

Career Path: Fashion Buyer

Fashion buyers buy clothes and accessories from manufacturers and wholesalers to resell to retail consumers at a profit. They can work for a department store, a retail chain, an independently owned store, or a wholesale distributor. The buyer's ultimate job is to predict what consumers will want and make sure it's available in sufficient quantities and at prices that will encourage buying.

Using their industry knowledge, forecasts, research skills, and instincts, they predict fashion trends. They also oversee the ordering, receiving, and displaying of materials. Buyers often travel to fashion showrooms and fashion industry shows. They track sales to determine whether their plans are working. They are also largely responsible for profit or loss, so they need to be exceptional negotiators to get the best prices for merchandise.

Skills/Traits: Love of fashion and ability to keep up with trends and forecasts; excellent mathematical, planning, budgeting, and negotiation skills; decisiveness; willingness to work beyond the typical 9-to-5 schedule; openness to traveling.

Source: Ferguson Career Guidance Center: <https://login.ezproxy.library.berkeley.org/login?qurl=http://fcg.infobase.com/recordurl.asp?aid=17592&id=314466>



Recommended Courses:

For students interested in a career as a fashion buyer, the following elective courses are recommended. These courses enhance a student's knowledge of the fashion buying field and develop communication skills.

FAS2224 Fashion Product Knowledge

Provides an overview of key business categories within fashion, including women's, men's, and children's ready-to-wear, accessories, shoes, innerwear, and outerwear. This course focuses on consumer behaviors, needs, technology, marketing, and sales. Students are also introduced to the basics of home furnishings, beauty, and cosmetics.

FAS2250 Product Lifecycle Management and Sustainability

Provides an introduction to supply chain management and sourcing in a global fashion environment. This course focuses on sustainable business models and practices. Students learn about various cloud-based technologies and utilize software programs. Prerequisites: CIS1115, FAS2245

FAS3321 Art's Influence on Fashion

Provides an overview of the major art movements and their relationship and influence on fashion. This course explores art's historic and present-day influence on fashion. Students learn how art can inspire and communicate fashion in a variety of ways by studying different art forms, including painting, music, sculpture, film, and performance art. Prerequisite: FAS1101

FAS3327 The Great Fashion Designers

Examines the aesthetics of major fashion designers from the 19th to the 21st centuries through lecture and study of museum clothing collections. Students will gain knowledge of historic fashion influences with application to contemporary and future fashion apparel. Prerequisite: FAS1101

These courses are recommended as liberal arts or free electives:

MKT2241 Consumer Behavior

Introduces the nature and determinants of consumer behavior. Primary emphasis is placed on developing an understanding of psychological characteristics (needs and personality) that influence and shape consumer purchase decisions. Prerequisite: MKT2220

SOC3310 Intercultural Communication

Introduces the various cultural influences on communication. Emphasizes the obstacles and portals to effective communication. Students study the communication styles of different cultural groups and learn to apply cultural perspectives to their daily interactions in business and in their private lives.

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.