

# contents

Extended Contents *ix*

Preface *xxi*

Acknowledgments *xxvi*

## **Unit 1 Careers in Forecasting, Textiles, Manufacturing, and Resource Management 1**

Chapter 1 Trend Forecasting 3

Chapter 2 Textile Design and Development 29

Chapter 3 Sourcing 51

Chapter 4 Production 75

Chapter 5 Resource Management: Sales, Finance and Accounting, and Human Resources 97

## **Unit 2 Careers in Fashion Design, Product Development, and Fashion Promotion 119**

Chapter 6 Designing Apparel and Accessories for the Manufacturer 121

Chapter 7 Product Development by the Manufacturer and Retailer 141

Chapter 8 Promotion for the Designer and Manufacturer 167

## **Unit 3 Careers in Fashion Retailing 191**

Chapter 9 Marketing for the Retailer 193

Chapter 10 Merchandising for the Retailer 211

Chapter 11 Management for the Retailer 235

## **Unit 4 Careers in the Ancillary Businesses: Digital Media, Styling, Education, and Retail Design 257**

Chapter 12 Digital Media and Visual Communication 259

Chapter 13 Fashion Styling, Photography, and Costume Design 283

Chapter 14 Fashion Curatorship and Scholarship 311

Chapter 15 Visual Merchandising, Retail Design, and Interior Design 339

Chapter 16 Beauty, Spa, and Wellness 367

Appendix A Career Tracks and Salaries Chart 387

Appendix B Résumé Tips, Interview Guidelines, Employer Research, and Résumé Samples 397

Glossary 415

Credits 437

Index 441

# extended contents

Preface *xxi*

Acknowledgments *xxvi*

## Unit 1 Careers in Forecasting, Textiles, Manufacturing, and Resource Management 1

### Chapter 1 Trend Forecasting 3

---

The Job of a Trend Forecaster 4

Types of Forecasters 4

**Box 1.1:** Case Studies in Career Exploration: Chatting up Creative Director of The Doneger Group, Jamie Ross 5

**Box 1.2:** Social Media Strikes: TrendTablet 8

Sources of Information 9

**Box 1.3:** Case Studies in Career Exploration: Interview with Strategist and Men's Fashion Director of The Doneger Group, Tom Julian 10

**Box 1.4:** Case Studies in Career Exploration: Fashion Designer, Stylist, Costumer, and Retailer Patricia Field 14

The Career Path 17

Qualifications 18 • The Trend Forecaster's Typical Career Path 18 •

The Job Market for Trend Forecasters 18 • Career Challenges 18 •

Examples of Trend Forecasting Companies 19

*Doneger Creative Services* 19

*Fashion Snoops* 19 • *Worth Global Style Network (WGSN)* 19

**Box 1.5:** Case Studies in Career Exploration: Interview with Associate Trend Analyst of The Doneger Group, Hannah Kimmerle 20

*SnapFashun* 21 • *Paris Trend Forecasters* 22 • *Promostyl* 22 •

*Color Forecasters* 22 • *Cool Hunting* 22 • *Trend Union* 22

Summary 23

Key Terms 23

Online Resources 23

Discussion Questions 24

Profile: Interview with David Wolfe, Creative Director of The Doneger Group 25

## Chapter 2 Textile Design and Development 29

---

Fashion Director	31
Qualifications	31 • Career Challenges 31
Textile Designer	31
Textile Stylist	33
Textile Colorist	33
<b>Box 2.1: Case Studies in Career Exploration: The Fabric as the Designer's Canvas</b>	34
Qualifications	36 • Career Challenges 36
Textile Technician	36
Qualifications	37
Textile Engineer	37
Qualifications	38 • Career Challenges 39
Resource Room Director/Reference Librarian	39
Qualifications	40 • Career Challenges 40
Account Executive	40
Qualifications	40 • Career Challenges 41
Examples of Companies Employing Textile Designers and Product Developers	42
Cotton Incorporated	42 • Australian Wool Services Limited (The Woolmark Company) 42 • Fur Council of Canada 42 • North American Fur and Fashion Exposition 43 • Mohair Council 43 • Cone Mills 44 • Springs Global 44 • DuPont 45
Summary	45
Endnote	46
Key Terms	46
Online Resources	46
Discussion Questions	46
Profile: Lectra and its Impact of Textile Design and Development	47

## Chapter 3 Sourcing 51

---

Sourcing the Product	52
Fashion Production Planner	52
Qualifications	53
Piece Goods Buyer	53
Qualifications	54
Findings and/or Trimmings Buyer	55
Qualifications	56 • Career Challenges 56
Sourcing Manager	56
Qualifications	56 • Career Challenges 57
<b>Box 3.1: The Job Search: Sourcing and Logistics Manager</b>	57
Merchandiser for a Manufacturer	58
Qualifications	59 • Career Challenges 59
Import Production Coordinator	59
<b>Box 3.2: The Job Search: Merchandiser (Merchandise Planner)</b>	60
Qualifications	61 • Career Challenges 62
Sourcing Career Options in the Global Community	62
Buyer for a Store-Owned Foreign Buying Office	62
Licensing and Sourcing	65

Licensing Director 66  
    Qualifications 66 • Career Challenges 67  
Summary 68  
    **Box 3.3: The Job Search: Licensing Manager** 68  
Key Terms 70  
Online Resources 70  
Discussion Questions 70  
Profile: Sourcing Expert Vince Camuto 71

## Chapter 4 Production 75

---

Product Manager 76  
    Qualifications 78 • Career Challenges 78  
Production Planner 78  
    **Box 4.1: Case Studies in Career Exploration: Production Planning  
    and Control in Apparel Manufacturing** 80  
    Qualifications 81  
Production Manager 81  
    Qualifications 81  
    **Box 4.2: The Job Search: Plant Manager** 82  
    Career Challenges 83  
Production Efficiency Manager 83  
Quality Control Manager 83  
    Qualifications 84 • Career Challenges 84  
Pattern Production 85  
    Pattern Grader 85 • Qualifications 86 • Marker  
    Maker 86 • Qualifications 87  
Spreader and Cutter 88  
Trends Affecting Careers in Production 88  
Summary 91  
Endnotes 92  
Key Terms 92  
Online Resources 92  
Discussion Questions 93  
Profile: Laser Cutting Shapes 94

## Chapter 5 Resource Management: Sales, Finance and Accounting, and Human Resources 97

---

Sales 98  
Manufacturer's Representative 98  
    **Box 5.1: Social Media Strikes: How Manufacturer's Reps can use Social  
    Media to Generate Sales** 99  
    Company Salesperson 100 • Showroom Salesperson 102  
    Qualifications 102 • Career Challenges 102  
Merchandise Coordinator 104  
    Career Outlook 105  
    **Box 5.2: The Job Search: Web Site Merchandise Coordinator of Shoes** 105  
    Qualifications 106 • Career Challenges 106  
Finance and Accounting 106  
Chief Financial Officer 107

Qualifications	107	•	Career Challenges	108
Controller	108			
Qualifications	109	•	Career Challenges	109
Senior, Intermediate, and Entry-level Accountants	110			
Qualifications	110	•	Career Challenges	110
Accounts Receivable and Payable Personnel	110			
Qualifications	111	•	Career Challenges	111
Human Resources Development	111			
Human Resources Manager	112			
Qualifications	113	•	Career Challenges	113
Hiring Manager	113			
Qualifications	114	•	Career Challenges	114
Summary	115			
Endnote	115			
Key Terms	115			
Online Resources	116			
Discussion Questions	116			
Profile: Interview with Buyer Juan Carlos Gaona on the Keys to Success for a Sales Representative	117			

## Unit 2 Careers in Fashion Design, Product Development, and Fashion Promotion 119

### Chapter 6 Designing Apparel and Accessories for the Manufacturer 121

Fashion Designer	122
Box 6.1: Case Studies in Career Exploration: SnapFashion and Fashion Design	124
Qualifications	124
Box 6.2: Case Studies in Career Exploration: A Day in the Life of a Corporate Fashion Designer	125
Career Challenges	126
Assistant Fashion Designer	126
Qualifications	128
Technical Designer	128
Box 6.3: Case Studies in Career Exploration: A Day in the Life of a Technical Designer	129
Qualifications	130
Box 6.4: Case Studies in Career Exploration: Basic Training for Technical Designers	131
Specification Technician	131
Patternmaker	132
Qualifications	133
Summary	134
Endnotes	134
Key Terms	134
Online Resources	134
Discussion Questions	135
Profile: Interview with Fashion Designer Malie Bingham	136
Profile: Fashion Designer Vera Wang	138

## Chapter 7 Product Development by the Manufacturer and Retailer 141

---

- Box 7.1: Social Media Strikes: The Product Development Manufacturer Reaches Out 143
- Why Retailers Became Designers 144
- Types of Product Development Businesses 146
  - Box 7.2: Case Studies in Career Exploration: Retailer in Product Development: Macy's Product Development Executive Development Program 147
- Director of Product Development 148
  - Qualifications 150
  - Box 7.3: The Job Search: Senior Product Development Director 151
  - Career Challenges 152
- Merchandiser 152
  - Qualifications 153 • Career Challenges 153
- Sourcing Staff 154
  - Qualifications 154 • Career Challenges 154
- Product Development Designer 155
  - Qualifications 156 • Career Challenges 156
- Colorist 157
  - Qualifications 158 • Career Challenges 158
- Textile Technical Designer 158
  - Qualifications 159 • Career Challenges 159
- Product Development Pattern Maker 159
  - Qualifications 160 • Career Challenges 160
- Quality Control Manager 160
  - Qualifications 162 • Career Challenges 162
- Summary 162
- Endnotes 163
- Key Terms 163
- Online Resources 164
- Discussion Questions 164
- Profile: Interview with Technical Designer Nicole Narain 164

## Chapter 8 Promotion for the Designer and Manufacturer 167

---

- Consumer and Trade Publications 170
- Fashion Stylist 172
  - Qualifications 173 • Career Challenges 173
- Public Relations and Advertising Directors 173
  - Qualifications 174 • Career Challenges 175
- Advertising Research and Promotion Positions 175
  - Qualifications 175 • Career Challenges 176
- Social Media Director 176
  - Box 8.1: Social Media Strikes: Diesel Tweets Venice 177
  - Qualifications 178 • Career Challenges 178
- Fashion Event Producer 178
  - Fashion Events 178
  - Box 8.2: Social Media Strikes: This Time in a Pop-up 179
    - Bridal Shows 181 • Informal Fashion Show 181 • Trunk Shows 181 • Party Planning 182 • Educational Events 182

Partnership Events	184	•	Philanthropic Fashion Show	184	•	Fashion Shows and Technology	184
Box 8.3: Social Media Strikes: Streaming, Pinning, and Winning	185		Duties of a Fashion Event Producer	185	•	Qualifications	186
			Career Challenges	187			
Summary	187		Key Terms	187			
Online Resources	188		Discussion Questions	188			
Profile: Interview with Junior Public Relations Executive Chelsea Bommel	188						

## Unit 3 Careers in Fashion Retailing 191

### Chapter 9 Marketing for the Retailer 193

---

The Marketing Mix: The Four, Make That Five, Ps of Marketing	194
The Marketing Plan	194
Box 9.1: Case Studies in Career Exploration: Zara: Marketing 101 Around the World	195
Marketing Director	195
Qualifications	196
• Career Challenges	196
Product Marketing Manager	197
Product Placement and the Product Marketing Manager	197
Box 9.2: Case Studies in Career Exploration: Place and Promotion: Mum's the Word at Zara	198
Price and the Product Marketing Manager	198
Box 9.3: Case Studies in Career Exploration: Price: Zara's Claim to Fame, Fast Fashion	199
Brand Marketing Manager	199
Digital Marketing Manager	201
Web Site Marketing	201
• Qualifications	202
• Career Challenges	202
Creative Art Director	202
Art Director	203
Copy Writer	203
Qualifications	203
• Career Challenges	204
Customer Service and Customer Relationship Management	204
Box 9.4: Case Studies in Career Exploration: Product: Zara's Customer Is Always Right and Wants it Right Away	205
Summary	205
Endnotes	206
Key Terms	206
Discussion Questions	206
Online Resources	207
Profile: Interview with Chief Marketing Officer Marivi Avalos Monarrez of Fashionbi	207

## Chapter 10 Merchandising for the Retailer 211

---

General Merchandising Manager 213

**Box 10.1:** The Job Search: General Merchandising Manager (GMM)—Junior Apparel Retail Chain 214

Divisional Merchandising Manager 215

**Box 10.2:** The Job Search: Divisional Merchandise Manager of Men's Sportswear 216

Qualifications 217 • Career Challenges 217

Buyer or Fashion Merchandiser 217

**Box 10.3:** Case Studies in Career Exploration: Buyer's Preparation for a Market Trip 219

**Box 10.4:** The Job Search: Shoe Buyer for a Luxury Fashion Retailer 221

**Box 10.5:** Case Studies in Career Exploration: Renato Grant, Fashion Buyer of a Chain of Independently Owned Women's Wear Boutiques 222

Qualifications 223 • Career Challenges 224

Assistant Buyer 224

Qualifications 224 • Career Challenges 225

Planner 225

**Box 10.6:** The Job Search: Retail Merchandise Planner 226

Qualifications 227 • Career Challenges 227

Distribution Manager/Allocator 227

Qualifications 228 • Career Challenges 228

Merchandising Trainee 229

Qualifications 229 • Career Challenges 229

Summary 230

Key Terms 230

Online Resources 231

Discussion Questions 231

Profile: Interview with Women's Contemporary Apparel Buyer for Zappos.com, Mandy Raines-Cordia 231

## Chapter 11 Management for the Retailer 235

---

Regional Manager 235

**Box 11.1:** Case Studies in Career Exploration: Management Career Track at Express 236

Qualifications 237 • Career Challenges 237

Operations Manager 237

Qualifications 238 • Career Challenges 239

Retail Store Manager 239

**Box 11.2:** Case Studies in Career Exploration: Listing of the Supervisory and Administrative Responsibilities of the Manager of a Large Store 240

Qualifications 241 • Career Challenges 241

Manager-in-Training 242

Qualifications 242 • Career Challenges 243

Assistant and Associate Store Manager 243

Qualifications 243

Department Manager	244
Qualifications	244
<b>Box 11.3: The Job Search: Assistant Store Manager</b>	245
Career Challenges	245
Customer Service Manager	246
Qualifications	246
<b>Box 11.4: Case Studies in Career Exploration: Responsibilities of the     Customer Service Manager</b>	247
Career Challenges	247
Retail Operation Owner	247
Qualifications	248
<b>Box 11.5: Social Media Strikes: Free People Manages Social Media</b>	249
Career Challenges	250
Summary	250
Endnote	250
Key Terms	251
Online Resources	251
Discussion Questions	251
How to Interview for a Store Management Position with a Luxury Fashion Retailer	252
Profile: Interview with Fashion Entrepreneur in Paris, Erin Burke	254

## **Unit 4 Careers in the Ancillary Businesses: Digital Media, Styling, Education, and Retail Design 257**

### **Chapter 12 Digital Media and Visual Communication 259**

---

Digital Media Artist	260
The Job Market for Digital Media Artists	260
<b>Box 12.1: Case Studies in Career Exploration: Examples of Top Digital     Media Companies</b>	261
Qualifications	262 • Technology and the Digital Media Artist 262 • Career Challenges 263
Graphic Designer	263
The Job Market for Graphic Designers	265 • Qualifications 265
<b>Box 12.2: Case Studies in Career Exploration: Examples of Graphic Design     Companies</b>	265
Web Site Designers and Developers	266
The Job Market for Web Designers and Developers	267
Qualifications	267
<b>Box 12.3: Case Studies in Career Exploration: Examples of Web Site     Design/Development Companies</b>	267
Career Challenges	268
Fashion Journalist	269
The Job Market for Fashion Journalists and Writers	270
<b>Box 12.4: Case Studies in Career Exploration: Examples of Employers for     Fashion Journalists, Writers, and Bloggers</b>	270
Qualifications	271 • Career Challenges 271
The Fashion Blogger	272

**Box 12.5: Case Studies in Career Exploration: Top Ten Independent Fashion Blogs in 2014** 274

The Job Market for Fashion Bloggers 274 • Qualifications 274 • Career Challenges 275

**Box 12.6: Case Studies in Career Exploration: Tips for Starting a Fashion Blog** 276

Summary 277

Key Terms 277

Online Resources 277

Discussion Questions 278

Profile: Fashion Journalist Robin Givhan, "The Best Fashion Journalist in the World" 279

Profile: Interview with Fashion Blogger Kristian Laliberte, Former Senior Editor of Refinery29 and Current Freelance Journalist and Editorial Consultant 280

## **Chapter 13 Fashion Styling, Photography, and Costume Design** 283

---

Fashion Show and Event Producer 284

**Box 13.1: Case Studies in Career Exploration: Fashion Show Marketing Tips for the Fashion Show Producer** 285

Qualifications 287 • Career Challenges 288

Modeling and Talent Agency Director 288

Qualifications 289

**Box 13.2: Case Studies in Career Exploration: The Fit Model** 289

Career Challenges 291

Fashion Photographer 291

Qualifications 293 • The Portfolio 294 • Career Challenges 294

Stylist 294

**Box 13.3: Case Studies in Career Exploration: How to Become a Fashion Photographer** 295

Qualifications 297

**Box 13.4: The Job Search: Internet Stylist** 298

Career Challenges 299

Costume Designer 299

**Box 13.5: Case Studies in Career Exploration: Academy Award-Winning Designer Catherine Martin** 301

Qualifications 302 • Career Challenges 302

Summary 303

Key Terms 304

Online Resources 304

Discussion Questions 304

Profile: Interview with a Bridal Boutique Owner and Wedding Consultant, Stephanie Weiss of Ella Weiss Wedding Design 305

Profile: Fashion Stylist to the Stars, Micaela Erlanger 308

## **Chapter 14 Fashion Curatorship and Scholarship** 311

---

**Box 14.1: Case Studies in Career Exploration: Foundation Pierre Bergé-Yves Saint Laurent** 311

**Box 14.2: Case Studies in Career Exploration: Introduction to the Costume Institute of the Metropolitan Museum** 314

<b>Box 14.3: Case Studies in Career Exploration: Musée des Arts Décoratifs— Musée de la Mode et du Textile</b>	315
<b>Box 14.4: Case Studies in Career Exploration: The Victoria and Albert Museum</b>	316
Museum Director	317
Qualifications	317
<b>Box 14.5: Social Media Strikes: Pinterest for Those with Museum Interest</b>	318
Career Challenges	318
Museum Curator	319
Qualifications	321
<b>Box 14.6: The Job Search: Senior Museum Curator of Costume</b>	322
Assistant Curator	323
Career Challenges	324
Collections Manager	324
Qualifications	324 • Career Challenges 325
Museum Archivist	325
Qualifications	326 • Career Challenges 327
Museum Conservator	327
Qualifications	327 • Career Challenges 328
Fashion Educator	328
Qualifications	329 • Career Challenges 329
Summary	330
Key Terms	330
Online Resources	330
Discussion Questions	331
Profile: Interview with Career Consultant, Adjunct Professor in E-commerce at the Fashion Institute of Technology, and Owner of Web Site, The Fashion Potential, Melissa McGraw	332
Profile: Interview with Fashion Scholar Dr. Catherine Amoroso Leslie, Associate Professor and Graduate Studies Coordinator of the Fashion School at Kent State University	334

## **Chapter 15 Visual Merchandising, Retail Design, and Interior Design 339**

---

Architect	340
Qualifications	343 • Career Challenges 343
Interior Designer	343
<b>Box 15.1: Case Studies in Career Exploration: A Task Listing for an Interior     Designer's Typical Project</b>	345
Qualifications	346 • Career Challenges 346
Visual Merchandising Professionals	346
Growing Visual Merchandising Career Opportunities	347
Qualifications	350
<b>Box 15.2: Case Studies in Career Exploration: WindowsWear PRO</b>	352
Career Challenges	352 • Future Outlook for Visual Merchandisers 353 • Store Planning Director 353 • Qualifications 353
<b>Box 15.3: The Job Search: Online Visual Merchandiser and Stylist</b>	354
Career Challenges	355

Mall Manager	355
Assistant Mall Manager	355
Qualifications	355
<b>Box 15.4: The Job Search: Mall Manager</b>	357
Career Challenges	358
Summary	358
Key Terms	358
Online Resources	359
Discussion Questions	359
Profile: Interview with Interior Designer Abbe Fenimore	360
Profile: <i>Careers in Interior Design</i> co-author, Interior Designer, and College Instructor Nancy Asay	364

## **Chapter 16 Beauty, Spa, and Wellness 367**

---

<b>Box 16.1: Social Media Strikes: Sephora</b>	369
<b>Box 16.2: Case Studies in Career Exploration: Clarins Paris</b>	370
Beauty Merchandising and Marketing Professionals	371
Qualifications	371
<b>Box 16.3: Case Studies in Career Exploration: Beauty Products Career Tracks</b>	372
Career Challenges	373
Makeup Artist	374
<b>Box 16.4: Case Studies in Career Exploration: Film Makeup Artistry with Special-Effects Makeup Artist Rick Baker</b>	375
Qualifications	375 • Career Challenges 377
Wellness and Aesthetics	377
Aesthetician	377
Qualifications	377 • Career Challenges 379
Hairstylist	379
Qualifications	379 • Career Challenges 380
Director of a Spa or Wellness Center	380
Qualifications	381 • Career Challenges 381
The Future of Spas and Wellness Centers	381
Summary	382
Key Terms	383
Online Resources	383
Discussion Questions	384
Profile: Interview with Spa Director Jeremy McCarthy	385

## **Appendix A Career Tracks and Salaries Chart 387**

## **Appendix B Résumé Tips, Interview Guidelines, Employer Research, and Résumé Samples 397**

## **Glossary 415**

## **Credits 437**

## **Index 441**