

FASHION MERCHANDISING



Program overview

The fashion merchandising major within the David R. Hayworth School of Arts and Design provides a blend of cross-disciplinary courses in order to provide students with both creative and analytical skill sets to prepare them for entry-level positions in the fashion retail sector. This may include jobs in retail management, merchandising and buying. Careers in fashion merchandising often include merchandise allocation and planning, international sourcing, and branding and marketing within the fashion industry. The major offers experiential opportunities, valuable internships and hands-on learning experiences that will engage students, facilitate learning and deliver a comprehensive foundation of knowledge about the fashion industry.

Experiential learning

Students planning to major in fashion merchandising engage in several out-of-classroom experiences that supplement the knowledge gained in major courses. Some of these experiential opportunities include working at the bi-annual **International Home Furnishings Market** in High Point, N.C. within merchandising or sales positions; visiting or working at the **Showtime Semi-Annual Fabric Market**, which is produced by and for the members of the International Textile Alliance (ITA) also in High Point. Students can earn Certificates from Lorenzo de Medici Institute in Visual Communication for Fashion or Fashion Design. Students may also participate in trips to New York City to visit industry professionals and gain valuable real-world information about the fashion and retailing industries. HPU students are also required to complete an internship at a fashion, wholesale, or retail company during their studies, which ensures that they have gained the skills necessary to succeed in this highly-competitive and dynamic field.



Internships & Outcomes

- Calvin Klein
- Diane von Furstenberg
- Kate Spade
- Neiman Marcus
- Nordstrom
- Oscar de la Renta
- Restoration Hardware
- Shinola Detroit
- Tory Burch
- Victoria's Secret

FASHION MERCHANDISING



Lorenzo de' Medici

Certificates for Fashion Merchandising

Available during the spring semester for juniors studying Visual Merchandising Design or Fashion Merchandising who have completed and passed all courses required for the major by the December prior to departure. Students completing one of these certificates receive credit for VMD 3200 Studio V.

Visual Communication for Fashion

The core courses of this certificate provide an overview to facilitate the understanding of design and visual communication in the fashion industry. The diverse fields of study offer students insight into the areas of communicating fashion through illustration, retail merchandising displays, fashion reviews, blogs, and through the lens of fashion photography. Students learn to understand fashion as a significant cultural expression, and to use brand positioning strategies to convey fashion identity through both traditional and digital channels. Students are taught the basics of drawing and rendering fashion figures, harmonic proportions, color contrasts, and spatial relations of shapes. They also effectively analyze artworks and styles as a source of creativity, and develop a personal approach through visits to couturiers, design fairs, and exhibits.

Core Courses:

- Introduction to the Fashion Industry
- Fashion Communication *
- Fashion Illustration I
- Principles of Fashion Photography
- History of Italian Fashion

* Highly recommended prerequisite: VMD 2235 History of Fashion and Visual Merchandising

Fashion Design

The LdM Fashion Design Certificate offers students the opportunity to work in a variety of career disciplines: Fashion Designer, Fashion Editor, Stylist, Illustrator, Patternmaker, Quality Manager, Fashion Critic, Product Developer, Technical Drawer, Show Room Manager, Personal Shopper and many more. Students are given an overview of the industry, as well as a solid foundation of costume history and textile science. Draping, pattern making, construction, and illustration are taught, allowing each student to execute a collection which will later be displayed during a fashion show or an exhibit at the end of the year.

Core Courses:

- Construction Techniques
- Fashion Illustration I
- CAD for Fashion Design
- Trend Forecasting

Required Elective: (choose one)

- Knitwear I
- History of Italian Fashion
- Principles of Fashion Photography



For more information about HPU's Fashion Merchandising Program, contact: