

What Can I Do With a Major in Fashion Merchandising?

Possible Career Options

(some career options could require advanced study)

Apparel Product Engineer
 Assistant Buyer
 Boutique Owner
 Buyer
 Department Manager
 Events Organizer
 Executive Trainee
 Fashion Consultant
 Management Trainee
 Manager
 Market Researcher
 Marketing Assistant
 Merchandising Analyst
 Merchandising Researcher
 Visual Merchandiser

Transferable Skills

Forecasts and promotes new styles of dress for consumers

Understands fashion and directional trends in consumer apparel preferences

Problem Solving Skills

Operates within a given budget

Selects apparel that fits specific cost, comfort, function, and fashion criteria

Enjoys the challenge of creating solutions to practical problems

Coordinates work with others

Research Skills

Studies current fashion trends and forecasts consumer buying based on these trends

Communication Skills

Promotes merchandise through various means of advertisement

Negotiates business transactions with manufacturers and wholesalers

Communicates clearly with others

Gives special attention to details

Writing Skills

Maintains organized, detailed records

Constructs business letters and reports

Employment Sites

Past interns and graduates have worked at:

Abercrombie & Fitch
Alexandria & Alexandria Company
Ann Taylor
Atrium Design
Avionics Engineering Center Company
Bath and Body Works
Black & Decker Inc.
Block Bros. Bed & Bath Company
Bridal by the Yard Company
Buehler's Food Markets
Calvin Klein Jeans
Dillard's Department Store
Dots Store Company
Dynamark Security Company
Express
Gilbert Furniture Company
Guess
Hollister
J.C. Penney
Kaufmann's
Kmart Department Store
Lane Bryant
Lazarus
Le Ann Originals
Lerner's New York
Mary Kay Cosmetics Company
Murphy's Party Barn Company
Nike Inc.
Paul Harris Clothing
Petty's Hallmark
Physicians Weight Loss Center
Realty One
Rodier of Paris
Sears
South Dakota State University
The CJ Dannemiller Company
The Jones Store
The Limited, Inc.
West Geauga High School
Woodhouse-Lynch Company
Xerox Corporation
Zaremba Management Company
5-10-15-20 Store

Experiential Education

Developing visual merchandise displays at mall

Meeting with mall retailers and marketing available floor space

Providing sales assistance on selling floors

Assisting buyer with selecting seasonal line of clothes

Coordinating local fashion shows

Working with wedding consultants

Additional Resources

Careers Serving Families and Consumers, (1996), Prentice Hall: Upper Saddle River, NJ.

Careers for Fashion Plates and Other Trend Setters, (1996), VGM Career Horizons: Chicago, IL.

Johnson, Maurice, J., & Moore, Evelyn, C., (1998), *So You Want to Work in the Fashion Business*, Prentice Hall: Upper Saddle River, NJ.

Occupational Outlook Handbook, (2002-03), US Department of Labor.