

# ADVANCED FASHION DESIGN MERCHANDISING

## **Course Description**

*The Advanced Fashion Merchandising course is designed to provide fashion student's knowledge of the various business functions in the fashion industry. The following list of skill Strands prepares the student in fashion merchandising with a working knowledge of promotion, textiles, merchandising math, selling, visual merchandising and career opportunities.*

## **Priority Standards / CTE Strands**

- Have a basic understanding of the history of fashion.
- Understand fashion products and research.
- Understand the concept of retailing positioning.
- Understand the basics of fashion buying.
- Understand how fabrics are made and the characteristics of different fabrics.
- Understand the basics of successful selling.
- Understand basic merchandising math.
- Understand the basics of fashion promotion.
- Understand visual merchandising.
- Understand the basics of fashion show production.
- Understand how to find and get jobs in the fashion industry.
- FCCLA integration in the course.
- Develop profession and interpersonal skills needed for success in industry.

## **Performance Skills**

- None

