

WINDOWSWEAR TEACHING CONFERENCE

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CAREERS IN THE FASHION INDUSTRY AND SKILLS FOR SUCCESS



Nancy Miller
Dean of Undergraduate Studies
Chair of Fashion
Merchandising & Marketing



Joseph Giampietro
Associate Chair and
Assistant Professor of
Fashion Merchandising &
Marketing



Maria Hedian
Vice President of
Career & Internship Services



Diamantè Logan
Lecturer



CAREERS IN FASHION

•Creative Roles:

- Fashion Designer
- Textile Designer
- Fashion Illustrator
- Costume Designer
- Graphic Designer
- Fashion Photographer
- Creative Director

•Business and Management Roles:

- Fashion Buyer
- Merchandiser
- Product Developer
- Trend Forecaster
- Fashion Public Relations Specialist
- Fashion Editor
- Visual Merchandiser

• Fashion Marketing:

- Marketing Manager
- Brand Manager
- Digital Marketing
- Social Me
- Event Manager and Influencer
- Marketing Manager

• Other Roles:

- **Personal Stylist**
- **Fashion Writer/Journalist**
- **Sales Associate**
- **Fashion Show Manager**
- **Brand Strategist**



SKILLS FOR NOW AND THE FUTURE

Creative and Artistic Skills:

Fashion design is fundamentally about creativity, requiring innovation, imagination, and the ability to see and interpret trends.

Technical Skills:

This includes proficiency in sketching, pattern making, sewing, garment construction, and understanding different fabrics and their properties.

Design Software Proficiency:

Familiarity with design software like Adobe Illustrator and Photoshop is essential for creating and communicating designs.

Communication Skills:

Effective communication, both written and verbal, is vital for collaborating with teams, communicating design ideas, and interacting with clients.

Organizational Skills:

Fashion designers often work under tight deadlines and must be well-organized to manage projects, track progress, and meet deadlines.

People Skills:

Managing relationships with your team is a key part of being successful in the fashion industry



SKILLS FOR NOW AND THE FUTURE

Adaptability:

The fashion industry is constantly evolving, so designers need to be flexible and able to adapt to changing trends, technologies, and market demands.

Business Acumen:

For self-employed or freelance designers, marketing, sales, and financial management skills are crucial for building a successful business.

Trend Forecasting:

Understanding current and future fashion trends is essential for creating designs that are both relevant and innovative.

Attention to Detail:

Fashion design often involves intricate details, so a keen eye for detail is essential.

Problem-Solving Skills:

Designers may encounter challenges during the design process, so strong problem-solving abilities are needed.

Leadership Skills:

In a team environment, designers may need to lead and motivate others, so leadership skills are valuable.

THANK YOU!