



Fashion Merchandising
Course:
High School: Grade 9-12

Essential Course Information

- Course Revision
- Full Year -.5 Credits
- Prerequisites: Fashion Clothing A and Fashion Clothing B Recommended

Course Overview

Fashion Merchandising is the second level of the Fashion program for students at West Orange High School. In this full year course, all aspects of Fashion Merchandising are explored through an in-depth study of the dynamics of fashion with a focus on how products move from the design state to the retail market. Students will gain an understanding of how textiles are developed and fabric is selected for product development. Students will take on the role of merchandisers and buyers through hands-on projects and understand the importance of marketing in the retail industry. Careers in all areas of Fashion Merchandising will be explored as students participate in career related activities throughout the course of study. Students may earn 3 credits through our partnership with Berkeley College Program by successfully completing this course with a C or better. Tuition fees apply for the Berkeley College Program.

Unit	Estimated Class Time	Overview
<u>Unit #1 Fashion Careers & Pathway</u>	4 weeks	The "Fashion Careers & Pathway" unit is the introductory unit dedicated to exploring the dynamic world of fashion and building a foundation for future career pursuits. It aims to introduce students to the diverse array of careers within the fashion industry and provide insights into the educational and professional pathways leading to success in this dynamic field. Students will explore different career descriptions, understand college requirements, research salary potential, and discover various career possibilities available within the multifaceted world of fashion.
<u>Unit # 2: Fashion Products & Technical Design</u>	5 weeks	In this unit students will dive into the intricacies of the fashion industry by exploring the different categories of fashion, the difference between a fashion product & service, how each might be priced, and ways to break into the industry using different services. Students will gain insights into the diverse range of textiles and research methodologies that underpin successful ventures in the fashion business. Students will learn the nine-head fashion croquis for the use of technical design, creating flats, the development of tech packs for production and manufacturing, and the critical aspects of sourcing materials and embellishments for successful and sustainable fashion production. Students will learn the technical side of the fashion industry, understanding the essential role of precision and attention to detail in translating design concepts into tangible, market-ready products.
<u>Unit # 3: Fashion Design & Illustration</u>	7 Weeks	In this unit, students build upon the foundational knowledge gained in previous units with practical skills in the creative aspects of the fashion industry. Students will explore the intricacies of design and illustration, honing their abilities to visually communicate fashion concepts. This unit involves color and trend forecasting, mood boards and inspiration, shading and rendering techniques and learning the 9-head fashion figure in action poses.
<u>Unit # 4: Fashion Lookbooks & Portfolio</u>	6 Weeks	In this unit, students will explore the art of visual storytelling and strategic presentation within the fashion industry. Building on their technical design and production skills, students will learn to curate visually stunning fashion lookbooks and portfolios that effectively communicate their design aesthetic and vision. This unit emphasizes the creation of mood boards, inspiration boards, portfolio layout with color stories, rendered designs, flats and swatches, presentation of a cohesive collection, and the use of an e-portfolio or website development to showcase their work. Students will gain an understanding of how impactful visual presentation is in establishing brand identity and effectively communicating with the fashion audience. By incorporating technological tools such as e-portfolios and websites, students will learn to adapt their presentation skills to the digital landscape, a crucial aspect in the modern fashion industry.
<u>Unit # 5: Making a profit - Buying vs. Merchandising</u>	5 Weeks	In this unit, students delve into the financial aspects of the fashion industry, building on their foundational knowledge from previous units. This unit explores the crucial roles of buying and merchandising in ensuring profitability within a fashion business. From understanding the fundamental differences between buying and merchandising to dissecting pricing strategies, students will gain insights into the intricacies of maximizing profit margins and considering business models to boost sales.
<u>Unit # 6: Building a Brand – Fashion Marketing</u>	6 Weeks	This unit dives into essential aspects of branding, including the development of logos, effective sourcing strategies, and understanding and targeting specific markets. From crafting a unique brand identity to identifying and reaching target markets, students will gain practical insights into the strategic decisions and creative elements involved in successfully launching and managing a fashion brand. Students will learn the important aspect of producing a fashion show for marketing their fashion brand. Students will explore aspects of creating and executing a successful fashion show
<u>Unit # 7: Writing a Fashion Editorial</u>	6 Weeks	In this unit, students will explore the world of fashion journalism and editorial writing. Students will learn the intricacies of a fashion editorial, discovering elements that contribute to impactful storytelling, including tone, style, and voice. By the end of the unit, students will have the tools and confidence to craft thought-provoking fashion editorials that resonate with diverse audiences.

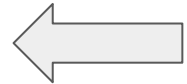
Career Education-CTE Fashion

9 or 10

Fashion Clothing A
Fashion Clothing B

10 or 11

Fashion Merchandising



11 or 12

Apparel Design Production

INSTRUCTIONAL / SUPPLEMENTAL MATERIALS

1. *Wolfe, Mary. (2014) Fashion Marketing & Merchandising. Goodheart-Willcox Company, Inc.*
2. Online Resources: including software applications
3. Instructor will utilize live demonstrations and visual aids to help guide the learning experience.

KEY FEATURES OF REVISION

- Career Readiness, Life Literacies, and Key Skills
- Student access to digital resources has expanded greatly.
- Integration of performance based assessments.
- Incorporation of activities and assessments that develop 21st century skills.

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