

# Fashion Merchandising



Career Pathways

## School of Design

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### Overview:

Fashion Merchandising focuses on the business and marketing aspects of merchandising, particularly how the production, distribution, and promotion of goods and services in fashion and retail are developed and delivered to the consumers. The program also addresses the international emphasis of the industry and its global framework of manufacturing, distribution, and retail.

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### Acquired Skills MOST Valued by Employers:

- Analyze, Develop, Construct, and Execute Effective Marketing Strategies
- Identify and Interpret Style and Retail Trends
- Interpret, Assess, and Respond to Factors That Influence Consumer Fashion/Retail Demand
- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency

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### Common Pathways:

- Buyer
- Account Executive
- Store Manager
- Merchandise Coordinator
- Showroom Manager
- Merchandise Planner/Allocator

*Please note that some of these pathways require an advanced post bachelor's degree*

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### Common Industries:

- Retail stores
- Garment manufacturing
- Wholesalers
- Entrepreneurship

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### Sample of Employers of Stevenson University Students:

- Anthropologie
- Coach
- J Shoes
- Macy's
- Nike
- Nordstrom
- Target
- The Children's Place
- Under Armour
- White House Black Market

### Internship Sites for Stevenson Students:

- A Style Studio
- Aldo Shoes
- Amanda Ritchey Bridal and Beauty
- Brightside Boutique
- Brown Eyed Girl Boutique
- Content. Clothing, LLC
- Divine Divas Resale Boutique
- French Connection USA
- Fresh Boutique
- Galette Children's Apparel
- Glam
- Glitter Groupe Media Inc/ Kouturekiss
- House Of Ruth Maryland
- Merritt Eldersburg
- Nordstrom
- Ruth's Closet
- Sedona East
- Stila Cosmetics
- V. Fashion

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### An Employer's Perspective:

Employment of those working in clothing, accessories, and general merchandise stores is expected to grow at an average rate of 17 percent between 2010-2020 decade. Those with formal education, such as a Bachelor of Science in Fashion Merchandising, will have the best opportunities for advancement. Job opportunities should be best in urban areas New York City and Los Angeles.

### Salaries:

Salaries are dependent upon the industry, level of position, and geographical region. A few good resources for researching salaries of specific jobs within various industries are [www.salary.com](http://www.salary.com) and [www.payscale.com](http://www.payscale.com).

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