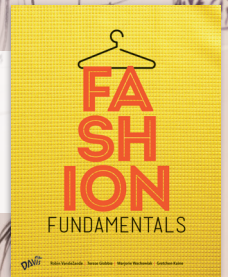


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Fashion Fundamentals, at
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CAREERS

in Fashion

The fashion industry offers multitudes of career destinations and employment options for people who love fashion and want to pursue a career in this dynamic industry. Fashion does not sit still for long, and the fashion business continues to evolve. For that reason, it is important to stay on top of current industry trends, in particular the technological advancements impacting new opportunities. Technology is influencing and changing the fashion industry and the world so rapidly that there are many jobs today that did not exist 10 or 15 years ago.

There are many more jobs that involve fashion than the ones that immediately come to mind, such as a buyer or a designer. Fashion designers are often thought of as being rich, famous, and in the celebrity limelight. The buyer is considered to be the key role in a retail organization, making the ultimate product

decisions and traveling the world. Although this is true for a few, there are thousands of employees in this massive business working in supporting roles. The real opportunities exist in these supporting roles.

The fashion industry can be split in many different ways, and the boundaries are continuing to blur between the different types of jobs and the industries. It is quite common for careers to cross over from industry and role, so it is not always easy to categorize the many sectors and job descriptions that support the fashion industry. Job titles and descriptions may fall under more than one category, and success in the fashion business involves working collaboratively. Throughout the span of a career in fashion, crossover in segments is common. Review the chart on the next pages for a list of fashion industry careers and which jobs work together.



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Fashion Industry Careers

Career	Industry	Role	Works with...
<i>Trend forecaster</i>	Brands, retail, wholesale, textiles	Monitors the fashion landscape and identifies trends and interprets them for the future	Design team, product development, merchandising, marketing
<i>Designer</i>	Brands, retail, wholesale, textiles	A creative engaged in the development of ideas for a line	Design team, product development, sourcing, merchandising, marketing
<i>Merchant</i>	Brands, retail, wholesale, textiles	Responsible for the development of a balanced, profitable product line	Design team, product development, merchandising, sourcing
<i>Technical designer</i>	Brands, retail, wholesale, textiles	Uses measurements, patterns, and fit models to develop patterns to produce products	Design team, product development, sourcing, merchandising, pattern-makers, sourcing
<i>Pattern-maker</i>	Brands, retail, wholesale	Translates the product idea into a flat pattern	Technical designers, sourcing
<i>Fabric specialist</i>	Brands, retail, wholesale, textiles	Expert on fabrics, works with designers to create or modify fabrics to meet the requirements of a product	Design team, product development, merchandising, sourcing
<i>Computer-aided designer</i>	Brands, retail, wholesale	Creates two-dimensional drawings to communicate details of products	Design team, product development, merchandising
<i>Product manager</i>	Brands, retail, wholesale, textiles	Oversees the purchasing and manufacturing of products in the pipeline, while meeting the goals of the timeline	Design team, product development, merchandising, sourcing
<i>Graphic designer</i>	Brands, retail, wholesale, textiles	Creates ideas to convey a message through the use of software programs	Design team, product development, merchandising
<i>Colorist</i>	Brands, retail, wholesale, textiles	Works with the color palette of a product line	Design team, product development, merchandising, sourcing
<i>Quality manager</i>	Brands, retail, wholesale, textiles	Responsible for managing the established quality standards of products	Design team, product development, merchandising, sourcing
<i>Buyer</i>	Brands, retail, wholesale, textiles	Responsible for all purchases, inventory, and profit performance for a category within a retail store	Product development, merchandising, planning, allocation, marketing

Fashion Industry Careers

Career	Industry	Role	Works with...
Sales representative	Brands, retail, wholesale, textiles	Responsible for working with retailers and customers	Design team, product development, merchandising, marketing
Marketing	Brands, retail, wholesale, textiles, media	Manages the business side of creating awareness to sell a product	Merchandising, planning
Data analyst	Brands, retail, wholesale, media	Manages and analyzes data to better understand customer needs	Merchandising, planning, marketing
Store planning	Retail	Works with merchants to build profit plans for a period of time	Merchandising, allocation
Store allocation specialist	Retail	Works within a large company making sure the right products are in the right stores in the right quantities	Merchandising, planning
Store manager	Retail	Responsible for managing people and stock, while maximizing sales and controlling costs	Merchandising, planning, allocation, marketing
Retail salesperson	Retail	Works in a store and has one-on-one contact with customers	Merchandising, store managers, customers
Visual merchandiser	Retail	Responsible for the look of a store, creating a mood to showcase the products within a store	Merchandising, planning, allocation, marketing
Stylist	Brands, retail, wholesale, textiles, media	Works with clients to select products for promotions	Merchandising, planning, marketing, photographers
Journalist/Writer	Brands, retail, wholesale, textiles, media	Responsible for writing copy or articles relating to aspects of fashion	Marketing
Illustrator	Brands, retail, wholesale, marketing, textiles, media	Illustrates fashion products either digitally or manually	Design team, marketing
Photographer	Brands, retail, wholesale, marketing, textiles, media	Photographs fashion products	Design team, stylists, models, marketing

Fashion Industry Careers

Career	Industry	Role	Works with...
<i>Public relations</i>	Brands, retail, wholesale, marketing, textiles, media	Develops cost-effective ways to increase awareness and promote products	Design team, merchandising, planning, marketing
<i>Event planner</i>	Brands, retail, wholesale, marketing, textiles, media	Responsible for organizing and executing the details for internal and external events	Design team, merchandising, planning, marketing
<i>Fashion show production</i>	Brands, retail, wholesale, marketing, textiles, media	Responsible for the front and back house execution of fashion shows	Design team, merchandising, planning, marketing
<i>Entrepreneur</i>	Innovation of new brands, retail, wholesale, textiles, media	A business owner who is financially responsible for the profit and growth of a new business	Varies by innovation of new ideas
<i>Boutique owner</i>	Entrepreneur	Manages and oversees the branding, merchandising, and sales of a retail establishment	Wholesalers, customers, marketing
<i>Costume designer</i>	Television and theater	Collaborates with film and theater to create the mood or time frame of a project through the garments worn	Television and theater production teams
<i>Model</i>	Brands, retail, wholesale, marketing, textiles, media	Wears clothes to show a particular type of fashion	Design team, merchandising, marketing, photographers, stylists, fashion show production
<i>Personal stylist</i>	Retail	Works with individual clients to bring out their best looks	Customers, public relations
<i>Fashion librarian</i>	Universities and communities	Functions as a librarian with a focus on fashion-related topics	The public
<i>Museum curator</i>	Universities and communities	Works with acquisition, storage, and exhibition of collections featured in a museum	The public

Granger, M. (2015). *The Fashion Industry and Its Careers: An Introduction* (3rd ed.). New York: Bloomsbury.



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