

Career Path: Fashion Product Development

Fashion product development managers identify new fabrics for their companies to produce. They're responsible for the conceptualization, design, manufacture, sales, and distribution of new creations. Product managers must be on top of industry trends and forecasts. They spend time traveling to fashion and textile shows to see new products and determine which fabrics are likely to be in the future.

Product managers must have extensive textile experience and knowledge of all aspects of the manufacturing process. They typically supervise many mid-level managers, as well as the company's designers, stylists, colorists, market researchers, merchandisers, sales representatives, and other professionals.



Recommended Course:

For students interested in a career in fashion product development, the following elective course is recommended. These courses enhance a student's knowledge of the fashion product lifecycle and design concepts necessary to develop skills for success.

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

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

This course is recommended as a liberal arts or free elective:

GRD1100 Graphic Design Principles I

Introduces two-dimensional design and color theory and their relational aspects. This course explores the elements and principles of design, color, and light in the creative process. Students learn about the design process, from concept to completion, and explore the fundamentals of Adobe Illustrator.

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.