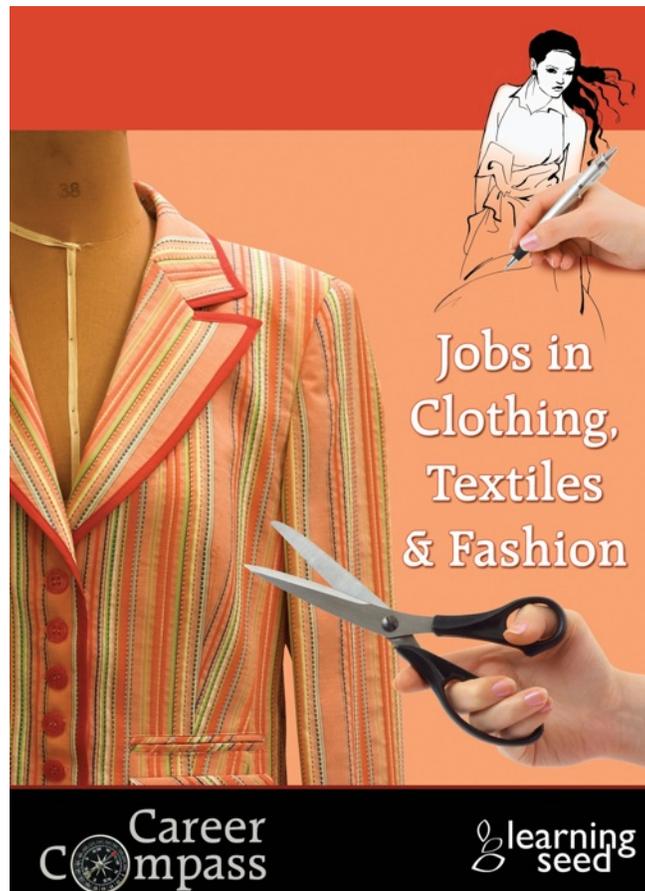


Career Compass: Jobs in Clothing, Textiles & Fashion



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Jobs in Clothing, Textiles & Fashion

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Closed Captioning

This program is closed-captioned.

Summary

This program explores careers in three main areas of the clothing and textiles industry: fashion and textile design, fashion journalism and fashion merchandising, or fashion buying. A separate segment is dedicated to each category. Descriptions of the education, experience and skill development required to be successful, as well as the duties and likely career paths traveled for select positions are delivered through the personal stories of workers in select careers and by supplemental narrative. Besides the featured professional's career, additional positions for each industry segment are described. A comprehensive review is presented after each chapter, with a final recap at the end of the film.

Careers in Fashion and Textile Design

Main Career Covered: Fashion Designer

Interviewee: Abigail Glaum-Lathbury, Fashion designer and studio owner

Design, fashion, and style are expressed in clothes, household fabrics, and accessories. For those who choose a career in the clothing and textiles industry, that self-expression becomes part of the job. In this chapter, students follow Abigail Glaum-Lathbury, a fashion designer and owner of Elmidae, Inc., who studies trends, sketches designs, selects fabric, and oversees the production of clothing. The background, skills and education useful for a design career are discussed, and a brief overview of other textile-related professions are described, including costume, textile accessory and furniture designers.

Ms. Glaum-Lathbury takes students through the design role: from the initial point of understanding the client's preferences, through the creative process, on to assembly, manufacturing, display and marketing. The designer describes the value of college programs in art, fashion and design, the importance of business, marketing, math and geometry courses and the usefulness of the on-the-job experience gained from internships.

Careers in Fashion Journalism

Main Career Covered: Journalist

Interviewee: Jessica Sedgwick, Fashion journalist for a major newspaper

Fashion journalists observe and participate in elements of the fashion industry, reporting on both upcoming and firmly established designers, attending fashion industry events, and staying abreast of news on social networking sites. Chapter Two covers the responsibilities of a fashion journalist, the college degrees and writing skills required for the career, as well as other journalistic careers such as copy editing, page designing, and web designing.

Jessica Sedgwick, Fashion Journalist for the Chicago Sun-Times, describes for students the various stops she has taken on the road that lead to her journalism career. Jessica shares her college experience, including her work on the college newspaper; previous positions she held, such as the jobs of copy editor and later page designer, at which she utilized her Photoshop® skills; and her internship. Jessica also advises students of the importance of technical writing for its use in blogging and web articles.

Careers in Merchandising & Retail Fashion

Main Career: Fashion Buyer

Interviewee: Natalie Zysko, Fashion buyer and boutique owner

In the final chapter, students learn about merchandising and the retail industry from a fashion buyer. Natalie Zysko, owner and fashion buyer for Enzee Boutique, identifies what consumers like and then purchases clothing to sell in her retail store. In addition to learning what goes into making the decisions about what customers want, students explore the skills and education required to become a successful fashion buyer. A brief review is also provided of other fashion merchandising-related careers, including retail clothing store manager, fashion marketers and the fashion merchandisers who design displays.

During Natalie's interview, students learn that design and fashion merchandising, with additional emphasis on business are beneficial courses to take, but having a good sense of style, knowledge of trends and an understanding of the customer's interest are also essential for the fashion buyer. Other elements of the buyer's job include visiting product vendors, merchandise designers, competitor's stores; price negotiation; having strong communication skills. As in the design and journalism careers, students learn that internships are particularly valuable for on-the-job experience.

Fashion and Textile Designer Careers Handout

Where to Work

Boutiques
Consultancies
Design houses
Garment manufacturers
Theaters and studios

Self-employed
Textile companies
Textile studios
Design departments of clothing
retailers

Career Options

Accessory Designer

Helps create and produce items such as scarves, handbags and eyewear.

Costume Designer

Works with film and theater directors to research select and create specialized clothing pieces.

Fashion Designer

Studies trends, sketches designs, selects fabric, and oversees the production of clothing.

Fashion & Wardrobe Consultant

Focuses on colors, styles and accessories and advises clients on the latest trends.

Furniture Designer

Utilizes a variety of materials and fabrics to design furniture for homes, office and other settings.

Patternmaker

Designs the patterns for garments, either by hand or with the use of a CAD program.

Seamstress

Produces garments.

Sewer

Often sew only a portion or piece of a garment.

Tailor

Makes or alters garments.

Textile Designer

Uses flexible materials, such as yarn, to create patterns for printed, woven or knitted products such as linens, towels and carpets.

Education

Fashion Design Degrees:

Associate & Bachelor Degrees
In the Arts and Fine Arts
Certificate Programs
Coursework In:
Art, Fashion and Design

Supplemental Coursework:

Business
Geometry and Math
Marketing

Internships

Fashion Journalism Careers Handout

Where to Work

Newspaper
Magazine
Online publication
Consultancy

Book publisher
Freelancer
Public relations firm

Career Options

Book author

Copy editor

Revise and polish the language of a story.

Fashion Journalist

Create articles and other material for publications such as newspapers, magazines, and websites.

Freelancer

Work on a contractual or project basis.

Marketing Copywriter

Write the copy and ads used to sell products to consumers.

Page Designer

Build the layout and structure of the pages for a newspaper or magazine.

Press Release Writer

Write statements designed to highlight an important fashion event, program or piece of information that is generally biased towards the objectives of the company or organization.

Staff writer

Web Designer

Build the content design for websites.

Education

Bachelor degrees:

Journalism
English
Communications
Fashion Design
Fashion Marketing

Coursework in:

Writing
Design
Media software programs

Fashion Journalism Careers Handout

Where to Work

Boutique

Mass retailer

Department Store

Self-employed

Career Options

Fashion Buyer

Use their sense of style, knowledge of trends, and an understanding of customer interests to select apparel for stores.

Retail store manager

Oversee the operations of an entire store, managing employees, accounting, inventory, corporate communication and customer service.

Fashion Merchandiser

Design store and window displays and present coordinating clothing concepts to inspire consumer purchases. Sometimes they are buyers and retail store managers as well.

Fashion Marketer

Promote fashion brands and clothing stores through advertising and marketing activities.

Education

Coursework in:

Fashion
Merchandising
Business
Writing
Communication

Internship for practical experience at:

Fashion studios
Retail clothing stores
Boutiques

Suggested Activities

- Put on a class fashion show. Students should fill as many of the roles described in the Career Options sections of the Fashion and Textile Design and the Journalism segments that would be needed to make a successful show and then report on the event. Students can also participate by blogging about both the preparation and execution stages of the show.
- Interview the fashion journalist or fashion editor from your local paper regarding recent trade shows they have attended. Ask them to walk you through one of the shows and then write a journal article about the experience as if you actually attended as the fashion journalist assigned to cover the show.
- Use the Internet to research local weavers or other textile designers, some of whom may have their work on display at local museums or shops. Try to contact them and ask if they would speak in your class.
- To gain an understanding of a real-life fashion buyer's responsibilities, visit some local boutiques to find out how they: determine what their customers like, order their items for each season, how early must they make their selections for the next season, how they determine which supplier has the right products for their customers' tastes.

Jobs in Clothing, Textiles & Fashion

Fill-In-The-Blank

Select the correct term from the list below and write it in the blank space. Some terms may be used more than once, while others not at all.

1. _____ at a clothing boutique or in a design studio can help those aspiring to enter the retail fashion business to gain an understanding of the industry.
2. Fashion articles and other material that appear in publications such as newspapers, magazines, and websites are created by _____.
3. _____ purchase merchandise for their own stores, clothing distributors, department stores, or small retail businesses.
4. _____ build the layout and structure of the pages for a newspaper or magazine.
5. The seamstresses, tailors, and sewers we mentioned earlier might work for a _____, or have their own businesses.
6. _____ work with directors to research, select and create specialized clothing pieces that are sometimes based on a historical era, geographical location, or culture.
7. Store windows and displays of coordinated clothing concepts are designed and assembled by _____ to inspire consumer purchases.
8. _____ use flexible materials, such as yarn, to create patterns for printed, woven or knitted products such as linens, towels and carpets.
9. As the owner and _____ for clothing boutique, Natalie visits other stores, and reads fashion magazines and other industry materials to get additional ideas.
10. In a career related to the fashion journalist, the _____ revises and polishes the language of a story before it is published.

fashion buyer	merchandisers	Free lancer	page designers
internships	communication	copy editor	costume designers
fashion designer	textile designers	fashion journalists	copy writer

Jobs in Clothing, Textiles & Fashion

Fill-In-The-Blank Answer Key

1. **Internships** at a clothing boutique or in a design studio can help those aspiring to enter the retail fashion business to gain an understanding of the industry.
2. Fashion articles and other material that appear in publications such as newspapers, magazines, and websites are created by **fashion journalists**.
3. **Fashion Buyers** purchase merchandise for their own stores, clothing distributors, department stores, or small retail businesses.
4. **Page designers** build the layout and structure of the pages for a newspaper or magazine.
5. The seamstresses, tailors, and sewers we mentioned earlier might work for a **fashion designer**, or have their own businesses.
6. **Costume designers** work with directors to research, select and create specialized clothing pieces that are sometimes based on a historical era, geographical location, or culture.
7. Store windows and displays of coordinated clothing concepts are designed and assembled by **fashion merchandisers** to inspire consumer purchases.
8. **Textile designers** use flexible materials, such as yarn, to create patterns for printed, woven or knitted products such as linens, towels and carpets.
9. As the owner and **fashion buyer** for clothing boutique, Natalie visits other stores, and reads fashion magazines and other industry materials to get additional ideas.
10. In a career related to the fashion journalist, the **copy editor** revises and polishes the language of a story before it is published.

Jobs in Clothing, Textiles & Fashion Matching

Match the words in the first column to the best available answer in the second column.

- | | | |
|-------|--|----------------------|
| _____ | A basic cotton material, closely-woven and unbleached, that is produced from corded cotton yarn. | 1) Seamstress |
| _____ | People in this career build the content design for websites. | 2) Muslin |
| _____ | This worker makes or alters garments. | 3) CAD |
| _____ | A tailor's dummy used to give a three-dimensional view of the article of clothing that is being sewed. | 4) Fashion Marketers |
| _____ | An exhibition at which at which the industry can showcase its latest wares. | 5) Draping |
| _____ | If this is your career, you produce whole garments by sewing. | 6) Web Designers |
| _____ | The use of computer technology for designing garments. | 7) Trade show |
| _____ | Hanging loose fabric on the dress form to begin the original garment design. | 8) Dress form |
| _____ | A showcase of your work. | 9) Tailor |
| _____ | Promote fashion brands and stores by using advertising and marketing activities. | 10) Portfolio |

Jobs in Clothing, Textiles & Fashion

Matching Answer Key

Match the words in the first column to the best available answer in the second column.

- | | | |
|-----------|--|----------------------|
| <u>2</u> | A basic cotton material, closely-woven and unbleached, that is produced from corded cotton yarn. | 1) Seamstress |
| <u>6</u> | People in this career build the content design for websites. | 2) Muslin |
| <u>9</u> | This worker makes or alters garments. | 3) CAD |
| <u>8</u> | A tailor's dummy used to give a three-dimensional view of the article of clothing that is being sewed. | 4) Fashion Marketers |
| <u>7</u> | An exhibition at which at which the industry can showcase its latest wares. | 5) Draping |
| <u>1</u> | If this is your career, you produce whole garments by sewing. | 6) Web Designers |
| <u>3</u> | The use of computer technology for designing garments. | 7) Trade show |
| <u>5</u> | Hanging loose fabric on the dress form to begin the original garment design. | 8) Dress form |
| <u>10</u> | A showcase of your work. | 9) Tailor |
| <u>4</u> | Promote fashion brands and stores by using advertising and marketing activities. | 10) Portfolio |

Glossary

CAD – **C**omputer-**A**ided **D**esign is the use of computer technology for designing objects. In the fashion CAD is used to create patterns

Draping – The hanging of loose fabric on the dress form by the designer as part of the creative process used to create an original garment design.

Dress Form – This is the tailor's dummy that is used to give a three-dimensional view of the article of clothing that is being designed.

Internship – A paid or unpaid temporary position, sometimes similar to an apprenticeship, that is taken for the purpose of on-the-job training rather than solely for employment.

Muslin – A basic cotton material, closely-woven and unbleached, that is produced from corded cotton yarn.

Photo Shoot – A photographic session during which multiple pictures are taken of an item or a model wearing the item, with the goal being to then select the best ones to use in advertising and promotions. .

Portfolio – A showcase of your work, including high quality samples that present your creativity and skill, as well as your personality and successes.

Trade Show – An exhibition at which at which the industry can showcase its latest wares.

Additional Resources

American Apparel and Footwear Association (AAFA)

<http://www.apparelandfootwear.org/>

American Association of Textile Chemists and Colorists (AATCC)

<http://www.aatcc.org/>

American Fiber Manufacturers Association

<http://www.fibersource.com/>

American Sewing Guild

<http://www.asg.org/>

Embroidery Trade Association

<http://www.embroiderytrade.org/>

International Textile and Apparel Association (ITAA)

<http://www.itaonline.org/>

International Textile Manufacturers Federation (ITMF)

<http://www.itmf.org/>

Organic Trade Association (OTA)

<http://www.ota.com/index.html>

World Fashion Council

<http://www.worldfashioncouncil.org/>