

CAREERS



FASHION



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From designing to buying, the fashion industry is full of career opportunities. Learn about the various avenues of the industry and discover your future in fashion with this exciting guide!

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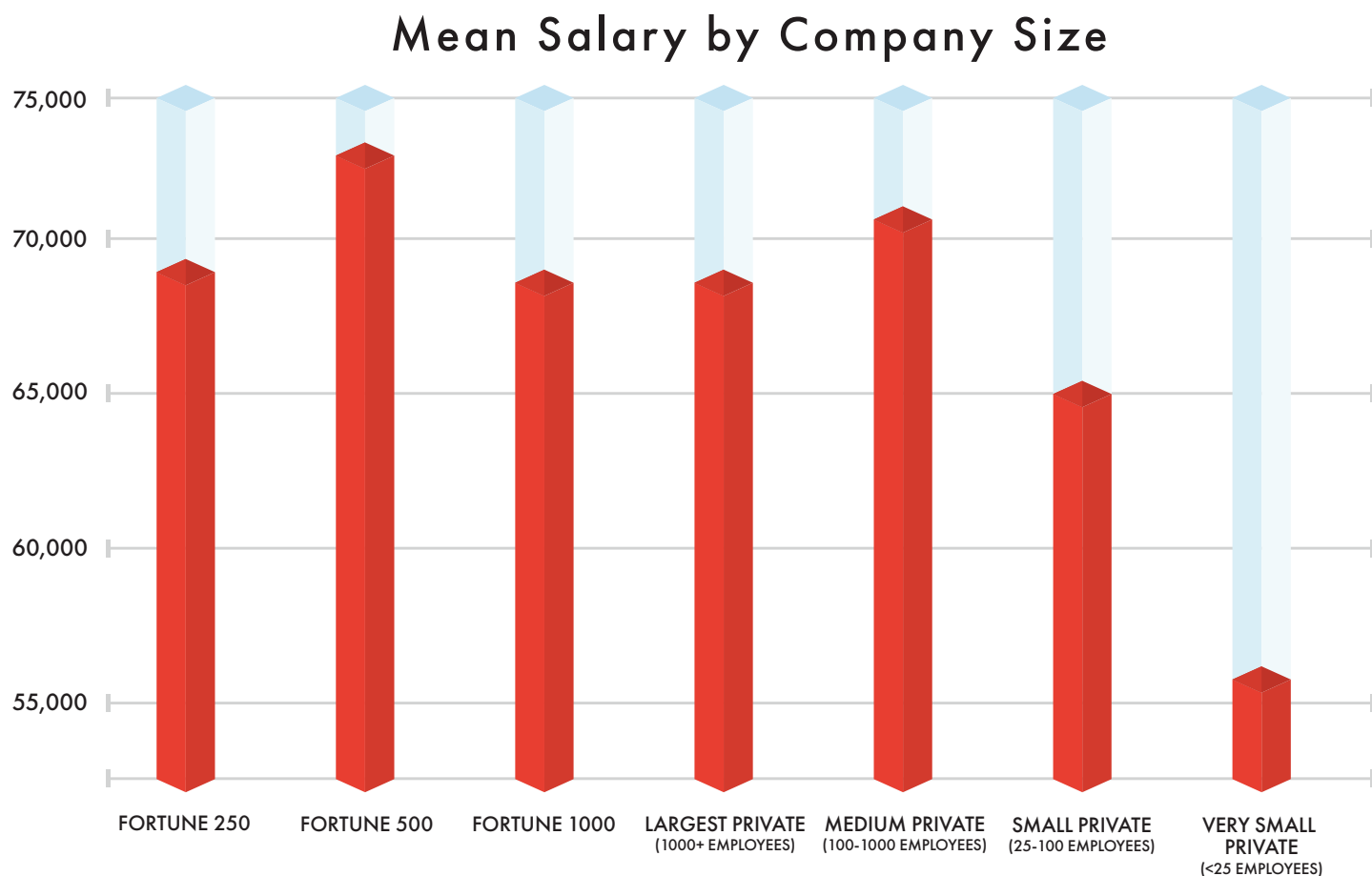
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There are both advantages and disadvantages when it comes to working for a large or a small company. While large companies are able to offer higher average salaries, small and midsize companies can offer more value in terms of career advancement, learning opportunities and negotiable compensation packages.

CAREERS IN DESIGN AND DEVELOPMENT

Creative Director

Creative Directors are the creative leads that develop fashion design concepts. They manage creative teams of fashion designers, artists, writers, graphic designers and other roles. Creative Directors initiate strategic visions that set the tone of the brand, both aesthetically and through messaging, and establish the seasonal concepts for each collection.

Fashion Designer

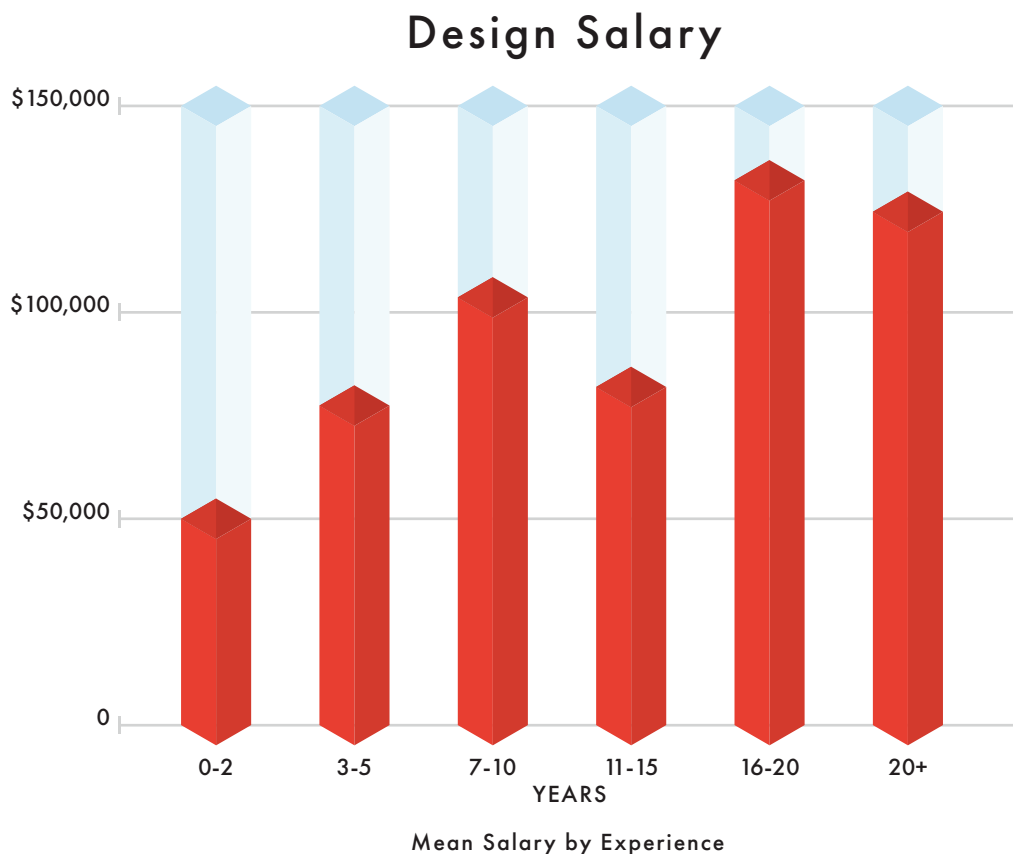
Fashion Designers identify trends and build out seasonal collections, which includes sketching out the designs; silhouette development; and selecting the fabrics, trims, patterns and colors. They oversee the development and production process to ensure their designs remain true to the vision.

Accessory Designer

Accessory Designers specialize in designing handbags, backpacks, hats, belts, scarves, eyewear, jewelry, watches and other fashion accessories. They research trends, create concepts, select materials and create color palettes. Similar to Fashion Designers, they oversee the development and production of their designs.

Footwear Designer

Footwear Designers specialize in designing shoes for a variety of customers. They possess expert knowledge of the anatomy of a foot, they have a creative eye, and they're very detail oriented. They research their consumers and consider the aesthetic style and function of their shoe designs.





Trend Forecaster

Trend Forecasters scan the globe for current and emerging trends as they relate to high fashion, street styles, pop culture, art, music and external areas of influence. They track the pace and movement of fashion trends, and make predictions based on their research and analysis.

Fashion Illustrator

Fashion Illustrators utilize different drawing and illustrating techniques to convey fashion designs through visual art. They often use a combination of hand drawings in a variety of mediums and computer programs to express fabric styles and design concepts.

Textile Designer

Textile Designers create original artwork for fabric prints and develop patterns for knitted, printed and woven textiles. They develop seasonal designs and have a good eye for prints, details and colors. Textile Designers have to know textiles inside and out, as they need to consider what textile is used when developing patterns.

Graphic Designer, Fashion

Graphic Designers work with computer programs and other artistic mediums to create visual concepts. They create the graphics and prints Fashion Designers use for apparel and accessories. Graphic Designers can also be responsible for designing the logos, marketing materials and product packaging that define a brand's identity.

CAREERS IN PRODUCT DEVELOPMENT AND PRODUCTION

Fashion Colorist

Fashion Colorists mix and create colors for clothing and textiles. They pay attention to color trends and are the experts on color theory, including shades, hues and tones. Fashion Colorists work with color libraries to develop color palettes for Fashion Designers and manufacturers. They're responsible for managing the lab dips for both fabric and trims.

Technical Designer

Technical Designers in the fashion industry are the garment engineers who take care of all the details that turn the ideas into actual products and clothing items. They manage fittings and act as a liaison between the fashion designer and production. Technical Designers take the conceptual designs and figure out how to accurately construct them into garments. They develop spec sheets and tech packs showing all of the details with stitching and measurements. This helps ensure that the product will be made accurately, efficiently and without flaws.

Product Developer

Product Developers coordinate and lead all stages of the product design and development process. They manage the pre-production calendar, chasing down approvals from technical design, development and manufacturers. Product Developers work with tech packs, determine the costing and sourcing of materials, and serve as a liaison with factories for the approval process to ensure production is on track for hitting key milestones.



Production Manager

Production Managers oversee factories and production schedules, including cost-tracking and quality assurance. They work closely with Design, Product Development and Merchandising to achieve margin goals. Production Managers drive the product through all the stages of pre-production and production. From coordinating production teams to ensuring the safety of workers, they work to create efficient processes and maintain company standards.

Fabric Specialist

Fabric Specialists are responsible for sourcing and selecting fabrics that are suitable for the design. They collaborate with Fashion Designers to understand the vision of a style and with Product Developers to ensure the cost of the fabrics are in line with the pricing expectations. Fabric Specialists work directly with textile mills to acquire fabric samples, determine costing and implement quality assurance.

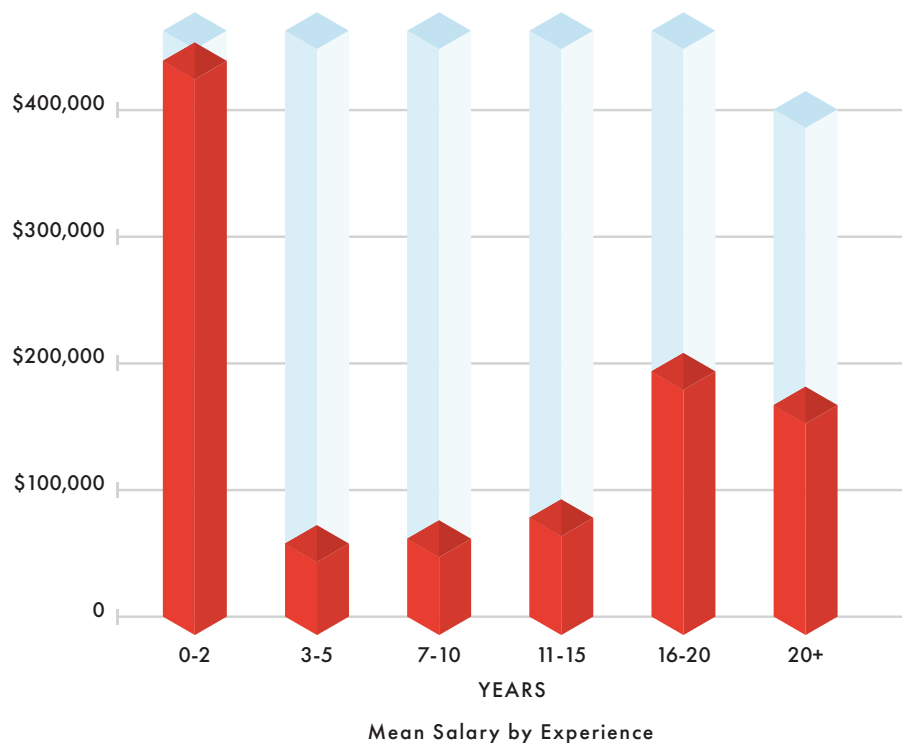
Pattern Maker

Pattern Makers will use a fashion designer's sketch of a style and technical package to draft a pattern that will be used to cut and sew a piece of clothing. They can create patterns by free-hand or by computer-aided drafting software.

Sample Sewer

Sample Sewers sew the initial designs for first samples or prototypes of garments to ensure that any issues with the fit are improved and adjusted before the pattern goes into production. This helps perfect the pattern itself, before it is mass-produced.

Product Development/Supply Chain Salary



CAREERS IN WHOLESALE AND RETAIL



Retail Buyer

Retail Buyers are responsible for selecting merchandise that will be sold at retail stores. They stay current with trends, attend fashion shows, trade shows, visit various showrooms and are presented with seasonal lines. They are responsible for hitting sales goals; planning and purchasing large quantities of fashion goods; and keeping track of inventory, expenditures and deliveries.

Apparel Merchandiser

Apparel Merchandisers work with designers to ensure that their customers can afford the clothing they designed, while still making a profit. They ensure the designers' creations remain true to the customer's wants and needs, which is why they have final say on cost and what pieces move forward in the collection. They are knowledgeable within the sectors of fashion trends and business management. Apparel Merchandisers are involved in the assortment, production and distribution of the final products to the end consumer.

Merchandise Planner

Merchandise Planners are professionals involved in merchandise planning to ensure the customers receive the right products at the right time, with the right price and quantity at retail. They project and analyze sales, inventory, gross margins and merchandise strategies. Often part of the corporate planning office, Merchandise Planners act as a liaison with the buying office of their company.

Visual Merchandiser

Visual Merchandisers are responsible for creating appealing retail window displays, seasonal floor sets and in-store visuals that will attract and entice customers to shop. They use their creativity, design skills and knowledge of eye-catching fashion to create displays that will capture a potential customer's attention and increase sales by increasing the store's foot traffic.

Personal Stylist

Personal Stylists specialize in advising individuals on styles, fashion trends and head-to-toe personal looks. They work one-on-one with elite clients or in groups to help their clients select appropriate clothing and accessories for distinct looks and specific occasions. They take into consideration their client's lifestyle, body type, activities and desired image. Personal Stylists can even help their clients accentuate parts of their body they'd like to accentuate or cover up areas the client would like to hide.

Personal Shopper

Personal Shoppers work with customers to provide customized fashion advice and purchasing guidance. They specialize in knowing the latest trends, styling individuals and providing excellent customer service.

Retail Sales

Retail Sales Employees have a strong knowledge of the merchandise and assist customers with their purchases. They work directly in the stores and require customer service skills.

Retail/Sales/E-Commerce Salary



CAREERS IN MARKETING AND EDITORIAL

Art Director

Art Directors are responsible for leading the visual style of a publication, advertising campaign or brand material. They oversee the work of Photographers, Graphic Designers and other artists to determine the overall style and aesthetic of a project.

Graphic Designer, Digital and Print

Graphic Designers work with computer programs and other artistic mediums to create visual concepts that captivate and inform consumers. For digital and print work, they design the overall layout and graphics for websites, emails, advertisements and magazines. To work in the fashion industry, it's necessary for Graphic Designers to keep up to date with digital, print and fashion trends.

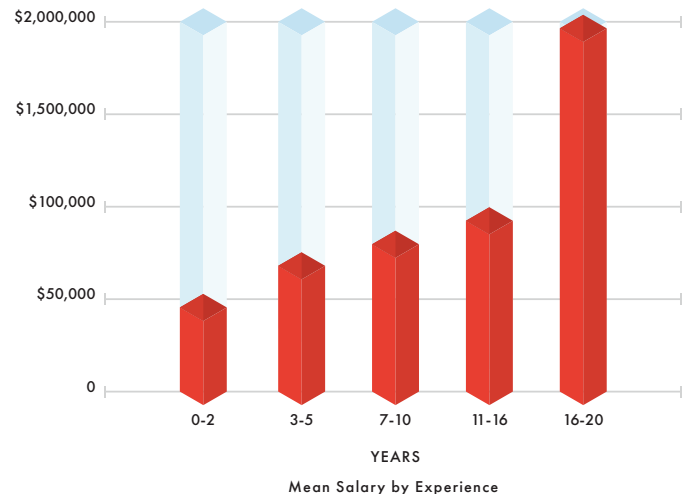
Marketing Manager

Marketing Managers specialize in advertising brands and fashion products to their potential customers. They identify their target consumers, create promotions, and coordinate sales and marketing strategies that attract customers to their products. They oversee social media platforms, ad campaigns and marketing activities to deliver a consistent, cohesive and positive message about their company's brand.

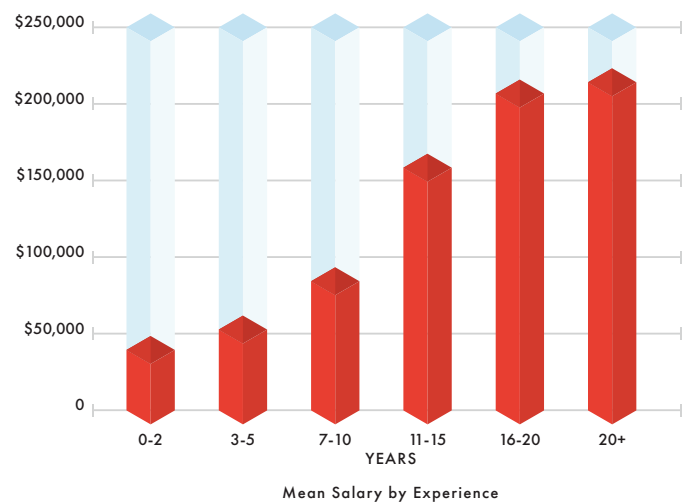
Market Research Analysts

Market Research Analysts have great critical thinking skills and are savvy to consumer buying trends. They study consumer spending habits and gather data to analyze the market conditions. Market Research Analysts advise effective marketing strategies based on the economy, helping the company find ways to hit sales goals and succeed.

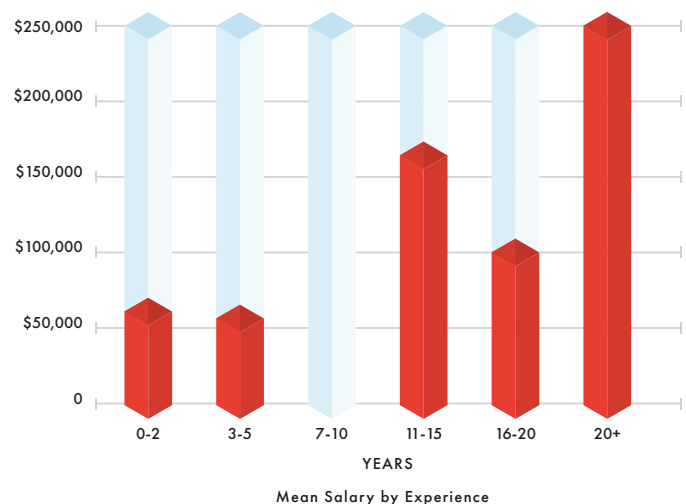
Marketing/Social Media Salary



Graphic/Photography Salary



Advertising Salary



Editor

Editors are responsible for the overall style of a fashion magazine, catalog or e-commerce content. They have a knowledgeable background in English, journalism and communications. They oversee the creation, planning and development of content for fashion magazines, websites, newspapers or television programs.

Fashion Journalist

Fashion Journalists cover fashion on a broad scope. They report on the latest trends and other fashion-related topics for magazines, newspapers, websites and other social media platforms. Their articles can consist of visual images, fashion advice, opinion-based or informational entries. Their reporting can include style trends, street scenes, clothing, shoes, accessories, beauty tips and anything fashion related.

Fashion Photographer

Fashion Photographers have a creative way of capturing a desired fashion look through a camera lens. They use a variety of special lighting and effects to artistically create amazing visual images, displaying clothing and other fashion accessories. They make colors pop, and they know how to accentuate the product in the photograph.

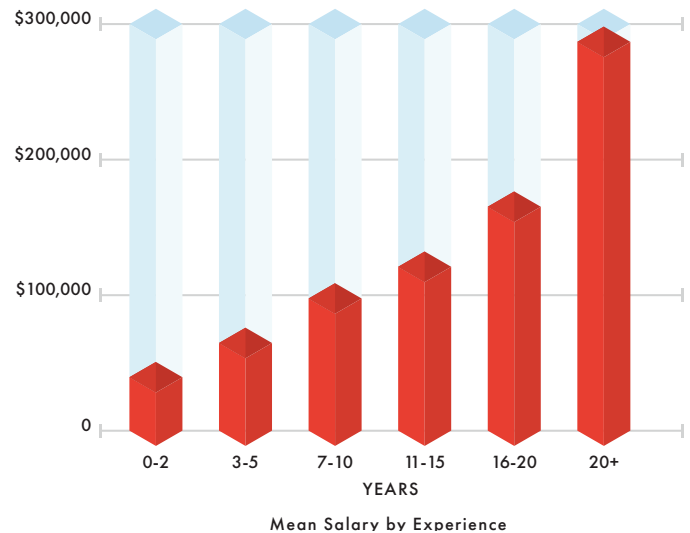
Fashion Stylist

Fashion Stylists coordinate outfits for models in photo shoots and work with creative teams to help achieve the overall style of a project. They can be responsible for creating entire head-to-toe outfits, incorporating shoes and accessories to complete the look, or for styling a single fashion item to stand out in a photograph.

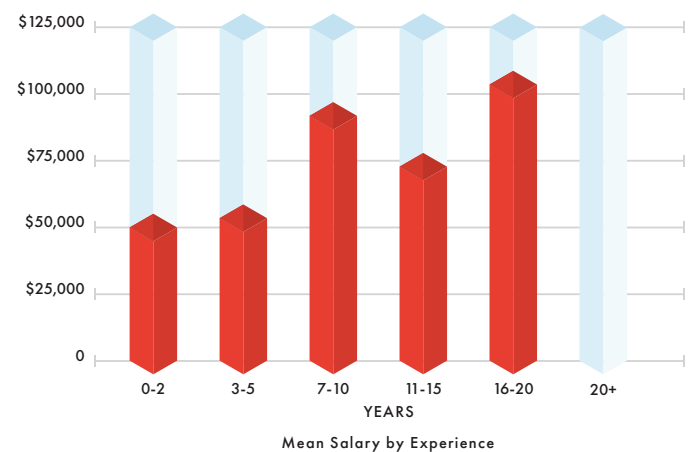
Publicist

Publicists are responsible for managing their client's publicity and public image by generating press and media coverage, setting up public events and promoting their client's work. They can represent individuals, brands and entire companies.

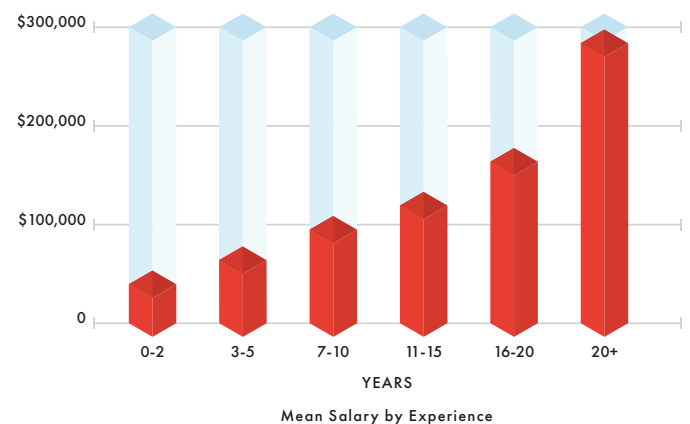
Editorial Salary



Digital Editorial Salary



Publicity Salary



CAREERS IN MODELING

Fit Model

Fit Models are employed to try on garments. With Fit Models, designers are able to check the fit, drape, and visual appearance of a design on an individual. They are required to keep their body measurements without any fluctuation for as long as they are employed by a company.

Fashion Model

Fashion Models are used in advertising and runway shows to model outfits from a designer, fashion house or retail company. They pose for editorial photo shoots in a studio or set location and walk the runway or catwalk during fashion shows.



From entry-level jobs to senior-level positions, there is a wide range of average salaries for careers in the fashion industry. Salaries are affected by company size, location, personal experience and other factors. While certain fields are more lucrative than others, you'll often find that large public companies have higher salaries than small private companies and the cost of living in an area can greatly impact average pay. Salaries for entry-level positions start low and then quickly increase with years of experience.



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