

SECOND ALLIED COURSE I (AC) - FASHION MERCHANDISING

Unit I

Fashion marketing – The fashion marketing mix, the fashion product life cycle. Customer profiles. Marketing research methods test marketing, Fashion product, Fashion consumer behaviour.

Unit II

Fashion Retailers – Definition, development of fashion. Types of fashion retail outlets, career in fashion Retailing, Merchandising policies.

Unit III

Trends in Fashion Retailing – Introduction, consumerism, organizational flexibility, increased competition, Growth of large-scale fashion retailing. Emerging forms of Fashion retailing.

Unit IV

Buying offices – Types of Resident buying offices, Fashion consultant, trade publications.

Unit V

The fashion office – Advertising, publicity, visual merchandising, developing a fashion image.

Reference:

1. Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance, Phyllis Touchie Specht, New Jersey, 2000.
2. Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
3. Kathryn Mokolvey, Janine Munslow, Fashion Design Process, Innovation And Practice, Black Well Science Ltd, U.K, 2005.
4. Dudeja V.D., Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.