

FTEAM23 FASHION MERCHANDISING

UNIT-1 RATIONALE

- 1.1 Some diploma holders of fashion technology may find employment in export houses and apparel merchandizing agencies.
- 1.2 After studying this subject, the students will understand marketing in domestic and international markets and their quota systems.
- 1.3 It focuses attention on apparel industry giving thorough knowledge of merchandizing.

UNIT-2 DETAILED CONTENTS

- 2.1 Concept
- 2.2 Study of fashion (FAD, CLASSIC), fashion theories, fashion principles and fashion cycle
- 2.3 Fashion terms (definition only) – Boutique, Couture, Haute-Couture, Pret - A-Porter, Avant - Garde, Hi-Fashion, Fashion Trend, Designer, Accessories, Apparel, Atelier, Bespoke, Collection, Fashion Forecast, Style, Stylist, Vendor
- 2.4 Economic, social, environmental and political factors influencing fashion

UNIT-3 FASHION INDUSTRY PROFILE

- 3.1 Current Indian export and India's position in the world apparel/textile market
- 3.2 Organisation structure of export house and buying house

UNIT-4 FASHION MERCHANDISING

- 4.1 Terms – Merchandise, Buyer, Merchandiser, Buying Office, Buying Plan, (Definitions Only), First Pattern, Greige Goods, Retail Price, Landed Cost, LC, FOB, Air Freight, CIF Spec Sheet, BOM (Bill Of Materials), Trim Card
- 4.2 Skills of merchandise
- 4.3 Responsibilities/tasks of merchandiser
- 4.4 Sample approval process - (a brief idea)
- 4.5 Sourcing- definition and features only
- 4.6 Costing – Definition, Cost Sheet, Backward Costing

Reference Books:

1. Fashion from Concept to Consumer
2. Fashion and Retail Merchandising
3. Inside the Fashion business by Joonow, Jea