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A key to successful  
retailing is to match the  
retailer's merchandise and  
service offerings to the  
needs, preferences and  
expectations of their target

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market. Fashion retailers  
perform three functions  
relating to merchandise:  
planning, buying and  
controlling.

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industry. This course will  
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fashion is all about  
capturing key looks from the

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catwalk to the high street,  
as quickly as possible and  
at an affordable price. The  
buyer and merchandiser for  
any retailer will play a key  
role in making this happen.  
The course will cover how  
buying and merchandising

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Develop plan and strategise  
for the season ahead, how  
they work with the supply  
chain to design and  
manufacture quickly and  
inexpensively, and always  
strive to stay ahead of the  
competition.

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The reality is, buying and merchandising is not for everyone and you probably need a little bit of time. Look at your experiences,

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don't be too adventurous  
right away. Be led a little  
bit more by the numbers to  
start out with, add a bit of  
spice with your intuition,  
see how it performs, get a  
bit gutsier and feel it from  
there.

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Fashion buying requires both  
strong commercial

understanding as well as  
theoretical knowledge. After  
looking at the roles and  
responsibilities of buyers -

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from design concept to point of sale - you'll focus on the business side of fashion, building your knowledge of planning, branding, public relations/communications and social media platforms.



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Develop merchandising. Positions available to those with this educational specialization include retail merchandiser, planning and allocation, fashion/apparel sourcing specialist, and wholesale or retail buying manager.

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Develop the perfect balance between professional buying skills and fashion merchandising techniques in order to understand and achieve profitable objectives, exploring the relationships between buying, trend

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a vital role in developing new fashion trends and make them available to the public. According to a report, fashion has...

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doesn't make assumptions on prior knowledge. This means that you'll be able to connect with the concepts regardless of your educational or professional background.

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Fashion merchandising is the  
strategic analysis,  
marketing, management, and  
distribution of fashion  
products in order to  
maximize profits. Fashion

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merchandisers stay acutely aware of past and present fashion trends to project what consumers will want in the future. Fashion merchandising is a dynamic and exciting field.

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