

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?url=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.

FAS2210 Fashion Forecasting

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact upon sales forecasting. Students will research, analyze, and develop fashion forecasts related to specific seasons in the apparel industry. Prerequisite: FAS1101

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.

FAS4000 Sustainability in Fashion

This course introduces students to the concept of sustainability and its relationship with fashion. Students will examine the environmental impact of the textiles industry, issues concerning workers' rights and the economics of a sustainable global fashion industry. In addition, the implications of "fast fashion" will be reviewed as students analyze how sustainability issues are being communicated to the public and how consumer attitudes can impact a fashion brand. The course will include class discussions, research assignments, and industry field trips. Prerequisites: FAS1101, FAS2230

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.

