

Fashion Industry Webinar Reference guide

1. TYPES OF RETAILERS

- **BIG-BOX**



- **DEPARTMENT STORE**



- **DISCOUNTER**



- **SPECIALTY RETAILER**



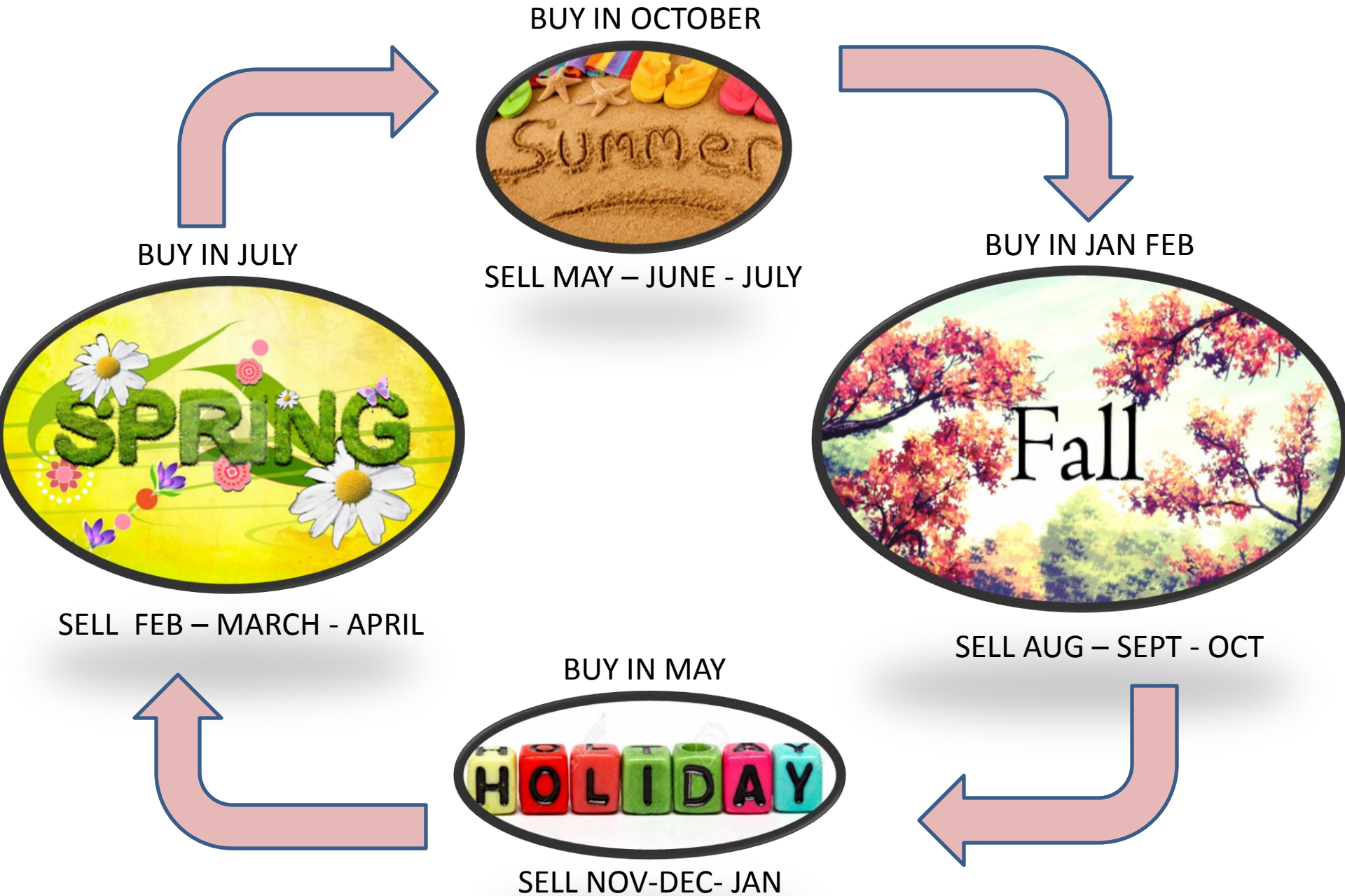
- **INDEPENDENT BOUTIQUE**



1. TYPES OF RETAILERS – HOW THEY OPERATE

- **BIG-BOX –Carries Everything under the sun from groceries to tires to lawn furniture. Value priced.**
- **DEPARTMENT STORE – Usually in Malls, Mostly apparel and accessories, sometimes furniture and electronics. Brand driven. Big promotional calendar, suchs as “one day sale”**
- **DISCOUNTER – Buys excess inventory sells at discount. Or makes knockoff merchandise at discounted prices.**
- **SPECIALTY RETAILER – multi locations specialized product like lingerie, or mens or jewelry**
- **INDEPENDENT BOUTIQUE – Main st. Independently owned, unique product for the community.**

2. THE FASHION CYCLE - STAGES AND HOW IT WORKS



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- **SPRING** – Bright colors, light weight fabrics, dresses, shorts, tees, swim, short sleeves 40% of total season
- **SUMMER** – promotional swim, tanks, sun dresses starting to transition color palate to warmer colors like olive, rust and neutral. 20% of total season
- **FALL** – long sleeves, fall colors, sweaters, coats, denim, jackets, corduroy. 40% of total season
- **HOLIDAY** – dressy goods, gift giving, impulse buys, some early spring goods. 20% of total season

3. FASHION MARKETING

- **ADVERTISING-** TV, Catalog, newspaper, magazine
- **SOCIAL MEDIA-** Email, Instagram, Facebook, Twitter, Celebrities, Bloggers & Influencers
- **PROMOTIONS** – One Day Sale, Presidents day sale, etc.
- **CUSTOMER LOYALTY** – VIP rewards, loyalty cards
- **CONVENIENCE** – Location like airport or Casino or high traffic neighborhood.

3. FASHION INDUSTRY JOBS

JOB TITLE	AVE. SALARY	BONUS OR COMMISION	EDUCATION NEEDED
RETAIL CLERK	\$9-11 / HR	YES	ENTRY LEVEL ON THE JOB TRAINING
ASSISTANT MANAGER	\$30K/ YEAR	SOMETIMES	RETAIL EXPERIENCE OR COLLEGE DEGREE
STORE MANAGER	\$40K/ YEAR	YES	RETAIL EXPERIENCE OR COLLEGE DEGREE
REGIONAL MANAGER	\$50K/ YEAR	SOMETIMES	RETAIL EXPERIENCE OR COLLEGE DEGREE
RETAIL STORE EXECUTIVE	\$80-100K/ YEAR	YES	RETAIL EXPERIENCE AND COLLEGE DEGREE
ASSISTANT BUYER	\$40K/ YEAR	NO	RETAIL EXPERIENCE OR COLLEGE DEGREE
BUYER	\$60-\$120k/ YEAR	YES	RETAIL EXPERIENCE AND COLLEGE DEGREE
DIV. MERCHANDISE MANAGER	\$150K/ YEAR	YES	RETAIL EXPERIENCE AND COLLEGE DEGREE
DESIGNER	\$60-\$120k/ YEAR	NO	FASHION SCHOOL
MERCHANDISER	\$60-\$80k/ YEAR	NO	DESIGN EXPERIENCE & COLLEGE DEGREE
PATTERNMAKER	\$60-\$80k/ YEAR	NO	TECHNICAL DESIGN SCHOOL
SEWER	\$10-15 / HR	NO	SELF TAUGHT OR TECHNICAL SCHOOL
PRODUCTION MANAGER	\$60-\$100k/ YEAR	NO	DESIGN EXPERIENCE & COLLEGE DEGREE
WHOLESALE EXECUTIVE	\$100-200K/YEAR	YES	EXTENSIVE FASHION EXPERIENCE
WHOLESALE SALES REP	\$50-\$100k/ YEAR	YES	FASHION AND SALES EXPERIENCE
INDEPENDENT SALES REP	10% COMMISION	YES	SALES EXPERIENCE