



# MINDY MARTELL

## GET IT MADE

Build Your Clothing Line from Idea to Reality

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### Bio

With a modest beginning sewing as a child with her mother and grandmother in rural Minnesota, Mindy Martell later realized that clothing design and creation could be an actual career. After earning her Apparel Design & Manufacturing degree, she entered the industry—only to quickly discover how little practical knowledge and connections she had been given in school to hack it in the real world of manufacturing.

After working for several clothing lines, she decided to quit the corporate world in 2003 to create tools and programs for aspiring apparel entrepreneurs. She started a design house and one of the first woman-owned apparel factories in the US (Clothier Design Source), and she has been helping clients get their ideas and products made ever since. She has created and helped others create thousands of different products.

Recently, Mindy has found the most rewarding part of her job to be mentoring new entrepreneurs and helping them navigate through the complicated apparel industry. She also created the Apparel Academy course and this resource book, earning her title, “The Apparel Mentor.” Find out more at [theapparelmentor.com](http://theapparelmentor.com).

#1 AMAZON NEW RELEASE



### Topics Mindy Can Speak On

- ▶ Making products in the USA vs. overseas and stories about what she has seen in factories overseas
- ▶ The value of product engineering in apparel vs. hard goods and how misogyny comes into play
- ▶ Why the apparel industry is so hard to break into and what the barriers are
- ▶ The two biggest mistakes she has seen people make in the industry: (1) not understanding product development and skipping right to manufacturing, and (2) starting with products outside their “why”
- ▶ The biggest hurdle for a new apparel entrepreneur—fabric
- ▶ Why Mindy wrote this book—for the apparel entrepreneurs AND the apparel industry, to help them both speak a common language and help their interactions go smoother
- ▶ What it was like to enter the apparel industry fresh out of design school



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