



## COLLEGE OF BUSINESS

# FASHION MERCHANDISING & RETAILING

### JWU SPECIALTY LABS

#### Retail and Fashion Lab

Learn the business of fashion by gaining exposure to fashion retail, advertising, buying and promotion.



### SPECIALTY COURSES

#### Retail and Fashion Lab

- Learn about and gain experience in market analysis, trend research, buying and visual merchandising. Visit fashion industry sites — recent ones include the Dior exhibit at the Brooklyn Museum, Lacoste, Gucci and Tori Burch.
- Network with industry leaders about retail and fashion career paths.



### POSSIBLE CAREERS

- Visual Merchandiser
- Fashion Marketer
- Fashion Blogger Promoter
- Executive Store Manager
- Merchandise Buyer
- Textile Developer



### CHOOSE YOUR SPECIALIZATION

#### Merchandise Buying

Focus on the strategic analytical side of the fashion industry and gain expertise in merchandise allocation, buying, analysis and product development.



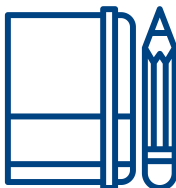
#### Fashion Marketing & Visual Merchandising

Develop expertise in public relations, visual merchandising, fashion promotion, social media marketing and brand communications.



#### Introduction to Fashion Writing

- Delve into the unique world of fashion writing.
- Explore past and current fashion industry coverage while gaining skills in blogging, photography and video.
- Hone your journalism skills through writing workshops and critiques.



#### Forecasting

- Explore how forecasting drives the contemporary fashion industry.
- Develop and present forecasts for cultural themes, colors, textiles and styles.
- Evaluate past trends and understand their influence on current and future trends.



### ACADEMIC PATHWAYS

Keep moving forward. JWU offers Accelerated Master's programs including an MBA with a Global Fashion Merchandising Management Concentration. If you qualify, you may take three graduate-level courses as a senior at no cost.

