

Career opportunities in the fashion industries

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Abstract

Opting for a career in fashion is a highly popular choice amongst people worldwide. There are one of the most rewarding career opportunities, including in India. The industry is tough, challenging, and competitive, and it has a very dynamic nature in the sense that what may be fashionable today can become obsolete tomorrow, and what is obsolete tomorrow can make a comeback the day after.

Fashion careers require creativity and an understanding of different types of clothing. The type of creativity used varies depending on the specific job. A fashion designer needs to be artistically creative, while a technical designer uses creativity in engineering. Most importantly, a passion for style is necessary to excel in the fashion industry. Stepping into a career is an exciting time, especially when someone enters the fashion world.

This industry is always changing and evolving, every day is different! Whether it is embracing design or working with a marketing team, there are a wide variety of different roles to choose from. This industry is fast-paced and changes day to day, so knowing the latest micro trends and fashion news is essential.

Careers

Naturally, a career in fashion is a glamorous idea. The industry is diverse with many different roles. Some fashion careers are more famous than others, the fashion industry covers a huge range of jobs. There may even be some roles we haven't considered before. It would be impossible to list every job available in the fashion industry, but here are some of the most common career paths in fashion.

Design-related careers

1. Fashion designer

One of the highest-profile roles in the industry, designers are creative geniuses who work on the design of clothing and fashion ranges. Designers can work in any specialism, from handbags to sportswear to children's wear. Fashion designers work across a large number of settings, including large retail brands, boutique labels, and freelance.

The job of a fashion designer includes sketching fashion ideas, cutting out and sewing the clothing item, attending fashion shows, using tailoring skills to perfect the fit, drawing patterns to create garments, selecting fabrics and any special additions for the outfit, and reading magazines to keep up with the latest fashions.

Most fashion designers work in street fashion, where clothing is mass-produced at an affordable price point. These fashion designers gather inspiration from the previous season's top sellers, runway shows, and seasonal trends to design marketable styles for their customers.

2. Graphic designer

Graphic designers combine hand drawing and computer-aided design to create individual images that are printed on garments. Graphic designers have a strong sense of color and design cohesiveness and use these to develop visually-pleasing graphics. They primarily develop designs in CAD programs but can start by hand drawing and transferring it into the CAD software. Graphic designers also use creativity to create a feasible design.

Just try to imagine everyone wearing the same type of clothing. To some extent, the uniformity gets boring. But since the fashion industry is supported by graphic design, the world literally becomes a massive canvas that shows individual personalities. Thus, it makes the person more interesting. In fact, the clothing that we wear can sometimes spark a connection with others and could be a conversation starter. Graphic design is the unifying element between aesthetic art and strategic ways of selling to an audience. Graphic design improved the branding of the business industry, but it has done so much more for fashion.

3. Textile designer

Textile designers hand illustrate or use CAD software to create designs that can be printed on or woven into a fabric. Textile designs are developed as repeats to cover the fabric yardage with the design. Textile designers can work as freelancers or for a company, such as a fabric manufacturer or clothing brand. They work

closely with fashion designers and merchandisers to create textile designs that suit clothing styles, seasons, and customers. Textile designers also conduct trend research and forecasting for their products to ensure their designs are on-trend.

Currently, the fabric weaving method mainly depends on the textile design. Everyone nowadays wants to decorate themselves beautifully. As a result, new fashions are being taken as a challenge. In this case, textile designs have been added as a new dimension in fashion. This creates variety in the design of the garment and makes it look more attractive. Textile designers carry a creative vision of what a finished textile will look like with a deep understanding of the technical aspects of production and the properties of fiber, yarn, and dyes.

4. Creative director

Creative Director is the highest creative position in a fashion house. Labels employ Creative Directors to advise the designers on overarching concepts for collections and help guide the aesthetic vision of the brand. These are the trendsetters who ensure lines tap into the cultural zeitgeist and move the industry forward. The creative director is responsible for determining the overarching theme, color palette, and styling of an apparel season's collection. They can work for an apparel company or fashion magazine. An apparel creative director conducts trend research and reviews high-level sales data to determine what trending colors and styles their customers will likely purchase. At the beginning of each season, they meet with senior designers to establish the color palette, theme, inspiration sources, and any key design elements they want to see in the collection. Throughout development, a fashion creative director's main role is to establish what designs should be created, what will appeal to the target market, and how the concepts will be applied and distributed in collaboration with fashion designers who are responsible for creating the clothing and fabrics.

5. Apparel Patternmaker

Patternmakers create templates of fashion products such as clothes, shoes, and swimwear so they can be reproduced in bulk. They sketch and create the patterns either manually or digitally, or a combination of both. Determining styles, designs, and materials of garments with customer input. Their responsibilities include cutting patterns out, determining pattern specifications, providing accurate yield estimates for patterns, attending fit sessions to ensure changes are recorded and executed, managing production approvals process, ensuring manufacturing follows the pattern and any changes to it closely, resolving fit and quality issues, working with computer software to design, input data and manage approvals.

Development-related careers

1. Product developer

The apparel product developer is involved through the entire process from concept to delivery. Product developers oversee the apparel process from design conception to production completion. They are the apparel company's primary contact with the factory and are responsible for choosing appropriate factories to produce each product. The product developer handles the cost and timeline negotiations with the factory. They also develop or source the fabrics, buttons, zippers, and trims that the designers want to use in the product. The product developer must ensure all materials and the final garment meet the brand's quality standards. The product development process starts after the market forecast, it is the process of creating each individual style within the line. After the research phase of the line, development is completed, silhouettes are developed, fabrics and trim are selected, prototypes are made, and specifications are created. The resulting styles are analyzed to determine manufacturing costs.

2. Technical designer

Technical designers work with fashion design teams and play an important role in turning ideas into finished products. They anticipate any design issues and liaise with designers and manufacturers to ensure garment specifications are adjusted accordingly and that the end result is a high-quality, marketable product.

He is the garment engineer and the liaison between the design and product development teams. The design team gives the technical designer the creative vision for each garment, and they determine what stitches and hem finishing will be used. The technical designer is responsible for communicating these sewing details to the factory, along with the garment measurements. Their primary responsibility is fitting the garments when the samples arrive from the factory and revising the measurements, pattern, or sewing methods as needed to make a high-quality, well-fitting garment.

3. Quality assurance manager

The apparel industry is one of the growing industries because of the higher demand for garments items. Buyers always expect to get a quality product from the garment maker. So to ensure the production and supply

of quality products, every factory has its own quality control department. A quality control department is planned and controlled by a quality manager.

The quality assurance manager is responsible for ensuring garment quality standards are maintained throughout production. They can be employed by the apparel brand, manufacturer, or a third-party auditor. The manufacturer's QA manager sets up checkpoints throughout the production line to review the quality. They then have a final quality inspection after the garment is complete. QA manager visits factories after the production lot is completely boxed up and randomly opens boxes to review the quality and packing methods of the garment. An apparel brand's QA manager oversees the stock as it arrives in the warehouse and randomly checks pieces to ensure quality standards have been met.

4. Production manager

The Production Manager is responsible for maintaining zero defects as well as to provide satisfaction and value for the customers by contributing to a minimum number of defects. The Production Manager is required to facilitate productivity and quality standards in the production process.

Among the tasks, a production manager undertakes to oversee matters at domestic and overseas factories where fashion is sampled, design changes are made and finished garments are completed for collections. The job may include cost-tracking and spreadsheet maintenance so the designer has a running assessment of money matters. As the liaison between the designer and fabric, trim and notion wholesalers, a production manager may be responsible for keeping tabs on inventory items and working with the designer's sales force so everyone is kept apprised of delivery orders, deadlines, and fashion show bookings.

The production manager is responsible for overseeing all elements of the garment manufacturing process, including fabric testing, cutting, sewing, final garment appearance, and packaging. Production managers can be employed by the apparel brand or by the manufacturing plant. They ensure the manufacturers are complying with all legal and ethical requirements.

Sales-related careers

1. Sales associate

Sales associates help customers find the right product for them, complete transactions, restock merchandise, and maintain a neat appearance in the retail store. They greet the guests as they enter the store, alert them of any current promotions, and ask if they are shopping for anything in particular. If the customer is seeking a specific item, style, or size, the sales associate will strive to find the best match.

Fashion sales associates are retail salespeople who specialize in selling clothing. They use their product knowledge and fashion sense to help customers craft the perfect outfit for any occasion. This role requires a passion for fashion. Fashion sales associates are expected to be brand advocates and wear their employer's clothing every shift. They are also expected to take pride in their appearance. Fashion sales associates work under a retail supervisor.

2. Merchandiser

Merchandisers are responsible for ensuring the right products are available in the right stores, at the right time, in the right quantities, and set at the appropriate price. They can work in retail stores or for an apparel brand at the corporate level. Corporate merchandisers partner with designers and product developers to ensure the design lifecycle stays on track. Merchandisers also work closely with designers to create a profitable product the customer will buy. If the profit margins become risky, the merchandiser may request changes to the style or review a possible retail price increase to ensure the brand remains profitable.

Fashion merchandisers oversee the style design of garments and accessories in retail clothing stores, costume suppliers, or fashion houses. It is the fashion merchandiser's responsibility to predict fashion trends, plan and implement store layouts, purchase apparel, and collaborate with designers.

3. Stylist

Stylists are responsible for creating outfits and advising various ways to wear an article of clothing. A stylist can work for a clothing brand or individual clients. A brand's stylist creates outfits for photo shoots to show the customer how to wear their clothes and accessories. Personal stylists work with clients to help them choose styles that flatter their body type and fit within their budget. The stylist must listen to the client's desires and give them options that suit their needs. The stylist can suggest new styles or twists on the client's current wardrobe elevate their style.

Fashion stylists work for individuals, fashion houses, and clothing brands. Their main responsibilities include providing fashion advice; choosing and coordinating outfits for models in photoshoots or actors in television and film; choosing props and accessories and preparing them for shoots.

4. Public relations specialist

Public relations specialists who work for apparel brands create and maintain a positive brand and public image. They work with marketing specialists to plan events that raise consumer awareness and interest in the brand and product. In a corporate environment, they may also plan employee events involving notable members of the public, speakers, or performances. They do not pay for publicity or media coverage. Public Relations (PR) Specialists must find creative ways to keep the company's brand name in the public eye. PR specialists select the information that they want to share with the public and write up press releases or conduct press conferences to distribute the news through television, newspapers, radio, and direct mail. They are also responsible for interacting with the media when questions or crises arise from outside sources. As such, PR specialists must maintain strong professional relationships with media personnel.

5. Inventory planner

The Inventory Planner is responsible for allocating and replenishing merchandise from the Central Distribution Center to stores based on the coverage targets set for each location with the pursuit of getting the right products to the right place at just the right time.

Inventory planners begin the apparel development cycle by determining the quantity required for various product types. They review current inventory levels, seasonal needs, and geographical data to forecast consumer demand for their product category. The inventory planner is also responsible for allocating and distributing merchandise to warehouses and stores across the country. Throughout the selling season, they track inventory levels and advise on product performance to their teams.

6. Account manager

Account managers are employed by companies that sell products to other entities, stores, or businesses and work to build a relationship with them. They specialize in promoting their product to an entity instead of an individual and building a client portfolio. Accounts for a branded company often are for store or business uniforms, which could include service companies, banks, and rental car companies. Some wholesale fashion companies sell their products to department stores and have account managers who develop and maintain corporate relationships.

7. Retail buyer

Retail buyers work in retail or department stores and choose the merchandise assortment available for customers to browse. They take the market demands, current style trends, price, quality, and their customer's shopping habits into consideration when selecting products to sell. The retail buyer is responsible for ensuring the store's stock stays competitive and relevant to their customer's needs. They also analyze buying patterns, forecast trends for their target market, and develop plans to maintain inventory levels.

Being a fashion buyer is one of the most sought-after careers in fashion. Behind the glamorous image of a buyer who is traveling the world to select the latest pieces of fashion week runways is a job that requires a combination of skill sets to be successful. Solely responsible for selecting and ordering what is sold in stores to ensure maximum profit, in this demanding role you'll need to be constantly trend spotting, have a strong business sense, and be a great communicator. FashionUnited takes a look at what it takes to be a fashion buyer in the competitive yet exciting world of fashion.

8. Model

A fashion model represents brands and designers by wearing their clothing and accessories in photo shoots, commercials, and runway shows. To be a fashion model requires both physical attractiveness and the ability to be elegant and graceful. Models promote, advertise, and showcase clothing, footwear, and other products. They participate in photoshoots, fashion shows, commercials, trade shows, and conventions as well as pose for sculptors, artists, and painters.

9. Visual Merchandiser

A visual merchandiser is a person who helps in promoting the image, product, or services of an organization by utilizing his/her design skills and creativity. A visual merchandiser has to put eye-grabbing products on the display section, which attracts the customers to at least have a look at the rest of the products of the company and ultimately end up buying the products. Therefore, it becomes very important to select the right product for the display section.

Capturing the imagination of shoppers, both inside and outside a store is the job of the visual merchandiser. The best visual merchandisers can turn their shop's window space into an intriguing art installation, or strategically arrange a shelf to maximize the chances of its contents selling. Effective visual merchandising can stimulate public awareness, draw shoppers into a store, and provide a huge boost to sales

figures. A visual merchandiser is broadly responsible for the planning and building of store displays which, on a day-to-day basis, involves moving equipment and stock, creating signage, arranging to light, and maximizing artistic and commercial impact.

Conclusion

Fashion has a glamorous appeal that draws everyone to it. With every person trying to look good with a distinctive style, the fashion industry is on the rise. Therefore, a career in fashion has immense possibilities as more and more people follow it. The fashion industry is diverse with different possibilities of career depending upon the individual interest. So, the fashion design courses will equip the students with the proper knowledge that will help them select a career in the fashion industry.

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