

Fashion Merchandising Industry

DO YOU LOVE FASHION? Do you enjoy managing projects? Can you meet strict deadlines? Do you enjoy picking out just the right accessory to complement an outfit? All of these skills could be used in the fashion merchandising industry. In this E-unit you will learn about the different areas within the fashion merchandising industry as well as college degrees and career options.



Objective:



Investigate the fashion merchandising industry, and identify college degrees and careers within the fashion merchandising industry.

Key Terms:



college degree
fashion industry
fashion event planner
fashion merchandiser

fashion merchandising
industry
marketing
photo shoot
procurement

purchasing
retail
retail buyer
sourcing
trend

Fashion Merchandising Industry

The fashion merchandising industry is comprised of many different areas within the fashion industry. The fashion industry, in retail sales alone, is a 3.8 trillion dollar industry. **Retail** is a product that is sold directly to a consumer. The **fashion industry** is the businesses, and people within businesses, that are involved in producing and distributing items people wear. The **fashion merchandising industry** is the business division of the fashion industry involving intelligent selection, distribution, and placement of fashion products.

INVESTIGATE THE FASHION MERCHANDISING INDUSTRY

The fashion merchandising industry encompassing a wide range of areas. Because it is such a vast industry, there are many opportunities to be involved.

Trends

One area of the fashion merchandising industry is studying past, current and future trends both in fashion and other trends that influence fashion. A **trend** is the direction an idea, product, or fashion has gone or is going. Trends are often thought of being what is popular at the moment or near future, but it is important in the fashion industry to study all trends.



FIGURE 1. Because the fashion merchandising industry is so vast, there are many opportunities to be involved.

Ordering and Pricing

Deciding what apparel or accessories to order for a store and negotiating the price is also part of the industry.

Management of Product Flow

Managing the flow of fashion products from design to production to storefront is also part of the fashion merchandising industry.



FURTHER EXPLORATION...

ONLINE CONNECTION: What Is Merchandising for Fashion?

Are you wondering what some of the skills and knowledge you'll need to be involved in the fashion merchandising industry? In the video "What is Merchandising Fashion" they cover the basic skills needed such as good product insight and numerical skills. To learn more, access the video at <https://www.youtube.com/watch?v=xDSTPbL-ODA>

Visual Merchandising

Another component of the fashion merchandising industry is creating an environment that encourages buyers to purchase goods. Displaying goods in a way that is appealing and motivates a person to buy is part of visual merchandising.

COLLEGE DEGREES AND CAREERS WITHIN THE FASHION MERCHANDISING INDUSTRY

Top fashion colleges such as the Fashion Institute of Design and Merchandising (FIDM) offers several degrees in this area such as Merchandising and Marketing and Apparel Industry Management. A **college degree** is a level of expertise recognized after fulfilling certain criteria within a program of study set by the college. Earning these degrees could help you enter a fashion merchandising industry career with useful knowledge and skills. There are many different career choices within the fashion merchandising industry including retail buyer and fashion merchandiser.

Fashion Merchandising Industry Degrees

Because the fashion merchandising industry encompasses so many areas there are many different avenues to enter into the business. One way is to earn a degree. Many colleges offer fashion merchandising degrees that offer classes and industry experience through internships. Some of the top fashion merchandising industry colleges according Fashion School's article Top 50 Fashion Merchandising Schools and Colleges in the US are the Fashion Institute of Technology in New York, New York, Iowa State University in Ames, Iowa, and Auburn University in Auburn, Alabama.

- ◆ Fashion Institute of Technology: The Fashion Institute of Technology offers a two-year associate and a four year Bachelor of Science degree in Fashion Business Management. To learn more access their website at <https://www.fitnyc.edu/fbm/>.
- ◆ Iowa State University: Iowa State University offers an Apparel, Merchandising, & Design degree. To learn more access their website at <https://www.aeshm.hs.iastate.edu/find-majors/apparel-merchandising-design/>.
- ◆ Auburn University: Auburn University offers an Apparel Merchandising, Design and Production Management (AMDP) program. There are two concentrations; Apparel Merchandising (APME) or Apparel Design & Production Management (APDP). To learn more access their website at <http://humsci.auburn.edu/apparel/degree.php>.

Fashion Merchandising Industry Careers

There are countless career options within the fashion merchandising industry including retail buyer, fashion merchandiser, and fashion director.

- ◆ Retail Buyer: A **retail buyer** is the person responsible for the procurement of the products to be sold in a store. **Procurement** is the sourcing and purchasing of products.

Retail buyers do both sourcing and purchasing to obtain goods. **Sourcing** is locating, choosing and securing products to purchase. **Purchasing** is paying for a product. A buyer must be insightful and intuitive; always paying attention to trends, product availability and cost, legal and ethical concerns, the competition, and customer's wants and needs. They work hand-and-hand with the merchandiser or one person may do the job of both the buyer and the merchandiser.

- ◆ Fashion Merchandiser: A **fashion merchandiser** is the person responsible for promoting products to increase sales. Their job duties usually include studying past sale's data and forecast future sales trends, arranging the merchandise in the store to appeal to consumers and increase sales, and working closely with the retail buyer, store manager, and sales associates.
- ◆ Fashion Director: According to Lim College, a fashion business college in New York, a fashion director will be tasked with planning and organizing fashion events such as photo shoots and shows as well as marketing responsibilities. A **photo shoot** is a session where a photographer takes photos, often of models, with the intent of reviewing the photos to choose the best one for a project. They might work alongside a fashion event planner or have some of the same duties. A **fashion event planner** is a person responsible for organizing and running a project such as a fashion show. A fashion director would also market products or be in charge of the marketing process. **Marketing** is promoting and selling products.



FIGURE 2. A fashion director may be tasked with planning and organizing a photo shoot.

Summary:



Now that you have learned about the different areas of the fashion merchandising industry you have a better idea if you would like to pursue one of the many degrees or careers within the industry.

Checking Your Knowledge:



1. How would you define the fashion merchandising industry?
2. How do trends play a role in the fashion merchandising industry?

3. What are some of the other areas of the fashion merchandising industry besides trends?
4. What are some of the college degree options?
5. What fashion merchandising industry careers are you interested in?

Expanding Your Knowledge:



Research some of the most prominent people in the fashion merchandising industry. How did they get the jobs that they have? What is their role in the industry?

Web Links:



What is Fashion Merchandising?

<https://arts.vcu.edu/fashion/fashion-merchandising/what-is-fashion-merchandising/>

What is Fashion Merchandising? How to Make it Your Career

<https://www.snhu.edu/about-us/newsroom/2016/07/what-is-fashion-merchandising>

What is Fashion Merchandising? 3 Things to Know about the Field

<https://www.artinstitutes.edu/about/blog/what-is-fashion-merchandising>