

Fashion Marketing



Why do jeans cost \$250?

Why is Times Square now a big mall?

How do I start my own t-shirt company?



*Fashion Marketing
unleashes the secrets of
retailing!*



Fashion Marketing

- Learn how product positioning and visual merchandising impact shopping habits
- Discover the fascinating world of global fashion
- Create a store window display
- Exciting class trips
- College credit opportunity for juniors and seniors

FIDM

Class Activities Include:

Performing Market Research


Presenting and implementing Visual Merchandising ideas

Designing your own graphic tee!

Visit the Museum at FIT

Guest Speaker from the Fashion Institute of Design and Merchandising

Skills You Will Master

	#5000 - Promo Tee (5.3 oz)	YOUTH SIZES		ADULT SIZES	
	Colors <input type="checkbox"/>	S-XL	S-XL	2XL-3XL	
	details	\$5.00	\$5.15	\$6.15	
	#2000 - Heavyweight Tee (6.1 oz)	YOUTH SIZES		ADULT SIZES	
	Colors 	S-XL	S-XL	2XL-3XL	
	details	\$6.75	\$7.00	\$8.00	
	#2600 - Ringer Tee	YOUTH SIZES		ADULT SIZES	
	Colors 	S-XL	S-XL	2XL	
	details	\$7.50	\$7.75	\$8.75	
	#2400 - Long Sleeve Tee	YOUTH SIZES		ADULT SIZES	
	Colors 	S-XL	S-XL	2XL-3XL	
	details	\$8.50	\$9.00	\$10.00	
	#2184 - Baseball Jersey	YOUTH SIZES		ADULT SIZES	
	Colors 	S-L	S-XL	2XL	
	details	\$8.50	\$9.00	\$10.00	
	#9000 - Fleece Sweatshirt	YOUTH SIZES		ADULT SIZES	
	Colors 	S-XL	S-XL	2XL	
	details	\$12.00	\$13.50	\$15.50	
	#9500 - Fleece Hoodie	YOUTH SIZES		ADULT SIZES	
	Colors 	S-XL	S-XL	2XL	
	details	\$14.75	\$18.00	\$20.00	

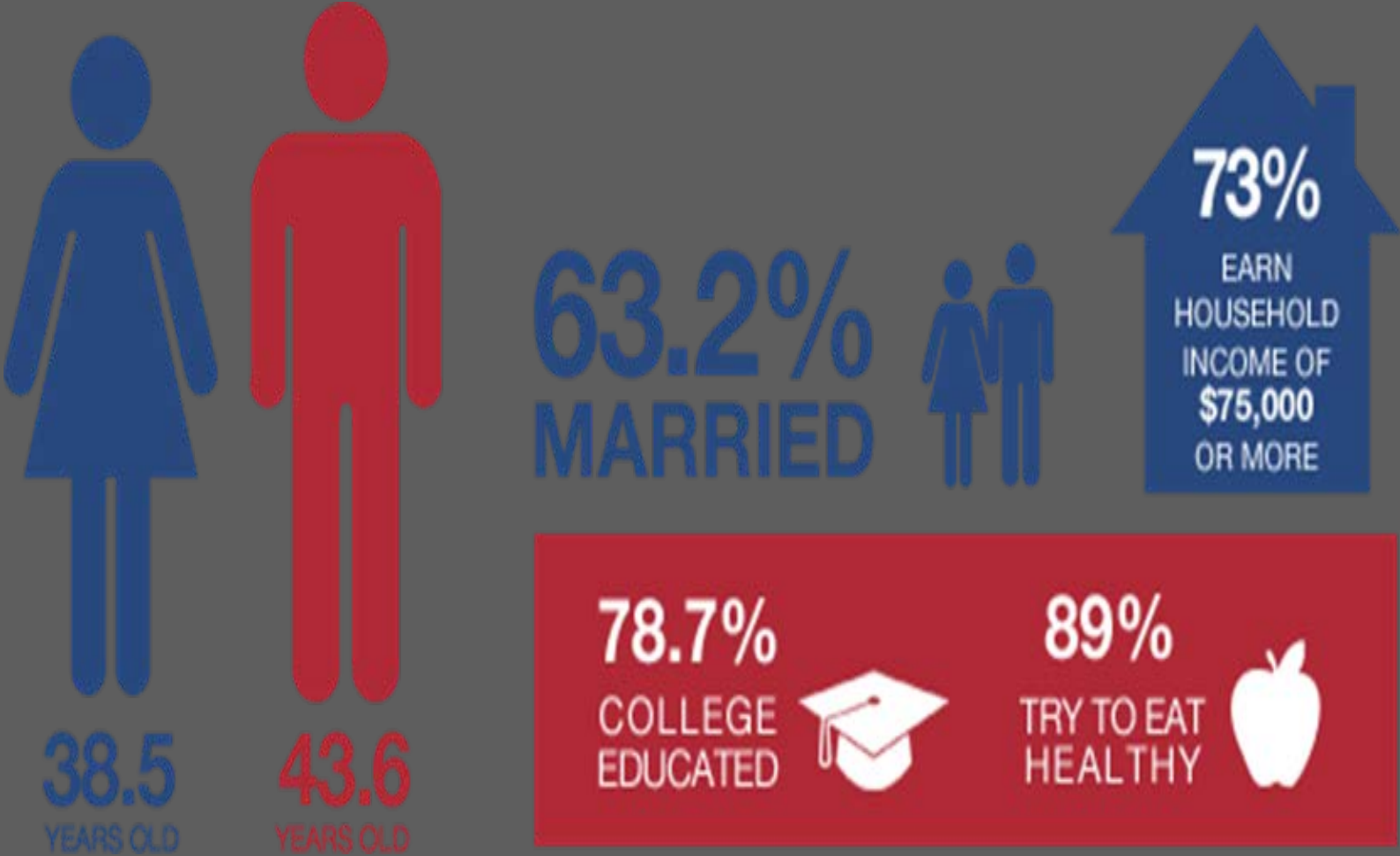
Apparel Pricing

Economic Calculations

Identifying Demographics

Trendspotting

Sales Techniques



Any Questions?

Come see us in room 121
or in the Business Office!