

CAREER PATHWAYS IN APPAREL AND ITS RELATED SECTORS

Recent Career Openings

The AMM degree provides a great launchpad to many career opportunities. Below are some examples of recent career openings in apparel and textile sectors, the position descriptions, skills and educational requirements sought. Where available, we have included the salary range.

FASHION BUYER	
Education Requirements	Bachelor's & Master's Degree (for advancement)
Job Descriptions	Responsible for the planning, selecting, buying of merchandise for retail purposes. Make decisions about what merchandise needs to be ordered, re-ordered, or left behind. They also negotiate with wholesalers about pricing. Market research, competitor analysis, product evaluations and testing and creating reports for the management team.
Median Salary (2019)	\$118,940 for purchasing agents
Where do they work?	They work for department stores, retail chains, individual owned stores and wholesale distributors. Buyers typically work 30-40 hours a week (including weekends) and traveling is a must to meetings or fashion shows.
Key Skills	<ul style="list-style-type: none"> ● Meet consumer demands ● Quantitative skills ● Good Analytical skills ● Creativity ● Confidence and presentation skills ● Negotiation skills ● Research Skills ● Knowledge of computer software such as Excel to perform buying roles such as to track sales, inventory and purchases. ● Understand what consumers want to purchase (what is currenting trending).

FASHION TREND FORECASTER	
Education Requirements	Degree in fashion design, fashion merchandising, apparel production, textile design and fashion marketing.
Job Descriptions	Focuses on upcoming trends. Predicts the color, fabric, textures,

	materials, prints, streetwear styles, accessory, graphics and footwear and other styles that will be presented on the runway. Have knowledge of the fashion industry and research findings.
Median Salary (2019)	\$50,000- 100,000
Where do they work?	They work with retailers, designers, advertisers and media firms.
Key Skills	<ul style="list-style-type: none"> ● Keeping track for current trends ● Media savvy ● Analytical skills ● Knowledge of one or more industries ● Worked in the fashion industry such as retail, marketing, merchandising and product development for 5-7 years.

FASHION MARKETING	
Education Requirements	Bachelor's degree in business administration, fashion merchandising or marketing. Master's degree is a plus for competitions.
Job Descriptions	Responsible for managing ways to promote fashion merchandise and prove their ability to increase sales. In-charge of promoting the ideal target consumers for the fashion company's products. They also create advertising campaigns for retail stores, brands and businesses. Fashion marketers also are behind the scenes for photoshoots and travel to new store openings and analyze marketing campaign results.
Median Salary (2019)	\$64,479
Where do they work?	Fashion brands, stores or businesses that are within the fashion industry.
Key Skills	<ul style="list-style-type: none"> ● Able to translate business and operations plan into marketing ● Strong relationship building skills ● Good marketing skills ● Strong marketing analytics ● Strong MS office skills ● Experienced using social media platforms ● Media savvy

FASHION MERCHANDISING	
Education Requirements	Associate's or bachelor's degree

Job Descriptions	Oversees creation of fashion stores and visual displays. Work closely with designers to study constantly changing market trends. Responsible for the entire stock of apparel which may include transferring apparel from the stockroom onto the sale floor.
Median Salary (2019)	\$46,548 - \$79,890
Where do they work?	Retail store, manufacturing companies or textile companies
Key Skills	<ul style="list-style-type: none"> ● Understand Fashion Trends. ● Know how to Convince People. ● Analyzation skills ● Understand how to Negotiate. ● Knowledge of Costing. ● Team Working skills ● Leadership skills.

E-COMMERCE MANAGER	
Education Requirements	Bachelor's degree or equivalent experience in marketing or communications
Job Descriptions	<ul style="list-style-type: none"> ● Audit and optimize product listings on Shopify store. Sign-off for all listings, ensuring they follow brand guidelines. ● Merchandise the products within each collection based on best sellers. ● Collaborate with content creator/marketing team to optimize product photos, marketing copy, etc. ● Maintain data integrity across listing channels (Google Shopping, Shopify, mobile app). ● Should be skilled in creating, managing and perfecting product listings on e-commerce, including planning and creating titles and descriptions with good SEO value and SEM optimization. ● Perform keyword discovery and competitor analysis to make SEO rich descriptions and titles. ● Update keyword-rich content for product descriptions, titles, and content pages. ● Optimize collection pages by maintaining product listings, pricing competitively, and sorting products within collections. ● Create promotions and new sales collections.
Where do they work?	Corporate headquarters location.
Key Skills	<ul style="list-style-type: none"> ● Demonstrated success in managing product listings for e-commerce stores and/or Amazon Marketplace listings

	<ul style="list-style-type: none"> • Experience in producing copy for digital e-commerce product listings and catalogs • Exceptional skill with the nuances of social media writing, including the use of hashtags, emojis, and acronyms • Solid understanding of SEO concepts • Excellent grammar and command of English • Ability to work independently within tight timeframes and simultaneously manage multiple projects
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FASHION PRODUCT MANAGER	
Education Requirements	Bachelor's in Fashion designing, fashion merchandising and apparel production or master's degree in Quality Management
Job Descriptions	<ul style="list-style-type: none"> • Planning, coordinating and controlling the manufacturing processes. • Ensure that the cost, quality and number of goods are correct. • Define business goals and think of strategies to stand out from competitors. • Oversee the process at domestic and overseas factories where the apparel is sampled, design changes are made and completed product for collection.
Median Salary (2019)	\$45,000- \$90,000
Where do they work?	Fashion business' office setting and fashion production firms.
Key Skills	<ul style="list-style-type: none"> • Good management skills • Manage good research skills to identify opportunities for companies and current fashion trends • Be willing to adapt and collaborate • Be able to prepare reports and plan • Good at managing budgets • Professionalism • Ability to decide on fabric, color and designs for apparel. • Good marketing strategies

CUSTOMER RETENTION MARKETING MANAGER	
Education Requirements	Bachelor's degree or equivalent.

Job Descriptions	<ul style="list-style-type: none"> • Provide support for optimizing emarketing campaigns. • Develop customer lifecycle campaigns as well as developing win back strategies. • Develop customer segments with personalized content. • Analyze results of campaigns, create weekly reporting with insights and recommendations for optimizations. • End-to-end management of all campaigns, including strategy, campaign setup, content, reporting, and daily monitoring. • Work closely with cross-functional teams (design, tech, and marketing) to ensure effective deployment.
Where do they work?	A corporate headquarters position
Key Skills	<ul style="list-style-type: none"> • Min 5 years of relevant Customer Relationship Management experience with an E-Commerce fashion company. • Experience working with Klaviyo and or Sailthru • Experience with key email metrics to support and recommend innovative marketing strategies. • Knowledge in CAN-SPAM, GDPR and email best practices. • Ability and willingness to quickly learn tools and processes. • Impeccable attention to detail and quality assurance. • Excellent organizational skills. • Ability to work in fast-paced environment to strict deadlines. • Team player with experience in cross-functional teams.

FASHION PUBLIC RELATIONS	
Education Requirements	Bachelor’s degree in public relations or related field. Coursework in fashion and journalism are helpful.
Job Descriptions	Specialists help fashion business and retail stores build and maintain a good public image. Be creative to help the company gain trust and customer loyalty and have a good reputation in the public eye. Work with models, celebrities and influences to possibly get the word out and build enthusiasm for the products. Understand fashion and media trends. Write press releases, attend and conduct meetings, launch campaigns, maintain good relationships with stylists, fashion editors, newspaper editors, and website content writers on a global level.
Median Salary (2019)	\$45,000- \$85,000
Where do they work?	Apparel companies or retail stores
Key Skills	<ul style="list-style-type: none"> • Honesty

	<ul style="list-style-type: none"> ● Understand research and be able to gain knowledge of a client's product quickly ● Relationship building skills. It is important to build your personal network. ● Be able to multitask. Juggle many tasks at a time ● Pays attention to detail. Accuracy is key. ● Social media savvy ● Strategic thinking skills ● Good presentation skills
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MERCHANDISE COORDINATOR	
Education Requirements	Associate's degree, Bachelor's degree is beneficial
Job Descriptions	Responsible for the supply and promotion of merchandise in retail stores. Ensures that consumers have many selections offered to them and up-to-date merchandise to choose from. Communicates with vendors about delivery days/times and when the orders arrive, your job is to make sure the merchandise is unloaded and moved to the selling floor or stockrooms in a timely manner. In-charge of stocking shelves and floor merchandising.
Median Salary (2019)	\$ 76,572
Where do they work?	Retail stores or retailer's website
Key Skills	<ul style="list-style-type: none"> ● Must have a good understanding of the target market ● Knowledgeable of the products that are selling ● Understand how to drive sales ● Good at customer service ● Creative visual presentation ● Team player ● Organized

PRODUCT DEVELOPER	
Education Requirements	Bachelor's degree in fashion, industrial design or engineering.
Job Descriptions	Work closely with marketing and sales departments to produce products based on what the consumer wants and makes sure that they operate safely and efficiently. Uses specialty software and recruitment to design products.
Median Salary (2019)	\$65,000- \$72,000

Where do they work?	Fashion companies, product manufacturers, research organizations and consulting companies.
Key Skills	<ul style="list-style-type: none"> ● Engineering and design knowledge ● Prototype development (understand how to product/pieces components and other materials work together- both functionally and aesthetically). ● Creative skills ● Team collaboration ● Good communication skills ● Problem-solving skills

VISUAL MERCHANDISING	
Education Requirements	Associate's or Bachelor's degree in fashion merchandising.
Job Descriptions	Use their design skills to promote the products and services for a retail company and other organizations. They create aesthetically pleasing product displays and store layouts and design to attract customers and encourage them to purchase the products. They produce window displays, store signs, floor plans, interior displays and special promotion displays throughout the store.
Median Salary (2019)	\$40,309
Where do they work?	Retail stores, specialty stores,
Key Skills	<ul style="list-style-type: none"> ● Understand the brand you are working for ● Commercial awareness ● Keeps up with computer literacy ● Good analytical skills ● Eye for new trends ● Talent for color, style and design ● Visual awareness ● Ability to work well with others

FASHION JOURNALIST	
Education Requirements	Bachelor's degree in Fashion or English
Job Descriptions	Write about clothing and accessories for magazines, newspapers and websites. Attend fashion shows. Study celebrity fashion to pinpoint trends. Conduct interviews with fashion designers and research the

	fashion industry to write content.
Median Salary (2019)	\$75,808
Where do they work?	Their work may be published in newspapers, magazine, social media platforms, blogs or shown on national television
Key Skills	<ul style="list-style-type: none"> ● Passionate about fashion and the latest trends. ● Good literature skills ● Have experience within the fashion industry ● Have a unique writing style ● Be able to work under deadlines ● Knowledge of programs such as Microsoft Word, Illustration and Photoshop.

FASHION EDITOR	
Education Requirements	Bachelor's in Fashion-related field, communications, journalism, or English
Job Descriptions	Responsible for supervising the process of producing, planning, developing, and presenting content for fashion-related magazines, photo shoots, websites, newspaper sections, or television shows. Manage employees, edit the work of writers, hire photographers and stylists and plan budgets.
Median Salary (2019)	\$51,478
Where do they work?	Publications such as newspapers, magazines, blogs and internet publications as well as larger publishing corporations like radio stations and television stations.
Key Skills	<ul style="list-style-type: none"> ● Strong editing skills with a good portfolio ● Hands-on experience with Microsoft Office, InDesign, Photoshop or Illustration. ● Good time management skills ● An eye for details

FASHION CONSULTANT	
Education Requirements	Associate or bachelor's degree in fashion merchandising

Job Descriptions	Offers fashion advice and recommendations to consumers or companies. They use their trends and fashion knowledge in order to assist others in the fashion industry.
Median Salary (2019)	\$72,000
Where do they work?	Retail chain stores, department stores and consultant firms.
Key Skills	<ul style="list-style-type: none"> ● Good eye for fashion ● Keep up with the latest season's trend and styles ● Good communication skills to assist clients ● Can handle difficult situations

TEXTILE DESIGNER	
Education Requirements	Bachelor's degree in textiles or graphic design.
Job Descriptions	Creates 2D designs that are used as a repeated design in the production for knits, weave and printed fabrics or textile products.
Median Salary (2019)	\$67, 600
Where do they work?	Both industrial and non-industrial locations or specialist offices within the textile industry.
Key Skills	<ul style="list-style-type: none"> ● Good sense of color ● Creativity ● Aware of new fashion trends and color trends ● Detail oriented ● Meeting deadlines and works well under pressure ● Knowledgeable about computer-based software like Adobe Illustrator and Photoshop, CAD (computer-aided design) and Web PLM fabric-tracking system. ● Maintain business contracts ● Ability to work collaboratively with a group

TEXTILE LABORATORY TECHNICIAN	
Education Requirements	Bachelor's in textile science or technology
Job Descriptions	Conduct experiments to check the quality of the textiles. Procure samples from the production line to test the effectiveness of

	<p>production processes. Providing technical laboratory support to textile scientists, textile chemists and other professionals during product research and development.</p> <p>Analyzing the chemical levels from new products. Placing orders for laboratory supplies.</p>
Median Salary (2019)	\$32,500
Where do they work?	Textile manufacturing firms, research and development companies, teaching careers in colleges and universities that offer textile courses or testing laboratories.
Key Skills	<ul style="list-style-type: none"> ● Interest in science ● Excellent technical and practical skills ● Detail-oriented ● Good analytical skills ● Good in a team-setting ● Good observation skills and a strong eye for color ● Ability to follow written instruction ● Strong research skills ● Understands basic math skills

TEXTILE MERCHANDISING	
Education Requirements	Bachelor’s in textiles or fashion related field.
Job Descriptions	Manually sorts textile merchandise by identifying fabric type, size, condition and/or category. Responsible for handling of the textile merchandise on the sales floor.
Median Salary (2019)	\$25,000- \$70,000
Where do they work?	Textile company (retail or wholesale) or textile manufacturer
Key Skills	<ul style="list-style-type: none"> ● Interest in science ● Good analytical skills ● Excellent technical and practical skills ● Good in a team-setting

TEXTILE PRODUCTION MANAGER	
Education Requirements	Bachelor’s degree in fashion, textile technology or textile production.

Job Descriptions	Work with design and sales teams, buyers and quality control departments. Visit factories and manage orders from retail and wholesale customers. Work and deal with suppliers in the UK and overseas. Attend trade shows and conferences frequently. Check quality standards, prices and delivery times
Median Salary (2019)	\$27,500-81,000
Where do they work?	Textile company that specializes in technical textiles like carbon fiber and aerospace materials, factory or in a workshop. Able to move into senior supply chain jobs, business development or marketing.
Key Skills	<ul style="list-style-type: none"> ● Knowledge of manufacturing production and business management skills ● Good leadership skills ● Be very thorough and is detail oriented ● Good customer service skills ● Able to monitor your own performance and the team's ● Able to work well with others ● Good time management skills ● Computer savvy

TEXTILE TECHNOLOGIST	
Education Requirements	Bachelor's degree in fashion or textiles.
Job Descriptions	Textile technologists work with many materials including man-made and natural textiles, leather, fur, plastics and metals. They are responsible for producing fabrics for furnishings, household items, medical supplies, or textiles for use in the textile industry.
Median Salary (2019)	\$54,300
Where do they work?	Manufacturers of industrial textiles, textile companies, retail stores, research and development organizations and wholesale manufacturers.
Key Skills	<ul style="list-style-type: none"> ● Creativity ● Knowledge of fabric and materials ● Commercial awareness ● Good communication skills ● Good team working skills

TEXTILE PLANNING & SOURCING MANAGER	
Education Requirements	Bachelor's degree, typically in the supply chain field.
Job Descriptions	A textile focused leader that will work on improving our MRP system and as well as managing supplier negotiations and developing new suppliers.
Median Salary (2019)	\$42,500
Where do they work?	Textile manufacturer, textile wholesale and other textile related companies.
Key Skills	<ul style="list-style-type: none"> ● Ability to interact with all levels of employees both within the organization and with customers, suppliers, sub-contractors. ● Strong analytical skills ● Strong communication ● Good negotiation skills ● Strong understanding of multi-site integrated MRP systems

RESEARCH ANALYST IN THE TEXTILE INDUSTRY	
Education Requirements	Bachelor's in marketing, statistics, computer science and business administration.
Job Descriptions	Preparing market research reports for the market area. Analyze data given by the client to find what can be revised in order to increase their production. Guide clients conducting conferences by acting as knowledge partners and find related topics for discussion. Preparing a proposal for prospects/clients.
Median Salary (2019)	\$57,000
Where do they work?	Textile related companies, universities or colleges and retail companies
Key Skills	<ul style="list-style-type: none"> ● Demonstrated commitment to creating an inclusive work environment ● Strong teamwork skills and collaborative work ● Strong communication skills ● Managerial experiences

FASHION DESIGNER	
Education Requirements	Associate's or Bachelor's degree
Job Descriptions	Analyze trends. Sketch apparel and accessory design on paper or on the computer. They also attend trade shows and visit manufacturers to select fabrics and trims.
Median Salary (2019)	\$96,436
Where do they work?	Office setting that is spacious and clean to spread out fabrics and cutting patterns
Key Skills	<ul style="list-style-type: none"> ● Strong Visualization skills ● Knowledgeable of Current Fashion Trends ● Strong Visualization Abilities ● Strong Sewing Skills ● Excellent Communication and Interpersonal Skills ● Strong drawing skills ● Highly Creative

COSTUME DESIGNER	
Education Requirements	Associate's or Bachelor's degree in fashion design
Job Descriptions	Costume designers create the outfits worn in movies, television shows, or theater productions. A costume designer first reads the script the outfits will be worn for to learn about the personalities of the characters. If a production is set in the future or has a unique theme, a costume designer discusses with the director to interpret that vision into the costumes for the casts. Creates their sketches by hand rather than creating them on computer-illustrator software.
Median Salary (2019)	\$ 87,610
Where do they work?	Filming studios, stage productions, theatres, festivals, drapers and sewing shops.
Key Skills	<ul style="list-style-type: none"> ● Good drawing and creativity skills (must know how to draw freehand and sometimes on computer aids). ● Knowledge of fabric and construction ● Artistic abilities ● Knowledge of fine arts ● Able to work under pressure

	<ul style="list-style-type: none"> ● Sensitivity and understanding
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FASHION ILLUSTRATOR	
Education Requirements	Bachelor's degree in graphic design or related field
Job Descriptions	Combines a background in fashion. Artist who concentrates on fashion which includes clothing lines, footwear, fashion magazines and drawings found in sewing pattern catalogs. Also works in a variety of ways to showcase the current fashion trends through graphic design.
Median Salary (2019)	\$55,840
Where do they work?	May be hired by a company, studio or a fashion designer
Key Skills	<ul style="list-style-type: none"> ● Excellent drawing and IT skills ● Talent for drawing human body by hand and computer ● Business skills for freelance ● Understanding of digital software illustration tools ● Understand the fashion or product ● Good researching skills ● Good visual skills