

# Careers in the Fashion Industry



# Careers in the Fashion Industry



In the fashion industry, there are careers for many people in many different jobs responsible for the inspiration, conception, production, sales, distribution and promotion of a fashion product.

- Careers at the Primary Level
- **Careers in Textiles**
- *Careers in Manufacturing and Design*
- **Careers in Sales**
- Careers in Retail Merchandising
- *Careers in Retail Management*
- **Careers in Sales Promotion**

# Careers at the Primary Level

## *Trend Forecasters*



- WHO DECIDES WHAT THE LATEST THEMES, COLORS, OR FABRICS WILL BE?
- **from where do these concepts come?**
- **❖ HOW FAR AHEAD OF THE RETAIL SEASON ARE THESE TRENDS DETERMINED?**
- **What will next year's fashion trends be?**

**The person responsible for making these predictions is the *trend forecaster* or *fashion forecaster*.**

# Careers at the Primary Level

## *Trend Forecasters*



- **Trend Forecasters** combine their knowledge of fashion design and history with consumer research and business information.
- Designers, retailers, and manufacturers working in the fashion industry subscribe to the forecaster's ideas.
  - Gives them an edge
  - Their products are on the mark for their specific target market.
  - Will have lower purchasing risks and greater opportunities to increase their sales volume.

# Careers at the Primary Level

## *Trend Forecasters*



- As researchers, trend forecasters
  - Provide new knowledge to designers, buyers, and product developers
  - Assist in the development of new products
  - Look for ways to improve old products
- Forecasters search for facts and then analyze the findings to predict trends that will positively affect the amount and types of fashion products consumers will buy.

# Careers at the Primary Level

## *Trend Forecasters*



- Job Qualifications
  - Education
    - At least a bachelor's degree, usually in fashion design, fashion merchandising, visual arts, marketing, or consumer behavior
  - Experience
    - Begin in entry-level positions in retail, product development, design, merchandising, or fashion coordination
    - Have several positions in several sectors of the industry
  - Personal Characteristics
    - Tremendous amount of intelligence, skill, and exposure
    - Observational skills

# Careers at the Primary Level

## *Trend Forecasters*



- Job Qualifications
  - Excellent understanding of people and human behavior, global population and industry shifts, and fashion trends
  - Effective visual, written, and oral communication and presentation skills
  - Curious and creative with superior networking skills
  - Exceptional capability to analyze, synthesize, and organize observations into categories that are clearly communicated to clients
  - Have the ability to find the common threads, and classify and describe these trends for designers, manufacturers, and retailers who use trend services
  - A “sixth sense”

# Careers in Textiles

## *Textile Product Developers and Designers*



- Who designs the floral print on your dress or the teaCup print on your bathrobe?
- *Who determines the colors for a pattern or print?*
- Who determines how designs can be applied to a fabric?

**Some of the people responsible for these activities are *Textile Designers, Textile Stylists, and Textile Colorists.***



# Careers in Textiles

## *Textile Designer*



- The creative force behind textile design is the **Textile Designer**
  - Creates original designs for the fabrics used in all sorts of industries
  - They can be surface designers, knitters, weavers, or embroiderers
  - Print services are companies that sell print designs to mills, wholesalers, product developers, and retailers
  - Most utilize computer-aided design (CAD) software
- The **Assistant Textile Designer** works with the textile designer.

# Careers in Textiles

## *Textile Stylists and Colorists*



- A Textile Stylist is the creative person who modifies existing textile goods
  - Alters patterns or prints that have been successful on the retail floor to turn them into fresh, new products
  - May develop color alternatives
- A Textile Colorist chooses the color combinations that will be used in creating designs.
  - Colorists frequently travel to fashion markets
  - Are members of color-forecasting organizations to stay on top of current and future color trends

# Careers in Textiles

*Textile Designers,  
Stylists, and Colorists*



- Responsibilities include
  - Interacting with customers to understand their needs and interpret their ideas
  - Collaborating with marketing, buying, and technical staff members
  - Understanding how textiles will be used, and what properties textiles need to function optimally
  - Conducting research for ideas and inspiration
  - Experimenting with texture and pattern
  - Producing ideas, sketches, and samples
  - Staying on top of new design and production processes

# Careers in Textiles

*Textile Designers,  
Stylists, and Colorists*



- Job Qualifications

- Education

- A bachelor's degree in textiles, visual arts, computer-aided design, graphic design, fashion design, or a related discipline

- Experience

- Entry-level design positions are available to new college graduates
    - Additional experience in technical design, color, and CAD will enable upward movement

# Careers in Textiles

*Textile Designers,  
Stylists, and Colorists*



- Job Qualifications
  - Personal Characteristics
    - Computer skills
    - Strong visual sense for color, texture, and pattern
    - Creative personality
    - Knowledge of how textiles are produced as well as an understanding of sewing, knitting, weaving, and embroidery
    - An awareness of fashion trends
    - Knowledge of the target consumer

# Careers in Manufacturing and Design

## *Manufacturing and Design*



- **Who designs a product?**
- *Who buys the materials that make up your favorite jacket, belt, or sofa?*
- **Who decides where the jacket, belt, or sofa will be made?**
- Who figures out how much a product costs to manufacture?

The people responsible for manufacturing and design are the *Design Director, Merchandiser, Creative Designer, Technical Designer, Pattern Maker, Sourcing Manager, Production Planner, Piece Goods Buyer, Trimmings Buyer, and Quality Control Manager.*

# Careers in Manufacturing and Design

## *Director of Product Development / Design Director*



- A Director of Product Development ultimately is responsible for the strategic planning of a product development division of a retail company
- A Design Director performs the same function for a design/manufacturing firm.
- Specifies exactly what the company will make and market
- Makes decisions related to price, sizes, taste levels, fashion levels, image, and timing

# Careers in Manufacturing and Design

## *Director of Product Development / Design Director*



- Job Qualifications
  - Education
    - A bachelor's degree in fashion design or product development
  - Experience
    - 8 – 10 years of successful work experience as a creative or technical fashion designer
  - Personal Characteristics
    - Creativity, quantitative and communication skills, networking abilities, a strong marketing sense, knowledge of the competition, an understanding of consumers, curiosity, and leadership abilities



# Careers in Manufacturing and Design

## *Merchandiser*



- A Merchandiser collaborates with the Director of Product Development in deciding what to produce and then organizes and manages the entire product development process
- Responsible for the development of a balanced, marketable, profitable and timely line.
- Will create the initial line plan and project target wholesale costs by analyzing sales from previous seasons, fashion trends, and customer wants.
- Works with designers on themes and costs.

# Careers in Manufacturing and Design

## *Merchandiser*



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising, fashion design, retailing, or a related field
  - Experience
    - 3 - 5 years in product development
  - Personal Characteristics
    - Excellent communication and analytical skills
    - Thorough market knowledge, a keen fashion sense, creativity, and an astute marketing instinct
    - Make well-informed decisions quickly and confidently

# Careers in Manufacturing and Design

## *Creative Designer*



- A **Creative Designer** is responsible for carrying out the design direction in their department through original ideas for products.
  - Interpret trends to suit their customers, so they must continually study lifestyles and keep up to date with trends
  - Design and select components to fit within a predetermined price range and allow the company to make a profit
  - Design ready-to-wear lines that will be sold in retail stores

# Careers in Manufacturing and Design

## *Creative Designer*



- Must have a thorough knowledge of fabrics, know how to make patterns, and understand how products are constructed.
- Supervise pattern and sample making – see their designs through to a successful completion.
- Oversee Associate Designers and Assistant Designers on their team.

# Careers in Manufacturing and Design

## *Creative Designer*



- Job Qualifications
  - Education
    - A bachelor's degree in fashion design
  - Experience
    - 1 – 5 years as an assistant and/or associate designer
  - Personal Characteristics
    - Artistically creative, yet understand the technical and marketing aspects of the business
    - Problem-solving, time-management, and conflict management skills
    - Results-oriented, able to set priorities, relates well to others, and cool under pressure.

# Careers in Manufacturing and Design

## *Technical Designer*



- The Technical Designer and Assistant Technical Designer interpret the creative design concepts into the development of prototypes that can be manufactured in mass production through accurate product specification completion.
  - Creates final full garment specifications to reflect all fit, construction, and performance details that can be manufactured in mass production.
  - Technical fit is a primary focus along with appropriate construction direction.

# Careers in Manufacturing and Design

## *Technical Designer*



- Must have an innate understanding of garment construction and an ability to execute perfect flat sketches.
- Ensure that garments can be mass-produced.
- Works with global partners to resolve issues related to any technical design issues

# Careers in Manufacturing and Design

## *Technical Designer*



- Job Qualifications
  - Education
    - A bachelor's degree in fashion design.
  - Experience
    - 3 – 4 years as an assistant technical designer and pattern maker
    - Knowledge of fit, patten making, construction, fabrics, and trims
  - Personal Characteristics
    - Good evaluative, communication, time-management, and problem-solving skills



# Careers in Manufacturing and Design

## *Pattern Maker*



- A Pattern Maker and Assistant Pattern Maker develops patterns for apparel products, using either draping or flat pattern methods.
- Patterns typically are made from sketches provided by a creative designer.
- After approval by the designer, the pattern maker develops detailed specification lists, or spec sheets, outlining detailed measurement and construction guidelines as well as fabric and trim information.

# Careers in Manufacturing and Design

## *Pattern Maker*



- Job Qualifications
  - Education
    - An associate's or bachelor's degree in fashion design or product development
  - Experience
    - 2 – 5 years as an assistant pattern maker
    - Effective skills in draping, flat pattern, and CAD
  - Personal Characteristics
    - Keen attention to detail and focus on accuracy
    - The ability to construct almost every type of garment

# Careers in Manufacturing and Design

## *Sourcing Manager*



- A Sourcing Manager is the individual responsible for sourcing production.
- Responsibilities include
  - Work with overseas or domestic producers
  - Discuss product specifications
  - Negotiate contracts
  - Put production and quality controls in place
  - Monitor production and delivery schedules

# Careers in Manufacturing and Design

## *Sourcing Manager*



- Job Qualifications
  - Education
    - A bachelor's degree in fashion merchandising, fashion design, product development, business, or a related field
  - Experience
    - Strong knowledge of sewing and product construction
    - General technical knowledge of fabric use and construction
    - 2 - 3 years as a buyer or wholesale merchandiser
  - Personal Characteristics
    - Flexibility, comprehensive vision of changes and potential problems, proactive, negotiate effectively, understanding of cultural differences

# Careers in Manufacturing and Design

## *Production Planner*



- A **Production Planner** is responsible for planning, anticipating all of the parts needed to make the final product.
  - Review forecasts of sales
  - Plan fabric production based on orders
  - Schedule and monitor work in progress
  - Work with manufacturers to determine the availability of goods
  - Collaborate with key departments to anticipate needs
  - Meet strict deadlines to keep shipments on time

# Careers in Manufacturing and Design

## *Production Planner*



- Job Qualifications
  - Education
    - A bachelor's degree in fashion merchandising, fashion design, business, marketing, or international marketing
  - Experience
    - Knowledge of manufacturing
    - Knowledge of offshore raw materials planning and purchasing
    - Experience in a large and varied manufacturing fashion company
  - Personal Characteristics
    - Communicate clearly; multilingual background is valuable

# Careers in Manufacturing and Design

*Piece Goods Buyer*  
*Trimmings Buyer*



- The Piece Goods Buyer, Findings/ Trimmings Buyer, Assistant Piece Goods Buyer, and Assistant Trimmings Buyer work for companies that use textiles and trimmings/ findings in the production of final products
  - Piece goods are fabrics
  - Findings are zippers, thread, linings, and interfacings
  - Trimmings are decorative components

# Careers in Manufacturing and Design

*Piece Goods Buyer*  
*Trimmings Buyer*



- Responsibilities include
  - Determining from which vendors goods will be purchased
  - Planning the amount of fabric, findings, and trimmings to purchase
  - Coordinating with production managers and warehouse managers
  - Working out financial arrangements for purchases
  - Quality control



# Careers in Manufacturing and Design

***Piece Goods Buyer  
Trimmings Buyer***



- Job Qualifications

- Education

- A bachelor's degree in fashion merchandising, fashion design, textiles, or a related field

- Experience

- Promoted from the position of assistant piece goods buyer or from textile design

- Personal Characteristics

- Excellent quantitative skills which are needed for calculating cost of goods, delivery expenses, and yardage amounts
    - Work effectively under pressure, have excellent follow-up and communication skills, and be a successful negotiator
    - High attention to detail

# Careers in Manufacturing and Design

## *Quality Control Manager*



- A **Quality Control Manager** is responsible for the final inspection of garments from the manufacturer.
  - Checks fabric, fit, and construction for quality and adherence to product specification guidelines
  - Responsible for training new and existing **Quality Control Employees** and for developing specific guidelines and standards for the company.

# Careers in Manufacturing and Design

## *Quality Control Manager*



- Job Qualifications
  - Education
    - At least a bachelor's degree in textiles or textile testing. A master's or Ph.D. degree is preferred.
  - Experience
    - 5 – 10 years in quality control
    - Solid understanding of garment construction, specifications, and spec sheets
  - Personal Characteristics
    - Excellent eye for detail and a commitment to high standards
    - Excellent communication and people skills.

# Careers in Sales



**Sales**



- WHO GAINS THE ATTENTION OF THE CUSTOMERS?
- **Who can determine customers' needs and desires?**
- *Who can sell a product, service, concept, or idea?*

**The people responsible for selling fashion products are *Manufacturers' Sales Reps, Company Sales Reps, Merchandise Coordinators, and Retail Sales Associates.***

# Careers in Sales



**Sales**



- A product can be the best in the world, however, if it is not effectively marketed and sold, it will not be manufactured for long.
- People working in sales have the enthusiasm, drive, and persuasive skills to sell.
  - They enjoy the thrill of the chase and the excitement of the closing
  - Are skilled at gaining the attention of customers and building a rapport with them.

# Careers in Sales

## Manufacturer's Sales Representative



- A Manufacturer's Sales Rep is a wholesale salesperson who often is independent and a business owner.
- Most often, the Sales Rep sells the product lines of multiple manufacturers, most often noncompeting lines, to retail buyers.
  - Travels to buying offices or sells lines at markets.
- The Sales Rep works within a given territory and employs **Showroom Sales Associates**
- Usually paid on commission.

# Careers in Sales

## Manufacturer's Sales Representative



- Job Qualifications
  - Education
    - A bachelor's degree in fashion merchandising, product development, business, marketing, or a related field
  - Experience
    - Sales, sales, and more sales!
    - Assistant to a sales rep / work in a showroom
  - Personal Characteristics
    - Self-discipline, self-motivation, good follow-through skills, perseverance, enthusiasm, organizational abilities, and the ability to handle rejection
    - Highly competitive, believe in what they sell
    - Establish trust and good relationships with customers

# Careers in Sales

## Company Sales Representative



- A **Company Sales Representative** is a sales rep and actual employee of one company.
- Responsible for selling the company's product to retail buyers.
  - Often have broader territories than manufacturer's reps.
- Tend to assist buyers with more selling aids than manufacturer's reps.
- Typically paid through base salary plus commission rather than just commission.



# Careers in Sales

## Company Sales Representative



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising, design, product development, business, or marketing
  - Experience
    - Again, sales, sales, sales! (in a showroom)
  - Personal Characteristics
    - Self-disciplined, internally motivated, and excited about their business
    - Exceptional organizational and communication skills
    - Capable of educating their customers, the retail buyers

# Careers in Sales

## Merchandise Coordinator



- A Merchandise Coordinator is employed by a manufacturer to work in retail stores
  - Hired to service a number of key accounts in a specific geographic area
  - Travel to the retail sites to work with the owners, buyers, managers, sales associates, and customers of the stores
  - Will write reorders, stock the sales floor, visually merchandise the sales floor, work on promotional events, and educate sales associates

# Careers in Sales

## Merchandise Coordinator



- Job Qualifications
  - Education
    - A bachelor's degree in fashion merchandising, business, sales, or marketing
  - Experience
    - Hands-on experience in retail or wholesale selling
  - Personal Characteristics
    - Strong selling and communication skills
    - Knowledge of the product line and marketing strategies
    - An understanding of sales, visual merchandising, and product construction.
    - Ability to work independently with little supervision and guidance.

# Careers in Sales

## Retail Sales Associate



- A **Retail Sales Associate** performs an essential function of all retail stores – selling!
- Sales positions are often viewed as a starting point to gaining valuable experience, but for some individuals who are people-oriented, a career in sales is challenging and rewarding.
- Everyone working in the industry benefits from some experience in sales at the store level.
- Customer service is the primary responsibility of every sales associate.

# Careers in Retail Merchandising

## Merchandisers



- ***Who decides which brands and styles of jeans will be sold at the boutique in your neighborhood?***
- Who decides the price the consumer will pay for a new jacket?
- *Who really, really understands customers and what they want?*

The people responsible for merchandising retail stores are the *General Merchandise Manager, Divisional Merchandise Manager, Buyer, Assistant Buyer, Planner, and Allocator.*

# Careers in Retail Merchandising

## Merchandisers



- Merchandising is all of the activities involved in the buying and selling of a retailers' products.
- The major responsibilities of the merchandisers are to locate and purchase products, with the preferences of the consumer in mind, and then sell those products at a profit.
- The job is all about planning, buying, selling, and then planning again.
- All jobs require numbers sense.....

# Careers in Retail Merchandising

## General Merchandise Manager



- A General Merchandise Manager (GMM) is the head of the entire merchandising division within a retail store and leads and manages the buyers within all divisions.
- The GMM sets the overall strategy and merchandise direction of the store.
  - Develop the buying and selling strategies that will maximize business performance and profitability
    - includes determining the product lines and merchandise categories to be sold

# Careers in Retail Merchandising

## General Merchandise Manager



- Ensure that pricing decisions, promotional strategies, and marketing activities support the financial objectives of the merchandising team.
- Ensure a focused continuity on the selling floor
- Work with the buyers to develop competitive merchandise assortments that appeal to customers at the right prices and at the right fashion level.
- Understand competitors' strengths, weaknesses and strategies
- Understand customers' demographics, wants, and needs



# Careers in Retail Merchandising

## General Merchandise Manager



- Job Qualifications
  - Education
    - A bachelor's degree in fashion merchandising, retailing, or business; a master's degree may be required
  - Experience
    - 10-20 years of buying office experience as well as experience throughout a retail organization
    - Divisional Merchandise Manager position
  - Personal Characteristics
    - Strong leadership, communication, and organizational skills
    - Flexibility, analytical problem solver
    - Effective negotiation skills

# Careers in Retail Merchandising

## Divisional Merchandise Manager



- A Divisional Merchandise Manager (DMM) leads and manages the buyers that buy for a related group of products within the merchandising division.
- Responsibilities include
  - Setting the overall strategy and merchandise direction for the division
  - Keeping profits up and losses to a minimum by maximizing sales

# Careers in Retail Merchandising

## Divisional Merchandise Manager



- Studying the industry by knowing the competition, trends, markets, and fashion directors
- Coordinating teamwork among all the group
- Delegating responsibilities to the buyers, assistant buyers, planners, and allocators
- Developing the buying staff
- Overseeing and collaborating with the buyers on future purchases, marketing and promotional efforts, merchandise expenditures, and inventory management

# Careers in Retail Merchandising

## Divisional Merchandise Manager



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising or retailing
  - Experience
    - 10 years of buying office experience as well as experience throughout a retail organization
  - Personal Characteristics
    - Strong leadership, communication, negotiation, and organizational skills
    - The ability to work well with all levels of management
    - Analytical thinker and effective problem solver

# Careers in Retail Merchandising

## Buyer



- A **Buyer** is responsible for all of the product purchases for a particular department of a company
  - Work within a budget
- Monitor fashion trends and determine which items their customers will buy *at a profit*
- Locate suppliers and negotiate prices, shipping, and discounts
- Use fashion sense, knowledge of trends, and understanding of target customers to create desirable merchandise assortments for the store

# Careers in Retail Merchandising

## Buyer



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising or retailing
  - Experience
    - Assistant buyer
    - 2-4 years retail sales experience
  - Personal Characteristics
    - Good analytical, mathematical, and computer skills particularly in budgeting, planning, and inventory mgmt
    - Good negotiation, communication, and organizational skills
    - Good understanding of the overall industry

# Careers in Retail Merchandising

## Assistant Buyer



- An **Assistant Buyer** works directly for the buyer of a department.
- Primarily work with the six-month merchandising plan, open-to-buy, and inventory
- Often work hands-on with the merchandise assortment, transferring items from one retail location to another as needed and returning goods to vendors
- Place special orders

# Careers in Retail Merchandising

## Assistant Buyer



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising or retailing
  - Experience
    - 2-4 years retail or sales experience
    - In some companies, completion of an executive training program
  - Personal Characteristics
    - Strong analytical, mathematical, computer, and organizational skills
    - Self-directed and motivated with attention to detail and the ability to work well under pressure



# Careers in Retail Merchandising

## Planner



- A **Planner** works in collaboration with a buyer to develop sales forecasts, inventory plans, and spending budgets for merchandising
- Goal is to minimize markdowns and achieve the retailer's sales and profit objectives
- Using past sales data and sales projections, planners construct merchandise assortments
  - Can include dollars, sizes, colors, styles, and prices
- Communicates with stores about merchandise performance and sales plans

# Careers in Retail Merchandising

## Planner



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising, retailing, accounting, or finance
  - Experience
    - 2 – 4 years of retail sales
  - Personal Characteristics
    - Detail oriented with strong analytical skills
    - Quick, accurate, and able to work with advanced spreadsheet applications
    - Effective interpersonal and communication skills

# Careers in Retail Merchandising

## Allocator



- An **Allocator** is responsible for planning and managing merchandise deliveries received from vendors, as ordered by buyers, to the retail locations.
- Responsibilities include
  - Arranging for transportation of merchandise to the retail outlet locations
  - Keeping items in stock in the stores and the warehouse
  - Analyze the needs of each individual store

# Careers in Retail Merchandising

Allocator



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising or retailing
  - Experience
    - 2 – 4 years of retail sales
  - Personal Characteristics
    - Good problem-solving and communication skills
    - Detail and deadline orientation
    - The ability to coordinate scheduling
    - Strong math skills

# Careers in Retail Management

## Retail Management



- **Who loves the retail store experience?**
- **Who craves the excitement of the hustle and bustle of holiday shopping?**
- *Who thrives in a retail environment?*

The people responsible for managing retail stores are *Retail Store Managers, Assistant Store Managers, and Area/Department Managers.*

# Careers in Retail Management

## Retail Store Manager



- A Retail Store Manager oversees all of the activities of a retail store's operation
  - Responsible for implementing the company's marketing and sales plans while ensuring the efficient operation of sales, operations, and administration within the store
  - Oversee sales promotions, placing merchandise on the sales floor, monitor sales and inventory levels, manage personnel, and generate profits
  - Set a tone for the store and share a vision of success and expectations about customer service, promotions, and store goals with all employees

# Careers in Retail Management

## Retail Store Manager



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising, retailing, business, or management
  - Experience
    - Retail sales and assistant management experience
    - Overall knowledge and additional experience in all aspects of retailing
  - Personal Characteristics
    - Good team leader who is self-motivated, adaptable, and communicates well
    - Enjoy a fast-moving, high-pressure environment

# Careers in Retail Management

## Assistant Store Manager



- **Assistant Store Managers** can have a variety of titles and responsibilities
  - Assistant Store Manager in a Specialty Store
    - Assists the store manager in all aspects of store operations
    - Provides leadership to the store in the areas of associate development, execution of merchandise sales areas, analysis of business operations, and expense management
  - HR Manager
    - Primary responsibility for recruitment, training, staffing, and payroll



# Careers in Retail Management

## Assistant Store Manager



- Operations Manager
  - Primarily responsible for receiving, freight processing, stock rooms, store maintenance, store systems, and cash office procedures
- Merchandising Manager
  - Primarily responsible for merchandising the sales floor and supervising sales associates.

# Careers in Retail Management

## Assistant Store Manager



- Job Qualifications
  - Education
    - A bachelor's degree in merchandising, retailing, business, management, or a related field
  - Experience
    - Retail sales and managerial experience
    - Management training program
  - Personal Characteristics
    - Effective interpersonal, organizational, and communication skills
    - Knowledge of accounting, personnel, and marketing
    - Detail oriented and flexible

# Careers in Retail Management

## Area/Department Manager



- An Area or Department Manager oversees a specific area or department within a store.
- Responsibilities include
  - Coordinating sales associates
  - Assisting with employee hires, scheduling weekly work hours, handling employee and customer complaints, and monitoring the performance of employees
  - Have regular meetings with store managers, assistant store managers, and employees
    - Discuss promotions, concerns, and opportunities
  - Maintain the sales by merchandising and recording price changes.

# Careers in Retail Management

## Area/Department Manager



- Job Qualifications
  - Education
    - A bachelor's or associate's degree in merchandising, retailing, business, or a related degree
  - Experience
    - Successful retail sales experience
  - Personal Characteristics
    - Detail oriented
    - Well organized
    - Effective problem solver with good interpersonal skills
    - Flexibility

# Careers in Sales Promotion

Sales  
Promotion



- **Who writes the press release?**
- **WHO DEVELOPS THE AD CAMPAIGNS?**
- **Who makes the store look fantastic?**
- **Who writes about the newest fashions?**

The people responsible for sales promotion are the *promotion director, advertising director, public relations director, special events coordinator, and visual merchandiser.*

# Careers in Sales Promotion



Sales  
Promotion



- The goal of promotion is to encourage the growth, exposure, and development of an image by advancing it to a higher position.
- Working in promotion involves an understanding of the costs and uses of various advertising vehicles, the significance of public relations, the value of sale promotions, the importance of selling, and the impact of sponsorships and partnerships on fashion events.

# Careers in Sales Promotion

## Promotion Director



- A **Promotion Director** guides the marketing activities of the retail store.
- Responsible for
  - Knowing which media types are most effective for different types of promotions
  - Institutional advertising
  - Promotional campaigns
  - Signage, displays, hangtags, labels, shopping bags, and fliers

# Careers in Sales Promotion

Promotion  
Director



- Job Qualifications
  - Education
    - A bachelor's degree in promotion, advertising, merchandising, or a similar field
  - Experience
    - Many years of industry experience
    - Experience in advertising and/or promotions
  - Personal Qualifications
    - Excellent understanding of fashion marketing, ability to communicate about fashion trends, an understanding of consumer behavior, strong communication and presentation skills, and a great networking ability



# Careers in Sales Promotion

## Advertising Director



- An **Advertising Director** of a retail company develops and implements the company's advertising strategy for the purpose of increasing sales
- Selects the venue, or media form, for the advertisements
- Work to position their company relative to the competition
- Work with support departments to develop a promotional campaign

# Careers in Sales Promotion

Advertising  
Director



- Job Qualifications
  - Education
    - A bachelor's degree in advertising, merchandising, communication, or similar field
  - Experience
    - Entry-level position in advertising
    - 3-5 years experience in promotion and retailing
  - Personal Qualifications
    - Excellent understanding of fashion trends, customers, and retail competition
    - The ability to sell
    - Persuasion and communication skills

# Careers in Sales Promotion

## Public Relations Director



- A Public Relations Director is responsible for
  - Finding cost-effective ways to promote the company they represent
  - Putting their company in a favorable spotlight
  - Persuading the media to feature press about the company; generating press coverage
  - Working with all types of media representatives
  - Finding themes or topics that the media will want to cover and tying those into the businesses of their clients

# Careers in Sales Promotion

## Public Relations Director



- Job Qualifications
  - Education
    - A bachelor's degree in marketing, public relations, advertising, business, or fashion merchandising
  - Experience
    - 8 – 10 years of PR experience
    - Excellent contacts within the industry and the media
  - Personal Qualifications
    - Exceptional writing and budget management skills
    - Confident team player
    - Exceptional “pitching” skills or the ability to sell one’s ideas in a persuasive and articulate manner

# Careers in Sales Promotion

## Special Events Coordinator



- A **Special Events Coordinator** increases the visibility of a company by coordinating fashion events that provide exposure.
- Events include trunk shows, fashion shows, bridal shows, parties, educational events, and book signings
- Responsibilities range from securing a site to soliciting sponsors, to developing commentary, to taking care of printing needs.

# Careers in Sales Promotion

## Special Events Coordinator



- Job Qualifications
  - Education
    - A bachelor's degree in fashion merchandising, fashion design, promotion, or events planning
  - Experience
    - Work as an assistant to a or special events coordinator
    - Large and useful network of contacts
  - Personal Qualifications
    - Enthusiastic and creative personality
    - The ability to sell ideas and visions
    - Extremely strong organizational, communication, and time-management skills

# Careers in Sales Promotion

## Visual Merchandiser



- A **Visual Merchandiser** designs, develops, procures, and installs merchandise displays that enhance the ambiance of the environment in which the displays are shown.
- Aim to create an image that reflects the company and sells the company's product lines.
- Responsible for window installations, in-store displays, signage, fixtures, mannequins, and décor that gives a retail store an aesthetic appeal.

# Careers in Sales Promotion

## Visual Merchandiser



- Job Qualifications
  - Education
    - A two- or four-year college degree in fashion merchandising, fashion design, interior design, fine arts, or visual merchandising.
  - Experience
    - Member of a visual merchandising crew
    - Portfolio of work
  - Personal Qualifications
    - Artistic and sketching abilities; eye for color, line, balance, and proportion; strong sense of fashion
    - Able to execute concepts and work under pressure