

Fashion Merchandising and Management

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

Presentation Overview

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Nioka N. Wyatt

DEPARTMENT OF FASHION MERCHANDISING AND
MANAGEMENT
DIRECTOR




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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.



PLAN OF STUDY

Hallmarks Core (31-33 cr.) - a cumulative general education that builds essential skills to prepare you for your career.

Design Engineering Commerce Core (12 cr.) - 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 (27 cr.) - Gain Expertise in FMM with advanced electives through specializations such as Buying & Merchandising, Global Brand Strategy, or Value Chain & Innovation. Each of these help lead to several career paths within the global fashion industry.

Business Core (39 cr.) - 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 (12 cr.) - can also be used to pursue a minor and/or internships.

Fashion Merchandising Pop Up Shop | Jefferson's Projects | BoF Careers



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 Project with Li & Fung:

https://issuu.com/lfac8/docs/issuu_711f20043a8b09



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

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

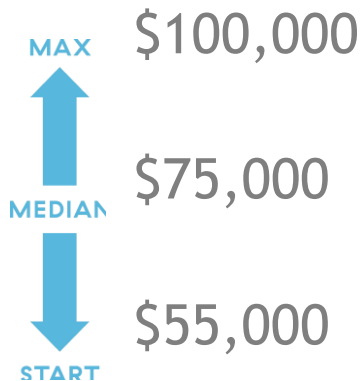
JOB TITLE

Assistant Buyer-Senior Buyer

OUTLOOK

Most of our graduates enter the field of buying with major fashion companies. They begin their career paths as an assistant buyer 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 diversity your skillset and utilize transferable skills throughout the industry to direct your future.

SALARIES



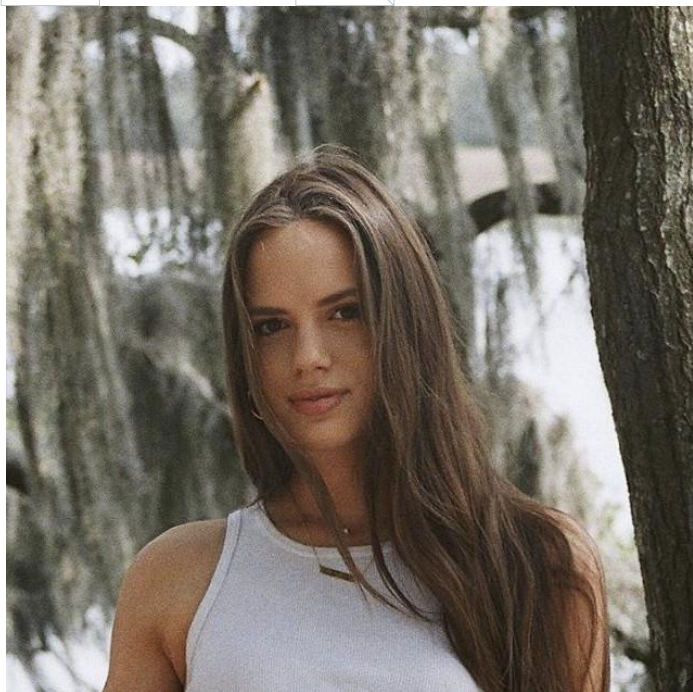
- NRF (National Retail Federation)
<https://www.aatcc.org/>
- AATCC (American Association of Textile Chemists and Colorists)
<https://www.aatcc.org/>
- BRAG (Black Retail Action Group)
<https://www.bragusa.org/>
- AAFA (American Apparel and Footwear Association)
<https://www.aafaglobal.org/>

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

Julia Wazeter

Harrisburg, PA CLASS OF 2021



New York Immersion-

Through the New York immersion course, I was able to gain real industry experience while working on a line extension project for QVC. Through this project, I was able to understand and execute processes such as design, product development, marketing and merchandising. These skills I gained have become extremely useful when working in the industry today and have put me ahead of other candidates.

Our various company visits during the program allowed me to make connections with industry professionals in New York City and allowed me to better understand what career path I wanted to take within the industry. I also enjoyed attending New York Fashion Week.

Study Abroad- Rome, Italy

Studying abroad opened me up to the fashion industry on a global scale and allowed me to better understand how trends and processes translate from the US to Italy.

Internship with Five Below

My internship with Five Below has allowed me to further develop my understanding of a buyer. As an intern, I was tasked with three projects, which are now being implemented and sold in stores for Spring 2020.

Myles Nicholls

Philadelphia, PA
CLASS OF 2020



Global Fashion Insight Pop-Up Shop

During the course my first semester of Freshman year, this class in particular allowed me to experience how to operate a business and develop products that would be sold to consumers. Having the role of “Designer” in this group, I was able to express creative ideas and collaborate with a team from different backgrounds. Choosing to create custom jean jackets of various sizes and styles opened up the opportunity for each one to be unique, as well as, start school wide discussions about the product. This event/semester project gave me the confidence to want to pursue an artistic entrepreneurial path, that I am still on, and witnessing the jackets sell out in seven minutes boosted my self-esteem in my craft and my journey at Jefferson.

Short Course Study Abroad- China

Studying Abroad allowed me to experience a whole new world. I was fortunate enough to go to one of my favorite countries, where when traveling around Beijing, Guangzhou, Shenzhen, and Hong Kong, I was able to experience their culture(s), the way they work and how they operate on corporate and factory levels. Memories were created with a group of fellow students and Professors, who showed me that not only am I supposed to be here, but also that they are here every step of the way experiencing these things as well.



Chloe O'Neill

Washington Township, NJ

CLASS OF 2020

President Fashion Apparel Merchandising Experience
(F.A.M.E) organization

I started visiting the FMM program since high school. I participated in a summer workshop and felt at home right away. The faculty are my mentors and coached me along the way. Highlights of my educational journey at Jefferson are:

Year 1- Short course to Paris

Year 2- New York Immersion allowed us to attend fashion week and collaborate on an industry project with Xcel Brands

Year 3- Study Away in Rome & travel across Europe

Year 4- Worked in Retail and landed Full time position at Burlington as an Assistant Buyer

Be open-minded. We are a highly collaborative program and supportive of each other.

Nioka Wyatt

Program Director & Associate Professor
Kate Kibler Term Chair Digital Merchandising

BS Fashion Industry Management
Philadelphia College of Textiles & Science
MBA-University of Phoenix

“There are no secrets to success. It is the result of preparation, hard work, and learning from failures.” Colin Powell

Fun Facts: Loves to cook, enjoys bike riding & traveling

COURSES

- MKTG -302 - Product Development & Innovation
 - FASM-437 - Integrated Technology
 - FASM 317- Global Product Management (Course to Asia)
 - GFE-793 -Global Fashion Networking (Graduate Course to Asia)
-
- 2019 Partnership in Philanthropy Award
 - 2019 Outstanding Teaching Award
 - 2019 Best Poster Competition- Temple Teaching Professor



Juliana Guglielmi

Assistant Professor

BS In Design and Merchandising at Drexel University MA
in History and Culture of Fashion at London College of
Fashion

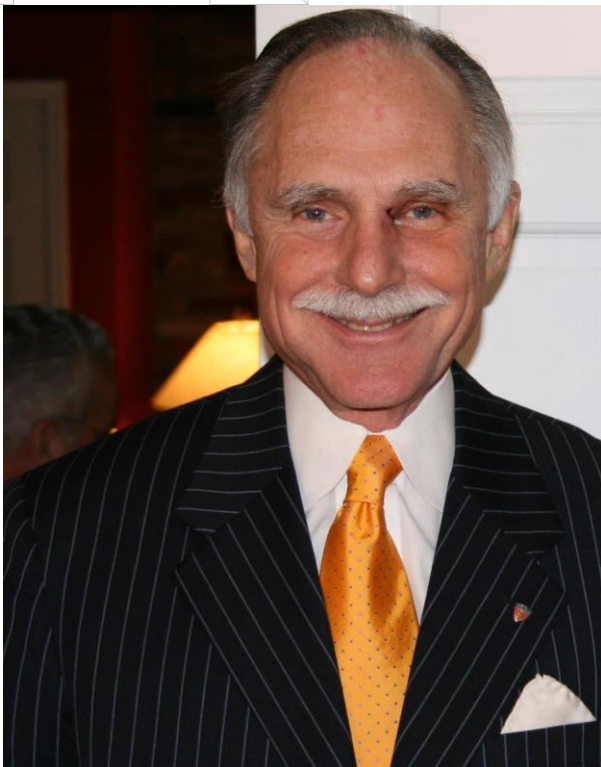
Pending Ph.D. Apparel Merchandising and Design at Iowa
State University

Quote to live by: “You can never be overdressed or
overeducated” - Oscar Wilde

COURSES

- MKTG -217 - Retail Strategy & Structure
- MKTG-328 - Merchandise Buying & Operations
- TEXT-411 - Senior Seminar
- FASM 317- Global Product Management (Course to Asia)
- GFE-793 -Global Fashion Networking (Graduate Course to Asia)





Ben H. Freeman

Adjunct Professor

BS Degree Penn State University in Marketing
National Sales manager IAG
President H Freeman Clothing

Quote to live by: "The person who says it can't be done is interrupted by the one doing it."-Chinese Proverb

COURSES

- Internship Advisor
- First year Advisor
- FASM-101 - Global Fashion Insight

Camille Avent

FASHION MERCHANDISING AND MANAGEMENT
VISITING ASSISTANT LECTURER

BS INTEGRATIVE ARTS AND COMMUNICATION, PENN STATE
UNIVERSITY

MS FASHION APPAREL STUDIES, PHILADELPHIA UNIVERSITY

*“Fashion should be about challenging the status quo” -
Dilys Williams*

Teaching at Jefferson supports the above quote because I am always finding the very best ways to bring the fashion industry closer to the student experience. Jefferson students are full of inquiry and very committed which makes for an exciting learning environment and sets them apart from the competition.

COURSES

- FASM 304 - Visual Merchandising
- FASM 101 - Global Fashion Insight
- FASD 250 - Fashion Studies Abroad (Paris)
- FASM 211 - Fashion Immersion





Brittany Lease

Sourcing Manager for Home & Accessories, **Tiffany & Co**
York, PA(hometown)
New York, New York (current)
CLASS OF 2012

Brittany graduated in the year of 2012 with a B.S. in Fashion Industry Management when Jefferson was then called “Philadelphia University”. She was also a member of the Honors College. Brittany interned with multiple companies including *Lilly Pulitzer*, *Coach* (full time), and *Nine West* (full time). *Now she works for Tiffany’s.*

“Many times, when people come to Tiffany’s they are celebrating a special occasion. It is incredibly rewarding to be a part of the development process and knowing that the product you helped produce will live on for generations”,

Through work, she has traveled all over Asia and many parts of Europe, specifically, Italy, Poland, Czech Republic, Slovenia, Germany Japan, China, and Hong Kong. Nothing beats New York City, her current home, where her favorite hobby is exploring new neighborhoods and restaurants.

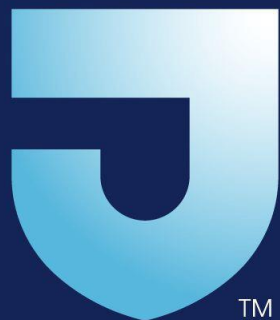


Brendon Argueta

Product Development Specialist, TJX Companies
Boston, Massachusetts (hometown)
CLASS OF 2019

From a young age, I used clothes and shoes as my main form of self expression. While at Jefferson, I worked as a Production Intern at [@lbfutbol](#), a soccer apparel company based in Philadelphia. I loved working in a place that blends two worlds that are near and dear to my heart: Fashion and Soccer.

Jefferson has allowed me to do so much. I've worked with huge players in the fashion industry, studied abroad in London, and got my dream internship (via networking in my Textile Seminar class). At first I was nervous being away from my home in Massachusetts, but Philly and Jefferson have really become a second home to me (as cheesy as that sounds). They have so many opportunities and guest speakers on campus. They provide the resources so I urge you to take full advantage and seek out a mentor.



Jefferson

Thomas Jefferson University