



Fashion Merchandising Process



DEFINITION

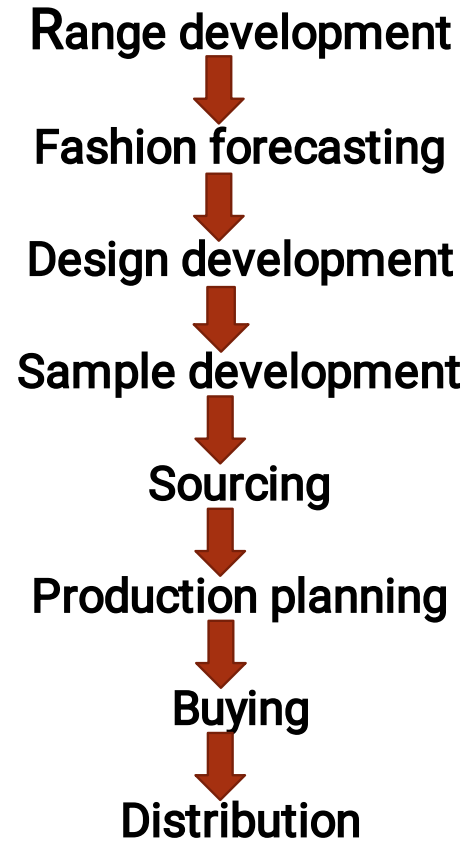
Fashion merchandising is the study of fashion trends to determine merchandising strategy for a retail store or fashion product provider. It's an exciting field that demands both an intuition for fashion trends and a shrewd understanding of business management. When most people think about the fashion industry they immediately think of fashion design. Yet there's so much more that needs to happen for the latest designs to get out into the world and into the hands of the customers who will wear them. In addition to being designed, clothing items need to make it into a retail store, they need to be displayed and marketed to customers, and they need to be properly stocked as items are sold. This is the business side of fashion - the growing field is generally termed fashion merchandising and management.

INTRODUCTION OF FASHION MERCHANDISING

Fashion merchandising is the strategic analysis, marketing, management, and distribution of fashion products in order to maximize profits. Fashion merchandisers stay acutely aware of past and present fashion trends to project what consumers will want in the future.

Fashion merchandising is a dynamic and exciting field. Merchandisers are not fashion designers, but they stay close to the fashion world and use their fashion sense and analytical minds to determine how much of each style to stock, negotiate with manufacturers, and work with designers to determine emerging or existing trends. In a way, you could say fashion merchandisers buy clothes for a living but the job is much more challenging and rewarding than that would make it sound.

Fashion Merchandising Process



1. Range development:

Range development is a collection of fashion manufacturer's product or developing a product by combination of designer, fashion merchandiser, production manager and other assistances. It basically depends upon the buyer and selection of seasonal wear. Range development in fashion industry undergoes more research and forecasting.

2. Fashion forecasting:

Fashion forecasting is new style or trend that particularly developed by designer, buyer and merchandiser. The retailer also be a part of fashion forecasting because he is only person in fashion field who survey the customer needs.

3. Design development:

In design development process, the designers play an important role and they are the creators of the fashion design product. By analyzing the report (forecasting) they will create many designs Basically the designs are developed under the parameter of principles and elements of design. These principles and elements of design are the key factors of fashion designing.



4. Sample Development:

Pattern making is the next stage of design development or developing the design into sample garment. Initially pattern is made in sample size by using draping or flat pattern method. After the pattern is made, the sample garments is done under cut and sew process by the well experienced sample tailor or maker. Then it is tested for its fit and comfort if there is any construction problem it must be solved by the designers. The sample development process develops from sketch to garment. It is also known as worksheet or specification sheet.

5. Sourcing:

Before production planning or bulk production takes place, the sourcing department focus on purchasing the requirements of the product needed. The sourcing department comes under fashion merchandiser or buyer's team or Buyer.

6. Production planning:

The planning of bulk production takes place after the selection of most successful sample garment made by designers. Before going for bulk production the merchandisers have to estimate the sales, planning the stock & purchasing and also have to do assortment planning. The production plans are planned several months before the selling season. This is also known as merchandise planning.



7. Buying:

After the sample development and merchandise planning next focus is to buying. The buying process is carried out by buyer or retail merchandiser who works in big retail brands. They may buy directly from the manufacturer or supplier or through the buying offices or agents. In both buying and retailing the buyer has more responsibilities.

Some of the major responsibilities are,

- ✓ Follow up the design and sample development
- ✓ Sourcing
- ✓ selecting the manufacturer
- ✓ order placement and negotiation
- ✓ Approve the sample from manufacturer by inspecting the sample
- ✓ Approvals for trims and accessories
- ✓ Follow up the bulk production
- ✓ Shipping and delivering to the retailers
- ✓ Maintaining promotional activities
- ✓ Analyze the sales report and developing the sales.



8. Distribution:

After receiving the goods from the supplier or manufacturer make a little inspection like quantity, quality, color etc... Then distribute the goods to various retail branches and also planned for an effective promotional activities which leads to increase sales revenue.





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YOU