

MAJOR BASED ELECTIVE – I - FASHION MERCHANDISING

Unit I: Fashion marketing for buyers

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 Specnt, 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.