

# TEXTILES & APPAREL CAREER BOOKLET

THE UNIVERSITY OF TEXAS AT AUSTIN



The University of Texas at Austin

Division of Textiles and Apparel

*College of Natural Sciences | School of Human Ecology*

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CAREERS IN

# DESIGNING APPAREL & ACCESSORIES

ASSISTANT FASHION DESIGNER, TECHNICAL  
DESIGNER, PATTERNMAKER, PATTERN GRADER,  
MARKER MAKER, SPREADER AND CUTTER,  
SPECIFICATION TECHNICIAN



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# ASSISTANT FASHION DESIGNER

## JOB DESCRIPTION

Support designers by helping them create new materials, styles, colors, and patterns for fashion brands and labels.

## RESPONSIBILITIES

Design assistants usually specialize in a particular line, like woven garments. The design assistant uses product knowledge like apparel and accessory construction, patternmaking, and computer-aided design skills to create prototypes. The assistant designer may also be responsible for managing part of the design process, for example, making sure certain products arrive on time. The assistant designer may also take part in seasonal market research to help the design team develop a new product range and forecast trends.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Organizational skills
- Verbal communication skills
- High level of attention to detail and accuracy
- Ability to follow instructions
- Able to anticipate work that needs to be done
- Work well with a team
- Strong aesthetic sense

### EXPERIENCE

A bachelor's degree in fashion design and/or product development is commonly required. The assistant designer should have computer skills and design-related software, such as Adobe Illustrator, Excel, and Photoshop. They should also have a wide range of skills in CAD. They should have a background in fit, fabric development, finishes, and construction details.

## CAREER CHALLENGES

Assistant designers must be able to work in a high-pressure environment with an assortment of personalities - with the common goal of meeting tight deadlines. Those entering this occupation must be willing to work as part of a team. Designer assistants are expected to handle criticism. Constant interfacing with suppliers, manufacturers, and co-workers throughout the world requires excellent communication skills and patience. They must be able to stay on top of consumer and fashion trends, competition, and how their lines are performing at retail.

# TECHNICAL DESIGNER

## JOB DESCRIPTION

Technical designers create drawings, measurements, patterns, and models to develop the "blueprints", or technical plans, needed for the manufacturing of products. Essentially, technical designers are the architects of fashion products.

## RESPONSIBILITIES

The technical designer is the liaison between the designer and the factory and is responsible for working closely with the designers to communicate their specific product across requests to the factories. The apparel technical designer's focus is more on the fit, construction, and quality of the garment, more than the actual design of it. They are responsible for creating prototypes, or samples, and patterns, and they will work with the manufacturers and suppliers during the production stages.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Understanding of numbers, business needs, and use of technology
- Eye for detail
- Strong interpersonal skills
- Ability to work on a cross-disciplinary team

### EXPERIENCE

A bachelor's degree in fashion design and/or product development is commonly required. Patternmaking and CAD experience are expected. Most technical designers are hired from the position of a specification technician. A strong portfolio of a job candidate's best work is the ideal way to showcase their creativity. Computer skills in common programs, like Microsoft Excel, and programs specific skills like Adobe Photoshop, Illustrator, Kaledo are useful.

## CAREER CHALLENGES

Tasked with the responsibility of upholding the creative integrity of the fashion, while ensuring excellent fit and production efficiencies, this role requires exceptional communication skills, as well as diplomacy, organization, and time management. The fashion industry, and its related technology is constantly evolving, so the technical designer must be highly adaptable to these changes. Extensive travel, both domestic and international is sometimes required to meet with manufacturers, designers, and other vendors.

# PATTERNMAKER

## JOB DESCRIPTION

Patternmakers are responsible for translating the design concept into a pattern for the actual garment.

## RESPONSIBILITIES

Patternmakers develop the first pattern, which is used to cut and sew the prototype, or the first simple garment. Patternmakers may use three different techniques to develop the first pattern: draping, flat pattern, or computer-aided pattern making. Whether draped, created by flat pattern, or developed on a computer, the first pattern must accurately reflect the style, proportion, and fit the designer had in mind when conceiving the product.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Understanding of mathematical calculations as they pertain to sizing and fit
- Keen eyes for proportion and line
- Ability to achieve perfect fits
- Exceptional organization and communication skills
- Ability to collaborate well

### EXPERIENCE

A bachelor's degree in fashion design, product development, or apparel manufacturing is commonly required. Preparation for the career of patternmaker includes knowledge of flat pattern making, computer-aided design, and depending on the manufacturer, draping. Many patternmakers begin their careers as assistant patternmakers or pattern graders.

## CAREER CHALLENGES

As the initial translator of the designer's concept into a sellable product, the pattern maker is a part technician, part scientist, and part artist. It is up to the patternmaker to know exactly how to achieve the designer's artistic nuances of pattern, shape, and cut. The patternmaker must be able to factor in elements such as fiber, stretch, weight, bulkiness, pile, or surface design and how much these various elements affect the pattern design. Figure type and age of the target consumer are rapidly becoming important aspects of fit.

# ADDITIONAL CAREERS IN DESIGNING APPAREL & ACCESSORIES

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## **PATTERN GRADER**

Pattern graders develop the full pattern range of sizes offered by the manufacturer while working with the master pattern to adjust and perfect the sample pattern.

## **MARKER MAKER**

A marker maker manipulates and traces the pattern pieces, by hand or by computer, into the tightest possible layout, well keeping the integrity of the design in mind.

## **SPREADER AND CUTTER**

After the marker is developed, it is ready to be placed on the fabric as preparation for cutting the pattern pieces. A spreader lays out the selected fabric for coming. A cutter uses a cutting machine to cut precisely around the pattern pieces through layers of fabric, often several inches in thickness.

## **SPECIFICATION TECHNICIAN**

The typical duties of a specification technician, or spec tech, or to attend the fittings of the sample garments, take measurements, and compile these measurements in the spec packs or tech packs and hand them off to production.

# APPLICABLE TXA COURSES DESIGNING APPAREL & ACCESSORIES

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO DESIGNING APPAREL & ACCESSORIES ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR DESIGNING APPAREL & ACCESSORIES:**

- TXA 317D - Fashion Design Thinking
- TXA 326 - Apparel II
- TXA 341E - Accessory Design, Product Development, and Merchandising
- TXA 350D - Advanced Apparel Portfolio
- TXA 362D - CLO 3D
- TXA 366D - Flat Pattern



CAREERS IN

# TEXTILE DESIGN & DEVELOPMENT

TEXTILE DESIGNER, STYLIST & COLORIST, TEXTILE  
TECHNICIAN, TEXTILE ENGINEER, RESOURCE  
ROOM DIRECTOR, ACCOUNT EXECUTIVE



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# TEXTILE DESIGNER, STYLIST & COLORIST

## JOB DESCRIPTION

A textile designer creates the images, patterns, colors, textures, weaves, and knits of the fabrics. A textile stylist modifies existing textile goods, altering patterns or prints that have been successful on the retail floor to turn them into fresh new products. A textile colorist chooses the color combinations that will be used in creating each textile design. These three roles commonly collaborate and work together in many industries.

## RESPONSIBILITIES

Textile designers must work with print services, which are companies that sell art that becomes print designs, and utilize CAD to develop the prints and patterns. A textile stylist may resize the image or develop new colorways for the modified textile print or pattern. Textile colorists may frequently travel to fashion markets and belong to color forecasting organizations to stay on top of current and future color trends. Textile designers, stylists, and colorists work for many different industries including knitted and woven textiles, rugs and carpets, and prints for wallpaper and flooring.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Flexible computer skills
- A strong visual sense of color, texture, and pattern
- Efficient business skills
- A creative personality
- Ability to understand the target consumer

### EXPERIENCE

A bachelor's degree in textiles, visual arts, or graphic design is commonly required. Entry-level design positions provide the ideal starting place for college graduates. Additional experience in technical design (CAD) and color will assist the candidate in moving up the career ladder. A practical understanding of skills such as sewing, knitting, weaving, and embroidery will be beneficial.

## CAREER CHALLENGES

The challenges for textile designers, stylists, and colorists are similar. They must interpret the trends designated by the fashion director. They also must be aware of the technical requirements of fabric development, such as the printing requirements, durability, and application of finishes. Most importantly, they are often under pressure to make quick deadlines and work within budget constraints.

# TEXTILE TECHNICIAN

## JOB DESCRIPTION

A textile technician either supervises the production facilities of the company or oversees the production as it is done by a contractor, a firm that is hired to manufacture the product line, either domestically or abroad.

## RESPONSIBILITIES

If a textile company owns its manufacturing facility, then the textile technician is responsible for the smooth running of the equipment used in the textile production to maximize production. If a textile company contracts its production out to another company, then the textile technician works with the contractor to accomplish these goals. In a large textile factory, a technician may specialize in one type of production technique, such as knitting or weaving. However, in a smaller company, the responsibilities of the technician may be more wide range.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- High levels of technical knowledge and computer skills
- Strong practical and problem-solving skills
- A thorough understanding of textile applications and usage

### EXPERIENCE

A bachelor's degree in textile production, computer science, or industrial technology is commonly required. Some textile technicians begin in entry-level technical design positions. They move up into the management of a team of technical designers that cover specific merchandise classifications. Some technicians move into management or into specialized areas, such as quality control and research.

## CAREER CHALLENGES

Textile technicians must understand and anticipate the changing technologies in textile design. They must communicate and problem-solve with a variety of co-workers in different divisions. The ability to identify a problem and solve it quickly is an ongoing task for textile technicians.

# TEXTILE ENGINEER

## JOB DESCRIPTION

Textile engineers work with manufacturers to merge textiles with technology to create new products for the market.

## RESPONSIBILITIES

A textile engineer works with designers to determine how design can be applied to the fabric while considering practical variables, such as durability, washability, and colorfastness. A person in this position will have a background in textile science that often includes chemistry and manufacturing, in addition to textile analysis. Textile engineers are constantly working to create new textiles with innovative fiber technology.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Understanding of technical considerations as they relate to textile applications
- An awareness of consumer wants and needs
- Comprehension of textile science
- Knowledge of how textiles are produced

### EXPERIENCE

A bachelor's degree in textiles, textile engineering, or industrial technology is commonly required. Many textile engineers working for companies that own and operate their own manufacturing facilities move up from the production line to this position. Textile engineers working with firms that contract out production may have a greater job emphasis on information technology in their positions.

## CAREER CHALLENGES

Textile engineers must understand the continually changing technologies in textile design and production. Deadlines are a constant potential source of stress. Communicating and problem-solving with their team must be done proactively. They must be patient and flexible when collaborating with their team to quickly resolve ongoing tasks.

# RESOURCE ROOM DIRECTOR

## JOB DESCRIPTION

The resource room director oversees the procurement, organization, and removal or replacement of textile samples, sourcebooks, magazines, print and pattern images, and even actual garments.

## RESPONSIBILITIES

Companies such as large apparel manufacturers, fashion publishers, and fabric houses maintain reference libraries/resource rooms. The resource room director is responsible for maintaining the inventory of books and resources and procuring new ones. The resource room director must keep many resources organized to be utilized by fashion directors, designers, technicians, and sales representatives for design inspiration and reference.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Strong organizational skills
- Effective time management
- First-rate communication skills
- Attention to detail

### EXPERIENCE

A bachelor's degree in textiles, fashion merchandising, or fashion design is commonly required. For recent graduates with work experience in fashion retailing and textiles, strong academic performance, and impressive references, resource room director can be an entry-level position.

## CAREER CHALLENGES

Maintaining a resource room or reference library can be a daunting task. There is a constant flow of new acquisitions that need to be inventoried, labeled, and stored, often in minimal space. There must be a high level of organization for the resource room director to be able to pull samples quickly for the fashion director or designer who needs them immediately.

# ACCOUNT EXECUTIVE

## JOB DESCRIPTION

An account executive, also referred to as a sales or manufacture's representative, sells to and manages the accounts, or clients, of textile manufacturers.

## RESPONSIBILITIES

The account executive is responsible for the sales of textiles and usually is assigned to a specific territory, such as the southern or midwestern United States. This is a great career for someone who prefers working independently and enjoys business, budgets, and sales, as well as the textile, fashion, and house furnishing markets. Account executives can be paid in several ways: a salary, commission, quota, or a combination of these.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- A strong understanding of accounting
- Effective follow-up skills are important attributes of successful account executives
- Good communication abilities
- Effective sale skills

### EXPERIENCE

A bachelor's degree in textiles and fashion merchandising is recommended. Retail or wholesale sales experience is most often required; however, an internship or employment as an assistant to an account executive is an excellent way to open the door to this career path.

## CAREER CHALLENGES

Account executives are challenged to continuously beat last season's or last year's figures. For some people, it is difficult to work independently and motivate oneself, despite rejections during sales calls and a fluctuating economy. Monitoring income and expenses, including many costs related to generating sales, is a juggling act for many account executives. Maintaining a positive outlook and a high energy level are requirements for a successful account executive.

# APPLICABLE TXA COURSES

# TEXTILE DESIGN & DEVELOPMENT

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO TEXTILE DESIGN & DEVELOPMENT ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR TEXTILE DESIGN & DEVELOPMENT:**

- TXA 317T - Textiles Fabrication
- TXA 318T - Medical Textiles
- TXA 340T - Sustainable Textile Manufacturing
- TXA 361T - Biopolymers and Biomaterials
- TXA 362T - Smart Textiles and Apparel Systems
- TXA 363T - Nanotechnologies in Textiles

CAREERS IN

# SOURCING

FASHION PRODUCTION PLANNER, PIECE GOODS BUYER, FINDING AND TRIM BUYER, SOURCING MANAGER, MERCHANDIER FOR MANUFACTURER, IMPORT PRODUCTION COORDINATOR, LICENSING SPECIALIST



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# FASHION PRODUCTION PLANNER

## JOB DESCRIPTION

Fashion production planners have the significant responsibility of material planning, and anticipating all of the parts needed to make the final product.

## RESPONSIBILITIES

Fashion production planners must review forecasts of sales generated by the manufacturer's representatives and/or analyze past sales performance of line items. They must also plan fabric production based on current orders and projected re-orders. They work with material manufacturers to determine the availability of goods. Fashion production planners must collaborate with key departments, such as the design and production departments, to anticipate future needs.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- The ability to communicate clearly is essential
- Multilingual backgrounds are extremely valuable as most sourcing occurs overseas, so languages like Mandarin, Taiwanese and Spanish are commonly used

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, or international marketing is recommended. Experience in a large and varied manufacturing fashion company would be highly regarded. An internship with a manufacturing during college is an added bonus to post-grad employment.

## CAREER CHALLENGES

Written and oral communication skills may be tested when the buyer is putting together a deal with an overseas supplier. Currency exchanges, shipping costs, language barriers, and cultural differences can contribute to communication breakdowns. Attention to detail and written agreements are crucial to minimizing these challenges.

# PIECE GOODS BUYER

## JOB DESCRIPTION

The piece goods buyer works for a company that uses textiles in the production of its final products. This can be an apparel company, a home furnishing firm, an automotive manufacturer, or an accessory producer.

## RESPONSIBILITIES

Piece goods buyers shop for textile supplies at trade markets and through textile manufacturers' representatives. They also need to plan the amount of yardage to purchase from various sources and determine from which vendors the piece goods will be purchased and communicate with these vendors. They must also communicate with accounts payable on payments and financing, including proof of payments, wire transfers, and letters of credit.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Excellent quantitative skills, which are needed for calculating the cost of goods, delivery expenses, and yardage amounts
- Must be able to work effectively under pressure
- Possess great follow-up and communication skills
- Successful negotiation skills

### EXPERIENCE

A bachelor's degree in textiles, fashion merchandising, or fashion design is recommended. Many piece goods buyers are promoted from the position of assistant piece goods buyers; others move into piece goods buyers from the textile design track or the merchandising career.

## CAREER CHALLENGES

Negotiating with vendors for priority shipping and competitive pricing can be a challenge. The buyer in sourcing is faced with constantly recalculating the cost of goods. Reviewing cost is a task that must be re-examined for the time in orders placed until the products reach the receiving dock. Buyers in sourcing must enjoy quantitative work that demands a high level of attention to detail.

# FINDING AND TRIM BUYER

## JOB DESCRIPTION

The findings buyer is responsible for finding and ordering findings. The trimmings buyer is responsible for finding and ordering trimmings.

## RESPONSIBILITIES

Findings include such product components as zippers, thread, linings, and interfacings. Findings are functional for the garment but are usually not visible. Trimmings are decorative components designed to be seen as a part of the final product. Trimmings include buttons, appliqués, and beltings. Locating findings and trimmings is an important job in which timing is critical.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- High attention to detail is a critical asset
- Understanding product construction, sewing techniques, and product quality are essential skills
- The ability to locate vendors and negotiate with them, and the ability to follow up on deliveries is critical

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, or product development is recommended. Most findings and trimmings buyers work as an assistant to the buyer before moving into this position, or they have worked in retail fashion merchandising. Internship experience in either the manufacturing or design sector of the fashion industry is beneficial to securing these positions.

## CAREER CHALLENGES

Locating findings and trimmings is an important job in which timing is critical. Think about the production line, quality control, in the end product. The findings and trimmings buyer is responsible for the on-time arrival of all of these individual items. If a button shipment is late, the trimmings buyer is held accountable, as the entire production has to be held until it arrives. It can constantly be a source of stress to follow up on shipments needed to meet deadlines.

# SOURCING MANAGER

## JOB DESCRIPTION

Some midsize to large companies have a position entitled sourcing manager, in which an individual is responsible for sourcing production.

## RESPONSIBILITIES

The sourcing manager communicates with the company manufacturing the product, referred to as the contractor. Sourcing managers work with overseas or domestic producers, discuss product specifications with them, and negotiate contracts. The sourcing manager monitors the controls put into place to make certain the production is executed correctly by the outside vendor. After production begins, the sourcing manager oversees quality control and delivery schedules.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Flexibility is often cited as the number-one quality for successful sourcing managers
- Keen observation skills
- Strong communication abilities
- Ability to develop strong professional relationships

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, or product development is recommended. Strong knowledge of product construction is necessary for sourcing production, fabric, and findings. This position requires prior work experience. Two or three years as a retail buyer, a wholesale merchandiser, or a production manager provides a good background.

## CAREER CHALLENGES

The sourcing manager has to see far enough down the road to anticipate changes and potential problems and then be flexible enough to keep the work on track. Top sourcing managers are proactive, rather than reactive. Stamina is also a critical characteristic, as the job demands long hours that require tremendous focus and effort. Frequent travel may be required, especially to overseas.

# MERCHANDISER FOR MANUFACTURE

## JOB DESCRIPTION

The position of merchandiser, or merchandise planner, on the wholesaler's or manufacturer's side of the industry is very important to all departments. This person works as the liaison among the design, production, and sales teams - from the showroom to the factory.

## RESPONSIBILITIES

One of the primary responsibilities of the merchandiser is to develop a merchandise line plan by month and by piece count or by stock-keeping unit (SKU), a type of identification data for a single product. They must also determine volume drivers and essential programs, retailing pricing, and fabric recommendations for the collections based on past retail selling history. They must communicate changes in strategy, assortment planning, and allocation of technical, visual, and licensing teams. They also must update and maintain the purchasing sheets on a weekly basis.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Attention to detail
- Ability to work accurately with numbers
- A future perspective, always looking ahead

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, and product development is recommended. This position often requires work experience as a buyer or assistant merchandise planner. Applicants with work experience in both manufacturing and retailing have an edge over other candidates.

## CAREER CHALLENGES

Merchandisers must continually look ahead, preparing today for tomorrow's sales. They are always constantly juggling several seasons at one time. It is a daunting task to be able to predict sales trends into adjust production for the current season from slow-selling products to top-selling ones. Strong work relationships and effective communication skills help offset these challenges.

# IMPORT PRODUCTION COORDINATOR

## JOB DESCRIPTION

An import production coordinator is the apparel or home furnishings company's liaison with the manufacturer or contractor.

## RESPONSIBILITIES

The import production coordinator is involved in all aspects of the production process; works closely with the design team, is the link between overseas factories, and the company's design and buying teams. The import production coordinator works on establishing the best possible wholesale price in the country of origin. The main goal of import production coordinators is to ensure on-time delivery and the quality of production. In addition, production coordinators negotiate prices and track the supply chain from sample production to bulk delivery.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Import production coordinators need keen attention to detail, self-motivation, and the ability to work on a team
- Excellent written, visual, and oral communication skills
- Highly organized
- Ability to work in fast-paced environments

### EXPERIENCE

A bachelor's degree in fashion design, fashion merchandising, or product development is recommended. A prospective employee will need years of previous import production experience within the apparel or home furnishing industry. The position of import production coordinator often requires fluency in a foreign language.

## CAREER CHALLENGES

Import production coordinators are faced with the primary challenge of effective communication to ensure on-time delivery, the best prices, and top-quality products. They are often juggling many balls, working with numerous vendors, production managers, and designers simultaneously. It takes a great deal of flexibility, stamina, and organizational skills to rise above the potential stress of a worldwide business operation.

# LICENSING SPECIALIST

## JOB DESCRIPTION

Licensing Specialists are responsible for overseeing the look, quality, labeling, delivery, and distribution of the company's product lines.

## RESPONSIBILITIES

Licensing Specialists work with foreign and domestic manufacturers of various product lines, the licensees, to make certain that the products are branded correctly. The style, placement, size, and color of the landmark and labels must be consistent across all product lines. Additionally, licensing directors make sure product lines meet quality expectations and fit within the design concepts of their company's primary line.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Must be able to manage many tasks at one time
- The ability to manage time, stay calm under pressure, and prioritize tasks is significant
- Strong negotiation skills
- Understanding of import and export laws, branding regulations, and different cultures is critical

### EXPERIENCE

A bachelor's degree in fashion merchandising, marketing, or business law is recommended. Many licensing specialists begin on the showroom floor of a manufacturer or as an account representative. Prior to this, retail sales experience during college provides a solid foundation in working with various product signs and customers.

## CAREER CHALLENGES

Licensing specialists need to clearly understand and stay up-to-date on a wide range of topics. The licensing professional must have a thorough knowledge of design and product development, branding specifications, important export legislation and regulation, and manufacturing processes - all for a variety of products, such as sunglasses, gloves, sportswear, and footwear.

# APPLICABLE TXA COURSES

# SOURCING

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO SOURCING ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR SOURCING:**

- TXA 317R - Merchandising Math I
- TXA 317T - Textiles Fabrication
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing
- TXA 377R - Merchandising Math II
- TXA 379R - Strategic Brand Management



CAREERS IN

# PRODUCTION & SALES

PRODUCTION PLANNER, QUALITY CONTROL  
MANAGER, SHOWROOM SALESPERSON,  
MERCHANDISING COORDINATOR, SUSTAINABLY  
OFFICER, TRANSPARENCY OFFICER,  
MANUFACTURING REP, PRODUCTION EFFICIENCY  
MANAGER



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# PRODUCTION PLANNER

## JOB DESCRIPTION

Production planners estimate the amount and type of products a company will manufacture, based either on previous seasonal sales or on orders received by sales representatives on the road and in the showroom.

## RESPONSIBILITIES

There are two primary methods of production planning: cut-to-order and cut-to-stock. Cut-to-order entails waiting until orders are received from buyers and then working within a tight timeline to produce the items, this is considered the safest method of project manufacturing. Cut-to-stock involves purchasing fabrics and other product components before the orders are required. Production planners that utilize cut-to-stock have to examine several variables such as the economy and the competition.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Strong quantitative abilities
- Effective communication skills
- Excellent time management and organizational skills

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, and product development is recommended. Work experience with the manufacturer is needed, possibly beginning in the showroom and later moving into product development or purchasing.

## CAREER CHALLENGES

Production planners must determine what method of production planning will benefit their production cost and timeline most. They have to pay close attention to lead times. With international production gaining importance, lead times have become longer for manufacturers using overseas factories. Production planners must examine several variables before projecting manufacturing needs.

# QUALITY CONTROL MANAGER

## JOB DESCRIPTION

Quality control managers, or quality control engineers, develop specifications for the products that will be manufactured.

## RESPONSIBILITIES

They are responsible for ensuring that those standards are met during all phases of production, identifying quality problems, and working with manufacturing personnel to correct them. The quality control manager works with such issues as fit, fabric performance, construction difficulties, packaging and shipping needs, and production pace. The quality control manager collaborates with personnel in various company divisions - from the design staff to plant employees.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Effective time-management
- Strong communication skills and organizational abilities
- Detail-oriented with problem-solving skills
- Good follow-up skills
- Work well with a variety of staff

### EXPERIENCE

A bachelor's degree in fashion merchandising, textiles, or production is recommended. Knowledge of product construction, textile technology, and manufacturing capabilities is required. Some quality control managers enter the field from design, merchandising, and/or production backgrounds.

## CAREER CHALLENGES

Quality control managers face the challenge of working with a wide range of constituencies, from designers and patternmakers to plant managers and workers located in the United States and abroad. It is a significant challenge to communicate with so many people on such diverse levels in, possibly, global locations in different time zones. Strong communication skills and superior organizational abilities are key to being successful in this career path.

# SHOWROOM SALESPERSON

## JOB DESCRIPTION

Showroom salespeople work at a manufacturer's or designer's showroom, where they meet with visiting retail buyers, present the latest product line to them, and assist with placing their purchase orders.

## RESPONSIBILITIES

The majority of large manufacturers in the apparel and accessory industry have showrooms in New York City, Dallas, Chicago, Atlanta, Los Angeles, and other major metropolitan areas where large fashion trade markets take place. Showroom salespeople work in these spaces where collections are on display on the showroom floor to allow the buyers to see the pieces that would otherwise only be available online or in catalogs.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Self-discipline, self-motivation, and good follow-up skills are necessary for a successful showroom salesperson
- The ability to handle rejection
- Highly competitive
- Possesses a contagious enthusiasm

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, and product development is recommended. Sales, sales, and more sales are the key experiences needed for a career as a manufacturer's representative. Working as an assistant manufacturer's representative is an excellent route to understanding the responsibilities of this career and to building a network of industry contacts.

## CAREER CHALLENGES

Many showroom salespersons are faced with the uncertainty of not knowing how much the next paycheck will be. In this career, income is primarily based on sales performance. Sometimes, external factors beyond a rep's control may decrease the amount of money the rep receives. Showroom salespersons can incur some expenses in the process of doing business.

# MERCHANDISING COORDINATOR

## JOB DESCRIPTION

Merchandising coordinators assist with a manufacturer's line in retail stores and are employed by the manufacturer, rather than the retailer.

## RESPONSIBILITIES

Merchandise coordinators are hired to service the manufacturer's key retail accounts in a specific geographic area. Merchandise coordinators travel to the retail sites to work with the owner, buyers, management personnel, sales staff, and customers. In most cases, it is not the merchandise coordinator's primary responsibility to sell the line to the buyer or customer; coordinators may write re-orders, and fill-ins on merchandise that is selling well. Another service that merchandise creators may perform is moving merchandise that is been shipped it is waiting in the stockroom to the sales floor.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Knowledge of the product lines and marketing is required
- Ability to work individually with little supervision and guidance is critical
- Strong communication skills, both oral and written

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, and product development is recommended. Hands-on experience in the industry, which may include work experience in retail or wholesale selling, is required for this position. Many companies will hire new college graduates with strong selling skills and enthusiasm for the manufacturer's line.

## CAREER CHALLENGES

Merchandise coordinators walk a fine line between several parties - the manufacturer, the manufacturer sale wrap, the retail buyer, the retail sales staff, and the customers. This career requires strong attention to the goals of all parties. Merchandise coordinators are constantly challenged to find ways to help retailers generate sales while keeping their focus on their manufactures profits.

# SUSTAINABLY OFFICER

## JOB DESCRIPTION

A sustainability officer is charged with building a business case in the organization to make improvements that enhance profitability as well as improve the company's public image.

## RESPONSIBILITIES

A sustainability officer must lead and influence the organization's global commitments to enable the organization to make a significant impact on the planet. They must set environmental targets and implement strategies focused on sustainability commitments. Sustainability officers have to manage strategic partnerships with sustainability consultants in organizations to identify and prioritize sustainability initiatives aligned with the organization

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Strong communication, collaboration, and decision-making skills
- Ability to identify areas for change and improvement
- Ability to build programs and be a change agent

### EXPERIENCE

A bachelor's degree in apparel and textiles, business administration, or sustainability is recommended. This level of experience and exposure to the apparel production process requires a candidate with upwards of five to seven years working in the industry.

## CAREER CHALLENGES

This role in an organization continues to always evolve. Sustainability requires cultural shift in an organization and often rethinking and reworking complex production systems and supply chains. A sustainability officer for an apparel brand must have deep knowledge of the apparel production supply chain, environmental issues, human rights issues related to labor, governmental and legal issues related to doing business in vendor countries, and environmental issues related to textiles.

# TRANSPARENCY OFFICER

## JOB DESCRIPTION

A transparency officer must monitor, ensure compliance, identify gaps in development, and provide open communication of these practices for larger companies.

## RESPONSIBILITIES

The transparency officer deals with transparency issues related to product sourcing and manufacturing, which is the full disclosure of information from the company regarding all aspects of the product, including materials used in the product, human rights and wage issues related to production processes, and impact to the environment along the supply chain. As more and more consumers demand clear and transparent information about the products they buy, and how those products are produced, this role has increased, and experts predict it will continue to do so.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Strong communication, collaboration, and decision-making skills
- Ability to identify areas for change and improvement
- Ability to build programs and be a change agent

### EXPERIENCE

A bachelor's degree in textiles and apparel, business administration, or strategic communication is recommended. This level of experience and exposure to the apparel production process requires a candidate with upwards of five to seven years working in the industry.

## CAREER CHALLENGES

Transparency officer is a newer position and continues to evolve. Due to the historically fragmented and complex nature of the apparel production process, even the best efforts to document, comply, and report often fall short. This position requires reporting, so transparency officers have to have experience in communication and public policy.

# ADDITIONAL CAREERS IN PRODUCTION & SALES

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## MANUFACTURING REPRESENTATIVE

A manufacturer representative is also referred to as a manufacturer rep, an independent rep, or a sales rep. Manufacture reps sell the product line, or lines, of one or several manufacturers to retail store buyers.

## PRODUCTION EFFICIENCY MANAGER

Production efficiency managers are responsible for monitoring the speed and output of the manufacturing facilities and for managing waste.



# APPLICABLE TXA COURSES PRODUCTION & SALES

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO PRODUCTION & SALES ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR PRODUCTION & SALES:**

- TXA 317R - Merchandising Math I
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 340T - Sustainable Textile Manufacturing
- TXA 376R - Concepts and Innovations in Retailing
- TXA 377R - Merchandising Math II

CAREERS IN

# PRODUCT DEVELOPMENT BY THE MANUFACTURER

MERCHANDISER, SOURCING STAFF, PRODUCT  
DEVELOPMENT DESIGNER, COLORIST, PRODUCT  
DEVELOPMENT PATTERNMAKER



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# MERCHANDISER

## JOB DESCRIPTION

A product development merchandiser collaborates with the director of product development in deciding what to produce and then organizes and manages the entire product development process.

## RESPONSIBILITIES

Merchandisers are responsible for the development of a balanced, marketable, profitable, and timely line. In some manufacturing companies, merchandisers oversee the design function and may serve as liaisons between the design and sales teams. They will create the initial line plan and product target wholesale cost by analyzing sales from the previous seasons, for fashion trends, and customer wants. Merchandisers work closely with designers on seasonal themes and guide designers on the development of cost-effective and marketable systems.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Excellent communicator; orally, visually, and in writing
- Keen fashion sense
- Strong analytical skills
- Astute marketing instinct
- Possesses creativity
- Cognizant of the market environment

### EXPERIENCE

A bachelor's degree in fashion merchandising, fashion design, or product development is required. Merchandisers are usually promoted from within the product development department. Three to five years of on-the-job experience in product development is preferred. Highly skilled merchandisers from the retail side of the business may be hired for this position in the manufacturing firm.

## CAREER CHALLENGES

Merchandisers are planners. In order to be successful at this job you need to be the type of person whose schedule is drafted months in advance, telephone numbers and addresses are found at your fingertips, and your to-do list is in a constant state of addition and completion. The merchandiser thinks creatively and quantitatively. The product lines are viewed from many perspectives -what will be in fashion, how much will it cost to manufacture a product, which items will customers purchase, and what is the competition doing. When a line doesn't sell, the merchandiser may be held responsible for figuring out why it didn't sell and for making certain doesn't happen again.

# SOURCING STAFF

## JOB DESCRIPTION

The sourcing staff locate components and producers for the production of the final product.

## RESPONSIBILITIES

The sourcing staff of a product development team is responsible for finding the best possible fabrics, findings, trims, and manufacturers to make the designer's line a reality. Members of the sourcing staff may specialize in specific categories, such as belting or trims. They also may travel extensively to locate parts of the product or a manufacturer for the product. The sourcing staff often works with a sales forecast to determine the amount of product components needed.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Pays close attention to detail
- Efficient organizational skills
- Strong written and oral communication
- Ability to compare quality, price, and availability in product parts and production requirements

### EXPERIENCE

A bachelor's degree in fashion design, fashion merchandising, and product development is recommended. In many corporations, sourcing personnel are promoted from the technical design staff or are hired with assistant designer experience from outside of the company.

## CAREER CHALLENGES

Sourcing staff personnel face the task of finding the best product or product parts at the best price, and the right quantity, and in a timely fashion. Many are required to travel globally and frequently.

Negotiations can be tough when working with people from different cultures, with or without an interpreter. The ability to shop and then communicate effectively and negotiate successfully takes a great deal of flexibility and stamina.

# PRODUCT DEVELOPMENT DESIGNER

## JOB DESCRIPTION

Product development designers (sometimes called private-label designers) are the creators of product lines for a manufacture or a retailer.

## RESPONSIBILITIES

Product development designers are trend forecasters in their own right by determining what their customers will be ready for next. They go through the design process with each new season for a variety of different brands. The design process refers to the conception of a style, including its inspiration or theme, color palette, fabric selection, form, and fit. Probably development designers must be able to synthesize a variety of fashion influences while acknowledging the marketability and fulfilling the customer's wants and needs.

These designers must balance the desired fashion look of a product and the highest possible quality standards with a price tag that is acceptable to the target customer.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Successful designers have excellent organizational skills
- Pays attention to detail
- Can create an image of the final product, either drawn on paper or digitally
- Foreign language skills, in languages like Mandarin and Japanese

### EXPERIENCE

A bachelor's degree in fashion design, product development, or fashion merchandising is recommended. Employment as an assistant designer or technical designer is an excellent stepping-stone to the position of designer. These entry-level positions provide knowledge of fabrics, constructions, and fit. Many employers require designers to have CAD experience.

## CAREER CHALLENGES

The successful designer must know the retailer's customers well because knowing the customer's likes and dislikes minimizes the designer's risk. Designers must be able to multitask with the best, often working on two or more collections at one time. Working with color, silhouettes or forms, fabric, and trend themes, they are challenged to create a variety of collections.

# ADDITIONAL CAREERS IN PRODUCT DEVELOPMENT

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## COLORIST

A colorist in product development chooses the color combinations that will be used in creating the product lines. Colorists need a strong knowledge of textiles and how each textile handles color.

## PRODUCT DEVELOPMENT PATTERNMAKER

The product development patternmaker takes accurate measurements and develops a pattern, using either draping or flat pattern methods, which, if correctly developed, ensures the designer's vision will be implemented.

# APPLICABLE TXA COURSES PRODUCT DEVELOPMENT

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ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO PRODUCT DEVELOPMENT ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR PRODUCT DEVELOPMENT:**

- TXA 317D - Fashion Design Thinking
- TXA 317R - Merchandising Math I
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing
- TXA 377R - Merchandising Math II

CAREERS IN

# PROMOTION FOR THE DESIGNER

FASHION/WARDROBE STYLIST, SOCIAL MEDIA  
SPECIALIST, DATA ANALYST, PR AND  
ADVERTISING SPECIALISTS, FASHION EVENT  
PRODUCER, CONSUMER PSYCHOLOGIST



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# FASHION/WARDROBE STYLIST

## JOB DESCRIPTION

A fashion stylist is a person who does most of the work before the cameras start shooting, whether for a magazine, film, television series, fashion show, or personal client.

## RESPONSIBILITIES

Stylists are responsible for selecting and assembling the garments and accessories needed for the event and preparing the people involved in the event, such as models, dressers, makeup artists, hairstylists, and lighting designers. Stylists handle a myriad of details, ensuring that the right sizes and colors are available for each model. Stylists must make decisions in minutes, quickly determining, for example, how various items of apparel are to be combined and accessorized to show off each of the best features.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Having a network of professionals in photography, hair and makeup design, and the modeling industry
- A keen eye for detail
- Ability to apply visual art principles to print work and photographs
- Effective verbal, written, and visual communication

### EXPERIENCE

A bachelor's degree in fashion design, fashion merchandising, or fashion journalism is recommended. An internship with a photographer or stylist is an excellent way to build one's résumé for employment in this industry. Some fashion stylists begin in visual merchandising or as an assistant to a stylist. Fashion stylists are often chosen based on the looks of their portfolios.

## CAREER CHALLENGES

Fashion stylist positions are often only available with large companies or as freelance work. It is a growing, exciting, and potentially profitable career track. Fashion stylists face many challenges, including quick decision-making and coordinating a multitude of details. The stylist must work with all types of people and be able to motivate everyone involved in the shoot. It is not enough to have a vision; it is just as important to have the skills to implement vision.

# SOCIAL MEDIA SPECIALIST

## JOB DESCRIPTION

The social media specialist develops, manages, and oversees the implementation of public relations programs in the social media venues.

## RESPONSIBILITIES

The responsibilities of a social media specialist include creating content and generating coverage for social media efforts in all forms. They also manage and initiate strategic and creative planning of public relations campaigns through social media projects. They cultivate and develop productive relationships with social media contacts, and manage press interviews with company executives. They must also integrate projects with marketing, advertising, and promotional divisions.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Excellent leadership and management skills
- Described as possessing excellent “futuring” skills, the ability to anticipate the next trends
- Budget management and human resource skills

### EXPERIENCE

A bachelor’s degree in fashion merchandising, marketing, or public relations is recommended. To move into the specialist position, one usually needs a minimum of five to seven years of fashion public relations experience with an emphasis on social media. Broad knowledge of social media tools, current and future, is expected, as a knowledge of traditional fashion press.

## CAREER CHALLENGES

The social media specialist is faced with the challenges of updating the social networking efforts of the company by the minute, hour, or day. The work must be ever-changing yet consistent. Conveying the company's image accurately and person-to-person through an online presence is critical. Anticipating which new social media will be the largest universal tie-in and which current one is the next to go out of favor are critical decisions in social media positions

# DATA ANALYST

## JOB DESCRIPTION

Similar to a trend forecaster, a data analyst stays on top of trends and consumer behavior through the collection and organization of data.

## RESPONSIBILITIES

A data analyst in the fashion industry is responsible for collecting, cleaning, and analyzing data from various sources to provide valuable insights that drive business decisions. This includes examining sales and inventory data to optimize product offerings, identifying consumer trends and preferences for targeted marketing strategies, and collaborating with cross-functional teams to align data-driven approaches with business objectives. Additionally, data analysts play a crucial role in market research, helping the industry stay abreast of trends, competitor performance, and external factors that may impact the market.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Ability to approach problems logically, and process information analytically
- Creativity is essential for interpreting data in innovative ways
- Clear and effective communication is essential for conveying complex data findings

### EXPERIENCE

A bachelor's degree in commerce is recommended. A data analyst must know the ins and outs of web analytics and e-commerce tracking systems. If you're interested in a role like this but are just beginning your career, familiarizing yourself with data and analytics could be a good starting point.

## CAREER CHALLENGES

Data analysts in the fashion industry often face challenges related to the dynamic and trend-driven nature of the market, requiring them to adapt quickly to changing consumer preferences and market trends. The industry's reliance on seasonal collections and fast fashion adds pressure to deliver timely and accurate insights for effective decision-making. Data analysts may also encounter challenges in integrating and cleaning diverse data sources, given the multi-faceted nature of fashion business operations. Additionally, communicating complex analytical findings to non-technical stakeholders and aligning data strategies with the creative aspects of the industry can pose unique communication challenges for data analysts in fashion.

# ADDITIONAL CAREERS IN PROMOTION FOR THE DESIGNER

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## PUBLIC RELATION SPECIALIST

Public relations specialist are responsible for finding minimal or no-cost ways to effectively promote the designer or the company they represent. They develop proposals that will put their clients in a favorable spotlight and persuade media outlets to feature press about the client.

## ADVERTISING SPECIALIST

Advertising specialists develop and implement a companies pay promotional strategy for the purpose of increasing visibility, image, and, ultimately, sales.

## FASHION EVENT PRODUCER

Fashion event producers, or fashion event planners, also are referred to as special event coordinators. Fashion event producers increase the visibility of design houses, brands, products, or fabrics by coordinating fashion events that provide positive exposure for the company.

## CONSUMER PSYCHOLOGIST

A consumer psychologist is responsible for analyzing consumer behavior, preferences, and motivations to inform marketing strategies and enhance brand appeal. They use psychological insights to guide decisions related to product design, advertising, and overall consumer experience, ultimately contributing to the development of effective and engaging fashion campaigns for the designers.

# APPLICABLE TXA COURSES PROMOTION FOR THE DESIGNER

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO PROMOTION FOR THE DESIGNER ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR PROMOTION OF THE DESIGNER:**

- TXA 313 - Aesthetics: Theory and Practice
- TXA 317R - Merchandising Math I
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing

CAREERS IN

# CONSUMER RETAILING

PRODUCT MARKETING MANAGER, DIGITAL  
MARKETING MANAGER, CREATIVE DIRECTOR, ART  
DIRECTOR, CUSTOMER RELATIONSHIP  
MANAGEMENT, E-COMMERCE MANAGER



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# CAREERS IN CONSUMER RETAILING

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## PRODUCT MARKETING MANAGER

The product marketing manager determines if and when to introduce new products into the existing product line. The product marketing manager must anticipate when to get into a fashion style, color, or theme and when to get out.

## BRAND MARKETING MANAGER

The brand marketing manager strategically develops in executes multi-channel brand marketing and promotional programs in order to drive brand awareness, support and reinforce the brand's character, and ultimately generate increased revenue.

## DIGITAL MARKETING MANAGER

The digital marketing manager works to further develop and manage a company's digital marketing presence and oversees the digital marketing strategy for the brand.

## CREATIVE DIRECTOR

Creative directors oversee art directors and other in-house art staff. A creative director position is more managerial and reports for the CMO.

## ART DIRECTOR

The art director produces and oversees the production of artwork for advertising campaigns, magazines, television shows, films, websites, or products, often working with the other marketing divisions and reporting to the creative director.

# CAREERS IN CONSUMER RETAILING

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## CLIENT/CUSTOMER RELATIONSHIP MANAGEMENT

Client/customer relationship management marketing encompasses the ability to analyze significant amounts of data to understand consumer demographics, key market segments, and best practices for recruiting or retaining those customers.

## E-COMMERCE MANAGER

An E-Commerce manager is responsible for managing a brand's online sales. Their focus will be on converting visitors to the website to sales and overseeing the design and development of the website, online marketing, website security, traffic analytics and search engine optimization (SEO).



# APPLICABLE TXA COURSES

# CONSUMER RETAILING

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO CONSUMER RETAILING ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR CONSUMER RETAILING:**

- TXA 313 - Aesthetics: Theory and Practice
- TXA 317D - Fashion Design Thinking
- TXA 317R - Merchandising Math I
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing

CAREERS IN

# MERCHANDISING FOR THE RETAILER

DIVISIONAL MERCHANDISING MANAGER,  
BUYER/FASHION MERCHANDISER, PLANNER,  
DISTRIBUTION MANAGER, ASSISTANT BUYER



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# DIVISIONAL MERCHANDISING MANAGER

## JOB DESCRIPTION

The divisional merchandising manager works under the general merchandising manager and provides leadership for the buying staff of the division, or related group of departments, such as menswear, women's wear, or home furnishing.

## RESPONSIBILITIES

The main objective of the DMM is to keep profits up and losses down by maximizing sales and minimizing markdowns. DMMs coordinate teamwork among buyers and delegate responsibilities to the buyers, assistant buyers, and planners. They collaborate with the buyers on future purchases, marketing and promotional efforts, merchandise expenditures, and inventory management. They also study the fashion industry through shopping the competition, forecasting trends, attending markets, and working with buyers on the right fashion directions for the upcoming season.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Strong leadership
- Organizational and financial skills are necessary
- The ability to change priorities and work topics quickly is needed
- Ability to manage teams and relate to all levels of employees

### EXPERIENCE

A bachelor's degree in fashion merchandising, marketing, or business administration is recommended. A minimum of five to seven years of retail management, divisional merchandise management, or extensive buying experience is often required for the position of DMM. Experience in multi-location retail stores as a merchandiser or with multi-delivery systems and product development is preferred.

## CAREER CHALLENGES

As leaders of the merchandising staff, the DMM must understand the team of merchandising personnel and all of their merchandise classifications. Leading a group of diverse buyers working in a wide range of departments requires a great deal of multitasking and prioritizing. It is critical to be able to move quickly between buyers and their respective departments and be up to date on each of their areas. The DMM is often held accountable for the accuracy of the numbers the buyer submits, such as planned sales and inventories.

# BUYER/FASHION MERCHANDISER

## JOB DESCRIPTION

Buyers, or fashion merchandisers, are typically responsible for all of the product purchases for a company or particular department of a company within a certain budget.

## RESPONSIBILITIES

Buyers monitor the fashion trends and determine which seasonal items their customers will buy. They search for the items (often traveling to so) that best fit the seasonal theme in their customer's preferences, primarily during the market weeks at apparel markets. They must locate the right merchandise suppliers and negotiate prices, shipping, and discounts. The ultimate goal of a buyer is to recognize trends that fit within the target market in terms of taste and price, procure merchandise that reflects these trends, and translate them into a profitable business plan for the retailer.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Knowledgeable on the fashion industry, history of fashion, and trends
- Good analytical, mathematical, and computer skills particularly in budgeting, planning, and inventory management
- Possess excellent communication and organizational skills

### EXPERIENCE

A bachelor's degree in textiles and apparel, fashion merchandising, or retailing is recommended. Two to five years of work in the apparel industry is required for a buyer, including retail or sales experience. Retail sales experience is very helpful because understanding customer buying behavior is a key part of being a successful buyer.

## CAREER CHALLENGES

There are many buyer positions available in the fashion industry; however, buyers excel by maintaining profitability and growth within their departments and by making good buying decisions for their particular target markets. If the line does not sell, the buyer is expected to negotiate with the vendor for returns, exchanges, or a reduced price to cover the cost of markdowns. The buyer has a multitude of tasks to juggle, and all of them require high attention to detail and quick turnarounds.

# PLANNER

## JOB DESCRIPTION

A planner works in collaboration with a buyer to develop sales forecasts, inventory plans, and spending budgets for merchandise to minimize markdowns and achieve the retailer's sales and profit objectives.

## RESPONSIBILITIES

Using past sales data and sales for directions based on fashion trends, planners construct merchandise assortments for specific departments. The merchandise assortment plan can include sizes, colors, styles, price ranges, and classifications. They also ensure that key vendor plans are in place and that there is adequate inventory for the sales of major lines. Throughout each season, the planner coordinates communication to and from stores with regard to merchandise performance and sales plans. In partnership with the buying staff, the planner's main goal is to accurately anticipate and control inventories at the retail locations to maximize sales, inventory, and profit.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Must be detail-oriented with strong analytical skills
- Able to work with advanced spreadsheet applications
- Effective interpersonal and communication skills
- Work well with all levels of employees

### EXPERIENCE

A bachelor's degree in fashion merchandising, accounting, or finance is recommended. Getting retail sales experience is an excellent way for the future planner to start. The person who understands the customer's desires as they pertain to sales and inventory is a step ahead of job candidates without this work experience.

## CAREER CHALLENGES

The planner is a number cruncher, and this may be a challenging job for the fashion graduate entering the merchandising field. Although being a planner is an excellent entry-level position for the future assistant buyer or buyer, it can be tough for those who are interested in working with the actual merchandise. The important thing to remember is that those numbers represent the merchandise, and there is much to be learned in the planner's position. Accuracy is a critical part of this job, as one decimal point off can equal thousands of the company's dollars.

# DISTRIBUTION MANAGER

## JOB DESCRIPTION

A distribution manager, or allocator, is responsible for planning and managing merchandise deliveries received from vendors, as ordered by buyers, to the retail locations.

## RESPONSIBILITIES

Distribution managers oversee merchandise receipts from manufacturers, shipments to the retail stores from the distribution center, and shipments from one store to another via the distribution center. They arrange for the transportation of merchandise to the retail outlet locations and may work for catalog and internet distribution centers, where they are responsible for keeping items in stock in the warehouse. Their main job is to be certain that merchandise is available when a customer stops by the store and orders an item over the phone, by mail, or via the internet.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Good problem-solving skills
- Detail and deadline-oriented
- Ability to coordinate schedules and strong math skills
- Effective communication skills

### EXPERIENCE

A bachelor's degree in fashion merchandising, retailing, or business administration is recommended.

One of the most important backgrounds for a distribution manager is retail experience. Working on the sales floor, observing the flow of merchandise, and getting to know the customer provides a future distribution manager with a solid foundation for this career. An internship in a distribution department is an ideal door-opener.

## CAREER CHALLENGES

If merchandise is not on the selling floor, it is not going to sell. A distribution manager is under pressure to push products out of the distribution warehouse to the correct retail store quickly and in the right amount after it is tagged correctly. During the pre-holiday times, when there is a huge amount of merchandise receipts and many buyers calling to check on the distribution of their orders, this is particularly challenging. Speed, organization, and accuracy must go hand-in-hand in this career track.

# ADDITIONAL CAREERS IN MERCHANDISING

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## ASSISTANT BUYER

An assistant buyer works directly for the buyer of a department or group of related departments. Assistant buyers primarily work with the six-month plan, open-to-buy, and inventory, taking cues from the buyer.

# APPLICABLE TXA COURSES

# MERCHANDISING

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO MERCHANDISING ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR MERCHANDISING:**

- TXA 317D - Fashion Design Thinking
- TXA 317R - Merchandising Math I
- TXA 31T - Textiles Fabrication
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing
- TXA 377R - Merchandising Math II



CAREERS IN

# MANAGEMENT FOR THE RETAILER

REGIONAL MANAGER, OPERATIONS MANAGER,  
RETAIL STORE MANAGER, DEPARTMENT  
MANAGER, RETAIL OPERATION OWNER



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# CAREERS IN MANAGEMENT FOR THE RETAILER

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## REGIONAL MANAGER

Regional store managers, also known as area or district managers, are responsible for directing the retail stores of a particular company that is located in a particular area of the country.

## OPERATIONS MANAGER

The operations manager works with other administrators and store managers in developing marketing strategies and funding plans for merchandising and management personnel, as well as supervising stock replenishment, equipment and supply needs, and inventory control procedures.

## RETAIL STORE MANAGER

A retail store manager oversees the activities of a retail store's operation, from sales transactions in advertising to special events and the store's people - the customers and employees, including assistant managers, department managers, sales associates, and other staff.

## DEPARTMENT MANAGER

A department manager oversees a specific area, or department, within a store.

## RETAIL OPERATION OWNER

The retail entrepreneur, or store owner, is financially responsible for the company and oversees all aspects of the retail business.

# APPLICABLE TXA COURSES MANAGEMENT FOR THE RETAILER

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO MANAGEMENT FOR THE RETAILER ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR  
MANAGEMENT FOR THE RETAILER:**

- TXA 317R - Merchandising Math I
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing
- TXA 377R - Merchandising Math II

CAREERS IN

# DIGITAL COMMUNICATION AND STYLING

FASHION JOURNALIST, FASHION  
BLOGGER/INFLUENCER



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# FASHION JOURNALIST

## JOB DESCRIPTION

Fashion journalists, or fashion writers, develop stories and materials, such as articles, advertisements, and product descriptions, for books, magazines, newspapers and online websites and blogs.

## RESPONSIBILITIES

The journalist in the fashion industry has experience in fashion and advanced writing skills, combined with the ability to communicate ideas and facts in interesting ways. A journalist needs the skills to write a report for various media, including news publications, magazines, television, blogs, and websites. Fashion journalism often focuses on design trends, beauty products, and marketing strategies, written to appeal to consumers.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Communicate ideas effectively and efficiently
- Attention to detail
- Writers must be able to sell their stories
- Master researcher and proofreader
- Graphic design and page layout skills

### EXPERIENCE

A bachelor's degree in journalism, fashion journalism, or strategic communication is recommended. Journalists often begin as an assistant to a journalist, editors, or a reporter and work towards becoming an actual journalist. Writers generally start with a position as an intern and then move to editorial assistant, proofreader, or fact checker.

## CAREER CHALLENGES

Journalists and writers often deal with long, varying hours in an uncertain schedule. The work revolves around the writing project. Many pay their dues before becoming a full-time writer; this includes working as a proofreader, fact checker, or research assistant for several years before advancing to a full-time writing job. Writers are often paid by the story, not by an annual salary.

# FASHION BLOGGER/INFLUENCER

## JOB DESCRIPTION

Fashion bloggers/influencers are much like fashion writers, but with a definitive online presence, a distinct personality, and an informal writing style.

## RESPONSIBILITIES

It is fairly easy to become an independent fashion blogger/influencer. However, pay is not guaranteed and it can vary greatly. Influencing is a fast-growing art form, but it can often take years to become a profitable venture. Finding a full-time job along with a blog/social media influence can be tricky. Bloggers and influencers are generally not paid until they can start making money through advertisers who are paying to be featured on their accounts. This happens once an account has become so popular that it is driving high numbers of consistent traffic, or followers.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Must possess a marathon mindset in order to become successful
- Be patient and persevere
- Have an eye for content creation
- Understands social media well

### EXPERIENCE

A bachelor's degree in marketing, fashion design, or just a general expert in fashion is recommended. It is important for the blogger/influencer to not only be good writers and to be creative, but they also need a deep understanding of software and social media.

## CAREER CHALLENGES

Starting a fashion blog or fashion social media account can be tricky. With so much competition, setting yourself apart from the rest can be very difficult. Being a full-time content creator can come with so much freedom, but the income is unpredictable, and there are also often costs associated with the start-up phase.

# APPLICABLE TXA COURSES

# DIGITAL COMMUNICATIONS

# AND STYLING

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ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO DIGITAL COMMUNICATION AND STYLING ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR DIGITAL COMMUNICATION AND STYLING:**

- TXA 313 - Aesthetics: Theory and Practice
- TXA 317D - Fashion Design Thinking
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing

CAREERS IN

# EVENT PRODUCTION

FASHION EVENT PRODUCER, MODELING AND  
TALENT AGENCY DIRECTOR, FASHION  
PHOTOGRAPHY, COSTUME DESIGNER



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# CAREERS IN EVENT PRODUCTION

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## FASHION EVENT PRODUCER

The fashion show and event producer manages fashion shows and special events for its clients. The company works with each client to determine the type of event, intended purpose, designated audience, and the budget.

## MODELING AND TALENT AGENCY DIRECTOR

The modeling and talent agency director is ultimately responsible for locating and contracting new models, training them, and securing modeling jobs for them.

## FASHION PHOTOGRAPHY

A fashion photographer is in the business of taking pictures of models wearing the latest apparel, accessories, hairstyles, and makeup, or highlighting the newest home furnishings and other fashion products, primarily for commercial use.

## COSTUME DESIGNER

A costume designer collaborates with film and video directors to design, consign, or construct apparel and accessories that fit with the mood, time frame, an image of the visual.

# APPLICABLE TXA COURSES EVENT PRODUCTION

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO EVENT PRODUCTION ARE BOLDED BELOW:**

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- TXA 314C - Computer-Aided Design for Apparel

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**OTHER APPLICABLE TXA COURSES FOR EVENT PRODUCTION:**

- TXA 313 - Aesthetics: Theory and Practice
- TXA 317D - Fashion Design Thinking
- TXA 317R - Merchandising Math I
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
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CAREERS IN

# FASHION CURATORSHIP AND SCHOLARSHIP

MUSEUM CURATOR, COLLECTION MANAGER,  
FASHION EDUCATOR



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# CAREERS IN FASHION CURATORSHIP AND SCHOLARSHIP

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## MUSEUM CURATOR

Museum curators, referred to as museum keepers in some countries, work under the supervision of the museum director. Curators direct the accession, deaccession, storage, and exhibit of collections.

## COLLECTION MANAGER

Collection managers are responsible for preparing, managing, and supervising the collection records; processing and cataloging items in the museum collections; and maintaining and entering data into a computerized collections management system.

## FASHION EDUCATOR

Fashion educators are present at the middle school, high school, and university levels. Depending on the program of the student, there is a variety of fashion educators by topic of the subject taught.

# APPLICABLE TXA COURSES FASHION CURATORSHIP AND SCHOLARSHIP

ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO FASHION CURATORSHIP AND SCHOLARSHIP ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR FASHION CURATORSHIP AND SCHOLARSHIP:**

- TXA 317D - Fashion Design Thinking
- TXA 317T - Textile Fabrication
- TXA 328 - Research Methods in Textiles and Apparel
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 352E - Historic Apparel Collections and Exhibit Management

CAREERS IN

# VISUAL MERCHANDISING AND RETAIL DESIGN

VISUAL MERCHANDISER, STORE PLANNING  
DIRECTOR



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# VISUAL MERCHANDISER

## JOB DESCRIPTION

Visual merchandisers are the people responsible for window installations, in-store displays, signage, fixtures, mannequins, and decorations that give a retail operation aesthetic appeal and a distinct image.

## RESPONSIBILITIES

Visual merchandisers are stylists of sorts; they have the ability to look at the merchandise selected by the buyers and, through their creativity and expertise, create an image of the store that entices customers to enter the store or website and purchase merchandise. Frequently, the visual merchandiser consults with the retail operations buyers to determine which merchandise should be featured. One of the main goals of visual merchandising is to increase revenue, merchandisers will ask the visual merchandiser to create a space for new, fashion-forward key ideas that have been purchased.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Must have a deep understanding of design, marketing, and merchandising
- Excellent aesthetic sensibility and understanding of visual art principles are key
- Computer-aided design skills
- Ability to create effective displays using display components is critical

### EXPERIENCE

A bachelor's degree in fashion merchandising, interior design, or fine arts is recommended. Many visual display professionals begin as a member of the visual merchandising team for retailers, installing window and interior displays. Others may come from fields of interior design, fashion styling, or store planning. Employers expect job candidates to have a variety of visual merchandising work experiences, sales training, and a solid portfolio of work.

## CAREER CHALLENGES

People interested in pursuing a visual merchandising career often start at the first round of the career ladder as a display associate, paid a fairly low hourly wage. Beginning a career in visual merchandising is not easy. The jobs are available in many sectors of the fashion industry, including retail stores, manufacturer's showrooms, and visual merchandising companies. However, not everyone is interested in making the sacrifice that is often required to get started in this field.

# STORE PLANNING DIRECTOR

## JOB DESCRIPTION

A store planning director develops a plan that details fixture placement, lighting, dressing rooms, restrooms, windows, aisles, and cash and wrap areas of the store.

## RESPONSIBILITIES

Store planning directors keep several goals in mind when laying out store floorplans. Aesthetic appeal, image consistency, visibility and security of the merchandise, comfort and ease of staff and customers, and merchandising flexibility are among these objectives. The store planning director often works with the visual merchandising director to design a store layout. Window and interior display areas and cases to exhibit small goods, fixtures, and mannequins are of interest to both. The store planner who has work experience in visual merchandising often has an edge over one who does not.

## QUALIFICATIONS

### PERSONAL CHARACTERISTICS

- Detail and task oriented
- Computer literate (CAD)
- Effective communication skills - oral, written, and visual
- Strong quantitative skills, like space allocation and budgeting

### EXPERIENCE

A bachelor's degree in fashion merchandising, interior design, or retailing is recommended. Between two and five years of experience in retail management, visual merchandising, interior design, or buying is preferred for the position of store planning director.

## CAREER CHALLENGES

The store planner has a good deal to consider when designing or remodeling a retail operation. Store managers, buyers, sales associates, customers, receiving clerks, and maintenance staff have specific space needs and desires. Working under the control of the budget, the store planner must consider the comfort and safety of all constituencies, keeping in mind the goal of the retailer - selling merchandise.



# APPLICABLE TXA COURSES

# VISUAL MERCHANDISING

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ALL TXA STUDENTS MUST TAKE THE FOUNDATIONAL COURSES

**THE FOUNDATIONAL COURSES THAT ARE MOST APPLICABLE TO VISUAL MERCHANDISING ARE BOLDED BELOW:**

**MUST TAKE THE FOUR FOLLOWING COURSES:**

- TXA 301C - Introduction to the Fashion Industry
- TXA 305 - Textiles
- TXA 314K - Product Development
- TXA 314C - Computer-Aided Design for Apparel

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 316L - Apparel I
- TXA 316R - Sewn-Product Analysis and Manufacturing
- TXA 360 - Textile Testing

**MUST TAKE ONE OF THE FOLLOWING COURSES:**

- TXA 325L - History of Dress and Cultural Change I
- TXA 325M - History of Dress and Cultural Change II
- TXA 361 - Consumer Behavior in the Marketplace
- TXA 327C - Social Psychology of Dress and Appearance

**OTHER APPLICABLE TXA COURSES FOR VISUAL MERCHANDISING:**

- TXA 313 - Aesthetics: Theory and Practice
- TXA 317R - Merchandising Math I
- TXA 319R - Merchandise Presentations in Retail Environments
- TXA 331E - Textiles and Apparel in the Global Marketplace
- TXA 376R - Concepts and Innovations in Retailing
- TXA 377R - Merchandising Math II

# CREDIT

THE BOOKLET IS INSPIRED BY THE TEXTBOOK  
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MICHELE M. GRANGER AND SHERYL A. FARNAN.



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