

Fashion A: Standard 5: Fashion Retail and Promotion

Objectives

- **Students will understand forms of fashion retail and promotion.**
 - *Objective 1:* Describe types of fashion retail
 - *Objective 2:* Identify the types of fashion promotion

Types of Fashion Retailers

- **Department Stores:** retail establishments that carry different kinds of _____ and house them in separate _____ or departments.



- Ex:
- **Flagship Stores:** Core stores for brand name retailers, usually the “_____” store.
- Ex:

- **Specialty Stores:** stores that handle only apparel or even only one _____ type of apparel.
- Ex:

- **Boutique:** specialty store that offers a _____ selection, items tend to be more trendy
- Ex:

- **Chain Stores:** a group of stores owned and _____ by a central office.
- Ex:



- **Designer Stores:** store that is owned and operated by a designer or manufacturer and carries only its _____ lines.
- Ex:

- **Outlets:** an off-price retailer that sells _____ or damaged items from a prior season
- Ex:

- **Discount Stores:** sell clothing and other merchandise at _____ prices, may be private or _____ brands.
- Ex:



- **Mail-order Houses:** Direct-mail marketing done by selling merchandise through the use of _____.
- Ex:

Other Types Fashion Retailing

- **Television retailing:**
 - Ex:
- **On-line retailing:** Almost every type of retailer- whether department store, boutique, discounter, or designer- offers online services. Customers are able to shop _____ and _____ have the merchandise shipped directly to their home.



Fashion Promotion

- Promotion:
 - Any form of _____ a business uses to inform, persuade or remind people about its _____.
- Types of Fashion Promotion:
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Advertising

- A _____ promotional message by an _____ sponsor about its fashion products or ideas.
- Companies use different types of _____ to get their message to the customer.

- Broadcast Media

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- Print Media

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- Online Media

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Publicity

- Includes _____ messages to the public about a company's merchandise, activities, or services.
- Press releases/ Press kits: sent out by some companies to the press with _____, written as news stories, hoping to have it included in news _____.



- Fashion businesses do not have _____ over the publicity they receive.

Sales Promotion

- Short-term _____ used to interest customers into buying products.

- Examples:

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Visual Merchandising

- The integrated look of an _____ store.
- The goal of effective visual merchandising is to sell goods by promoting the store _____ and creating a _____ shopping experience for the customer.

- Types of Visual Merchandising:

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- Store front: exterior of the store, gives the first _____

- Signs, marquees, _____ displays



- Store layout: arrangement of _____ space

- The customer should be able to _____ through the store and easily _____ the merchandise

- Store interior:

- Lighting, color _____, store fixtures

- Interior displays:

- Space design, fixture and hardware, _____, floor and wall coverings, in-store signage



Personal Selling

- Requires _____ contact with the customer.
- Can take place in any of fashion industry _____.
- _____ stage of a sale, after the customer has been prompted by advertising, publicity, sales promotions and visual merchandising.