

# Fashion Merchandising and Management

School of Business  
Kanbar College of Design, Engineering, & Commerce

# Presentation Overview

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The Fashion Merchandising and Management Program at Jefferson features an immersive, career-focused curriculum that prepares students to contribute to all aspects of the fashion supply chain. The program teaches current and upcoming trends in advancing technologies and a global fashion marketplace.

We are internationally recognized for educating professionals who understand the full scope of the fashion industry, providing opportunities in buying, merchandising, planning, marketing, allocation, product development, branding, sourcing, and production. Our internship and job placements could have you working with companies such as Urban Outfitters, Calvin Klein, PVH, Ralph Lauren, Under Armour, Michael Kors, Amazon, Nike, and many more.



### Hallmarks Core

A cumulative general education that builds essential skills to prepare you for your career.

### Design Engineering Commerce Core

Introduces the principles and practice of innovation drawn from design thinking principles to identify opportunities and discover creative solutions to complex problems in a collaborative environment.

### Major courses & Specialization

Gain Expertise in FMM with advanced electives through specializations such as Buying & Merchandising, Global Brand Strategy, or Fashion Product Development.

### Business Core

Integrates key functional areas of business and provides a strong foundation for pursuing FMM major and assuming leadership roles.

### Applied Business Analytics Core (included in Business Core)

Provides cutting edge knowledge and skills to identify, understand, and deliver insights from large datasets. Added value for buying, merchandising, and marketing due to the growth in e-commerce and Big Data.

### Free Electives

Courses to take based on your interest. Can also be used to pursue a minor and/or internships.

## Retail, Strategy & Structure/ Fashion Merchandising Pop Up Shop



**PVH**  
RECRUITS

**Jefferson**  
Thomas Jefferson University

9/17 through 9/19  
11am – 6pm  
Kanbar Student Center

Resume Review  
Shop Interview Ready Styles

Sign up with **Handshake** for the opportunity to meet with a **PVH** Recruiter for a 15 minute resume review session.



New York Fashion Immersion Course





With the upcoming launch of the childrenswear assortment at Anthropologie, it is very in line with the goals of the company to follow suit in the creation of a childrenswear assortment within BHLDN as well. Direct inspiration for this line comes from the Kid's Forecast "Designing Emotion" from WGSN. This report inspired pattern, color, texture, and essence. The rich, mid-tones of the color palette provide an interesting contrast with vibrant elements of the spring/summer essence conveyed in the mood boards. Bohemian bridal trends supported the use of florals and muted tones in the same contrasting relationship as that of the WGSN report. The IBISWorld website notes that the bridal industry has had stagnant growth within the last year; this addition to the BHLDN offerings could help them to maintain market share and inspire more growth.

SPRING/SUMMER 2020

PRESENTATION  
BY JULIA DANK

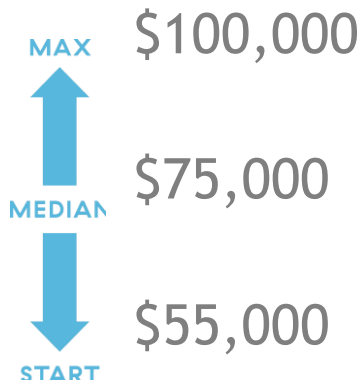
## JOB TITLE

# Assistant Buyer-Senior Buyer

## OUTLOOK

Most of our graduates enter the field of buying with major fashion companies. They begin their career paths as assistant buyers and gain valuable experience in other roles within e-commerce merchandising, marketing, sourcing, or production. One of the beneficial factors of the FMM program is the ability to diversify your skillset and utilize transferable skills throughout the industry to direct your future.

## SALARIES





PLACEMENT RATE Based on 80% respondents

98%

RANKINGS

#3 by Fashionista in the US &  
#7 in the World

TOP TEN CEO World Magazine

#6 in the US &  
#24 Internationally

Business of Fashion (BoF) Top Ten  
Best Fashion Schools in the World

SCHOLARSHIPS & AWARDS



EMPLOYERS OF JEFFERSON GRADUATES

- Qurate Retail Group (QVC & HSN)
- Phillips Van Heusen (PVH)
- Burlington
- Macy's
- Tiffany & Co.
- URBN (Urban Outfitters, Anthropologie, Free People, BHLDN)
- Ralph Lauren
- Lilly Pulitzer
- Five Below

- NRF (National Retail Federation)
- AAFA (American Apparel Footwear Association)
- AATCC (American Association of Textile Chemists and Colorists)
- BRAG (Black Action Retail Group)

### Student Organizations

- F.A.M.E (Fashion Apparel Merchandising Experience)
  - BRAG (Black Retail Action Group)
  - FIA (Fashion Industries Association)
  - Delta Sigma Pi Eta Xi
  - Diversity Council
  - Black Student Association
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**Jefferson**

Thomas Jefferson University