or image career. Thus, starting a home-based business to share this information with others was a logical step for the San Francisco resident. “In-depth research on the industry revealed that there are enthusiastic people who want to start a business in the fashion and image industry but didn’t know how and where to begin the journey,” reports Jennie. “I have all the resources, contacts, and information at hand, so I decided to share what I already know to help people in breaking into and succeeding in this lucrative and ever-changing industry.”

According to Jennie, many fashion careers can be home-based. Having known many successful home-based fashion designers and



Jennie S. Bev sells e-Guides for those interested in starting a career in the fashion industry.

photographers, she implies that pursuing a fashion career from the home is a wise decision. “Working from home allows them to focus on their artistic skills and new ideas, not worrying about the skyrocketing overhead costs,” she notes. “It also allows them to integrate family life in their businesses, because, after all, family is the most important thing in the world.”

As for Jennie, operating a home-based business—despite the occasional distractions—is an ideal situation. “Working from home gives me this freedom to balance things out,” says Jennie. “Wouldn’t the world be a better place if all businesses are based on a ‘balanced’ business philosophy?” **HBM**