**Careers In the Apparel & Fashion Industry**

**Textiles, Manufacturing, Sales, Merchandising, Design & Retail**

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The eight Career Areas are**:

1. 2.

3. 4,

5. 6.

7. 8.

**1. Careers in the Primary Level**

* **Trend & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Forecasters**
* Who decides what the Latest \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Colors or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will be popular for next year?
* How far ahead of the retail season are these trends determined?
* The person responsible for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ what fashions will be the next year. They combine their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of fashion design, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, consumer research & business information to predict the trends that will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ consumers next year.
* **Under the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are many Assistants & Employees.**

**2. Careers in Textiles**

* **Textile Product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + **Textile \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Textile \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Textile \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
  + Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the floral print on your dress or teacup print on your bathrobe?
  + Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ how designs can be applied to a fabric?
* **Textile Designers –** Create \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ designs in fabrics.
* **Textile Stylists –** Modify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ textile goods by altering & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ fresh new products.
* **Textile Colorists –** Choose the color \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that will be used in creating new designs.
* **Under the Textile Development & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are many Assistants & Employees.**

**3 & 4. Careers in Manufacturing & Design**

* **Design \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Merchandisers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Designers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Designers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Makes, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Managers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Planners, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Buyers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Buyers & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Control Managers.**
  + Who designs product & \_\_\_\_\_\_\_\_\_\_ the materials that are used in your favorite \_\_\_\_\_\_\_\_\_\_\_\_?
  + Who decides \_\_\_\_\_\_\_\_\_\_\_\_\_ these clothes items will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
  + Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ out how much a product \_\_\_\_\_\_\_\_\_\_\_\_\_ to manufacture?
* **Directors of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Development –** Are responsible for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ plan of product development in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ company.
* **Design Directors –** Do the same for a design/\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ firm.
* **Merchandisers –** Work with the Directors to decide what will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & then \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the product development process.
* **Creative Designers –** Are responsible for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ design direction of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Technical Designers -** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the creative design concept into the development of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Pattern Makers –** Develop the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the apparel products by either \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or flat pattern methods.
* **Sourcing Managers –** Determine \_\_\_\_\_\_\_\_\_\_\_\_\_\_ a product will be produced, they \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a contract.
* **Production Planners –** Determine all of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ that will be needed to make the \_\_\_\_\_\_\_\_\_\_\_\_\_ product.
* **Piece Good & Trimming Buyers -** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the fabrics, zippers, threads, linings, interfacings & trimmings for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Quality Control Mangers –** Are responsible for the final \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of garments from he manufacture.
* **Under all the careers in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Design are many Assistants & Employees.**

**5. Careers in Sales**

* **Manufacturers’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Reps, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sales Rep, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sales Associates, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Coordinators & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sales Associates.**
  + Who actually gains the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the customer?
  + Who determines customers’ \_\_\_\_\_\_\_\_\_\_\_ & desires?
  + Who sales the product, a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the concept or the \_\_\_\_\_\_\_\_\_\_\_\_\_?
* **Manufacturers’ Sales Rep –** Are independent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ owners that sell the product lines of many \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Company Sales Rep –** Work a given \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ under a Manufacturers’ Sales Rep to sell the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ lines to retail buyers.
* **Showroom Sales Associates -**  Works under the Sales Reps \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ how to set up the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the retailers.
* **Merchandise Coordinator –** Work with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. They service their accounts.
* **Retail Sales Associates –** Perform the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ functions of maintaining the store.
* **Under the Careers in \_\_\_\_\_\_\_\_\_\_\_\_ are many Assistants & Employees.**

**6. Careers in Retail Merchandising**

* **General \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mangers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Merchandise Managers, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Assistant Buyers, Planners & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**
  + Who decides which brands & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of jeans will be sold at the store in your neighborhood?
  + Who decides the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the consumer will pay for the particular clothes?
  + Who really \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the customers & what they want?
* **General Merchandise Mangers –** Are over the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ merchandising division within a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ store & manage everyone under them.
* **Divisional Merchandise Managers –** Are over a division or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ area. They set up \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & manage profits & losses.
* **Buyers –** Are responsible for all of the product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a particular dept. in the company.
* **Assistant Buyers –** Work under the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & the many duties that they have.
* **Planners –** Work with the Buyers to set sales \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, inventory plans & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ budgets.
* **Allocators –** Are responsible for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & managing merchandise \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ received from vendors to retail locations.
* **Under the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Merchandiser are many Assistants & Employees.**

**7. Careers in Retail Management**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Store Managers, Assistant Store \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Area \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Managers.**
  + Who loves the retail store \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
  + Who craves the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the hustle & bustle of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shopping?
  + Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in a retail environment?
* **Retail Store Managers –** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ all of the activities of a retail store’s operation including: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, sales, merchandising, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, personnel & profits.
* **Assistant Store Managers –** Work under the Store Manager, may handle \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, payroll & other duties.
* **Area Department Managers -**  Are over \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ areas or departments in larger department stores.
* **Under the Retail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are many Assistants & Employees**

**8. Careers in Sales Promotion**

* **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Directors, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Directors, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Relations Directors, Special Event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & Visual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**
  + Who writes the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ releases?
  + Who develops the Ad \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
  + Who makes the store \_\_\_\_\_\_\_\_\_\_\_\_\_ fantastic?
  + Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ about the newest fashions?
* **Promotion Directors –** Guide the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ activities of the retail store.
* **Advertising Directors -** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & implement the company’s advertising \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the purpose of increasing sales.
* **Public Relations Directors –** Find cost \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ways to promote the company & put it in a favorable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Special Events Coordinators –** Plan & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ special events such as trunk shows, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shows, bridal shows, parties, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ events, & book signings that increase the companies visibility.
* **Visual Merchandisers –** Design, develop, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & install merchandise displays that enhance the environment of the store, whether it be displays, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, fixtures, mannequins or décor that adds to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ appearance of the store.
* **Under the Visual Merchandiser are many Assistants & Employees.**