

Studying Fashion Merchandising

Fashion design is not only about producing fashion products to the consumers. Fashion design relates to the markets demand and also how to effectively sell the fashion products to the consumers. People who are interested in the fashion industry should know the above aspects of fashion. Thus, they need to study fashion merchandising.

The fashion merchandising major is mostly found in departments of home economics or departments of textiles and clothing. In the fashion merchandising program, the students learn to sell the fashion products. During the first or second year of the study, they take courses like fashion design analysis and textiles in which they are introduced to the terms needed in communicating with other people in the fashion industry. In more advanced level, they learn to organize and operate a clothing retail business. In this stage, they plan, promote, and manage merchandise inventories as well as calculating retail figures for a profitable business. Most fashion merchandising major prepare the students for managerial positions in fashion retailing and manufacturing. Furthermore, the fashion merchandising students have many career opportunities in department stores, specialty stores, and catalogs. Some example of the jobs for the graduates of fashion merchandising major are merchandiser for store store manager, personnel manager, operations manager, fashion design coordinator, and many more.