



THE FASHION INDUSTRY: A HIGH NEED AND GLOBAL FIELD

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AGENDA

- Career Cluster Alignment
- Definitions & Explanations
- Need
- Skill Set
- Family & Consumer Sciences Role
- Resources



MODERNIZED CAREER CLUSTERS

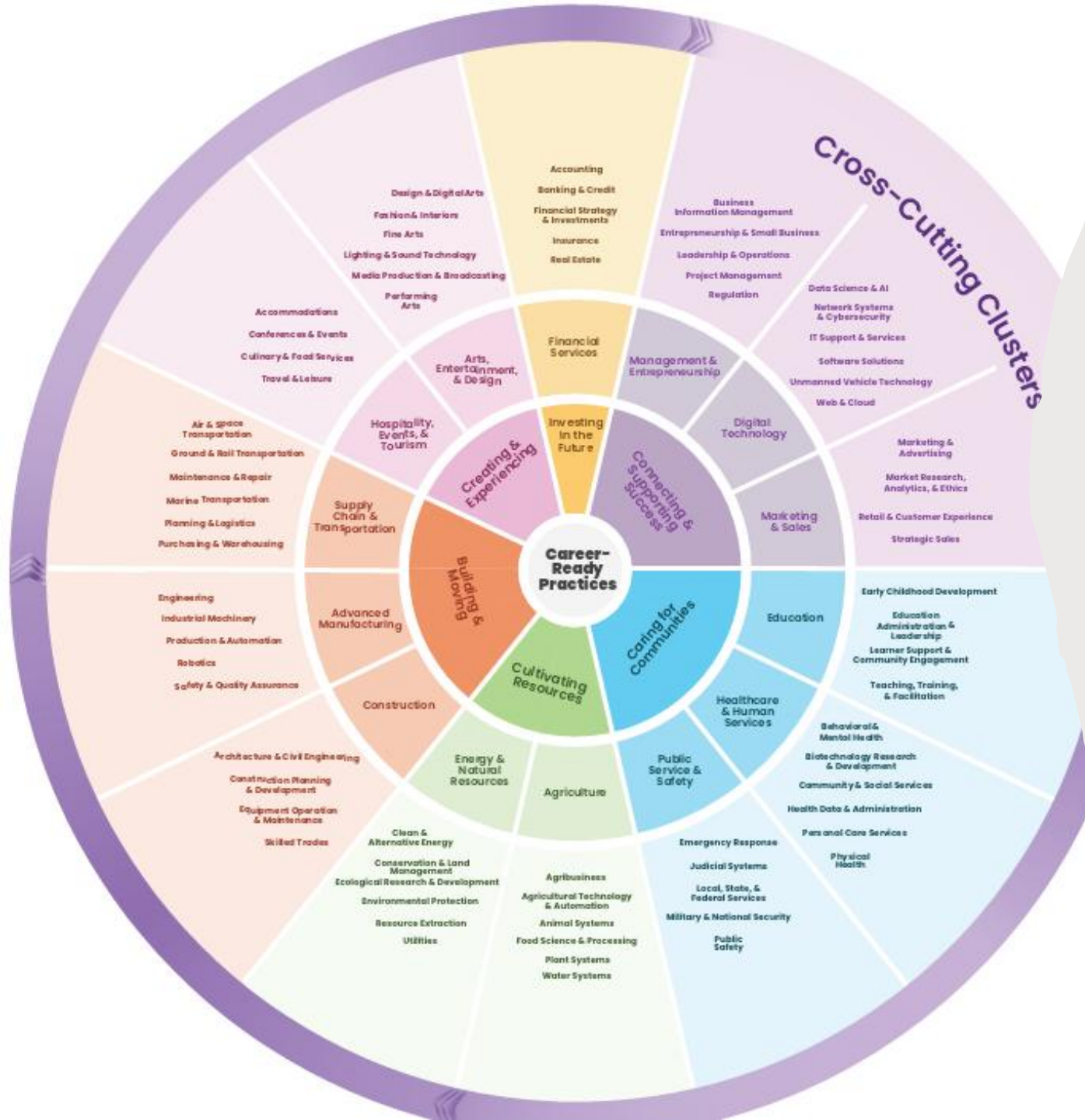
(A P R I L 2 0 2 5)



Announced in October 2024, updated in 2025.

Based upon the North American^{*} Industry Classification System (NAICS) which is a federal classification of business establishments.

^{*}North America refers to Canada, US and Mexico (1997).

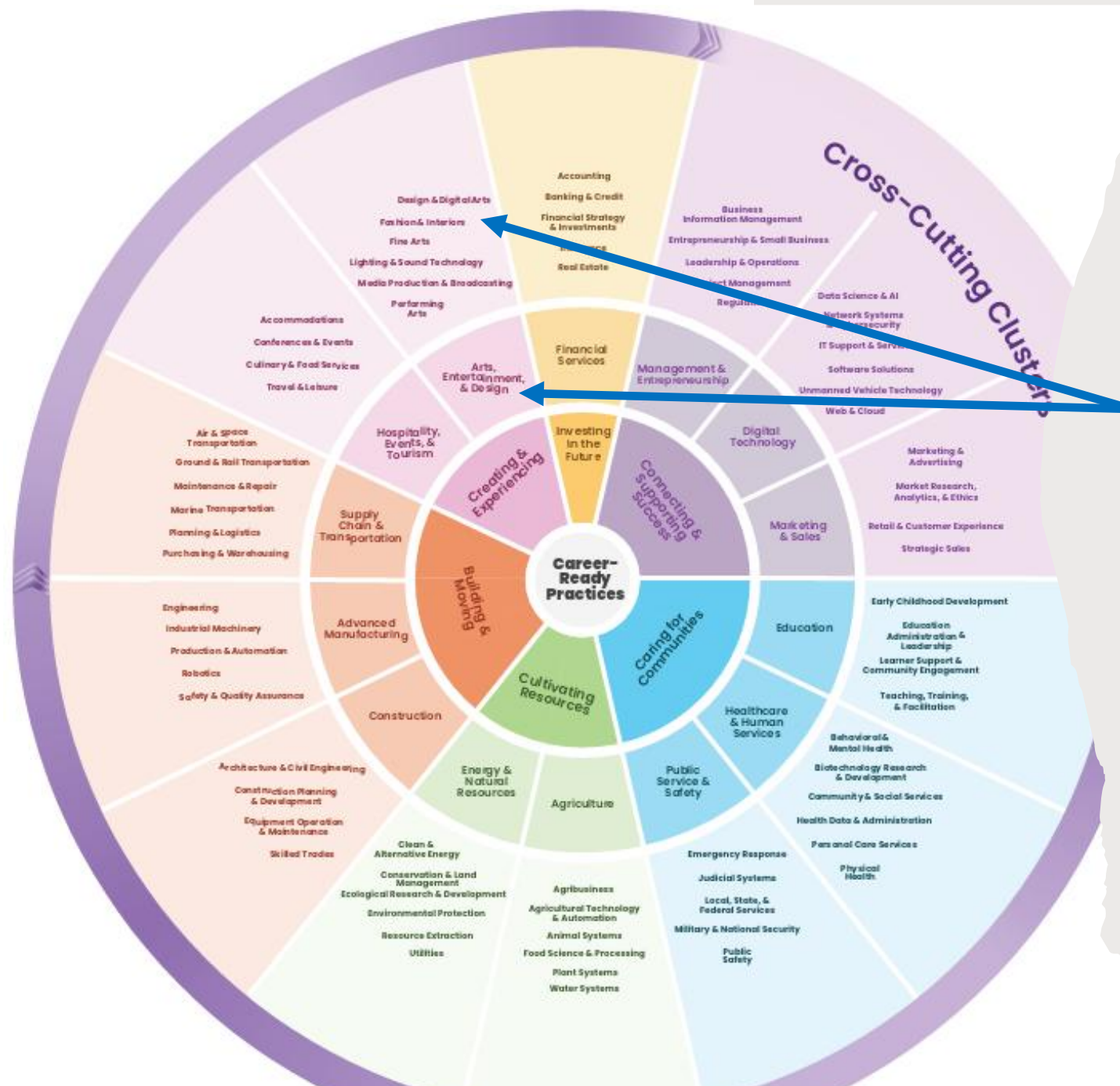


MODERNIZED CAREER CLUSTERS

(A P R I L 2 0 2 5)

Apparel, fashion and textiles is a multi-cluster industry:

- Arts, Entertainment and Design lists “Fashion and Interiors” (a big win!)
- Management & Entrepreneurship—Business concepts
- Marketing and Sales—Brand Development
- Advanced Manufacturing—Product fabrication
- The important human component (customer) is missing.

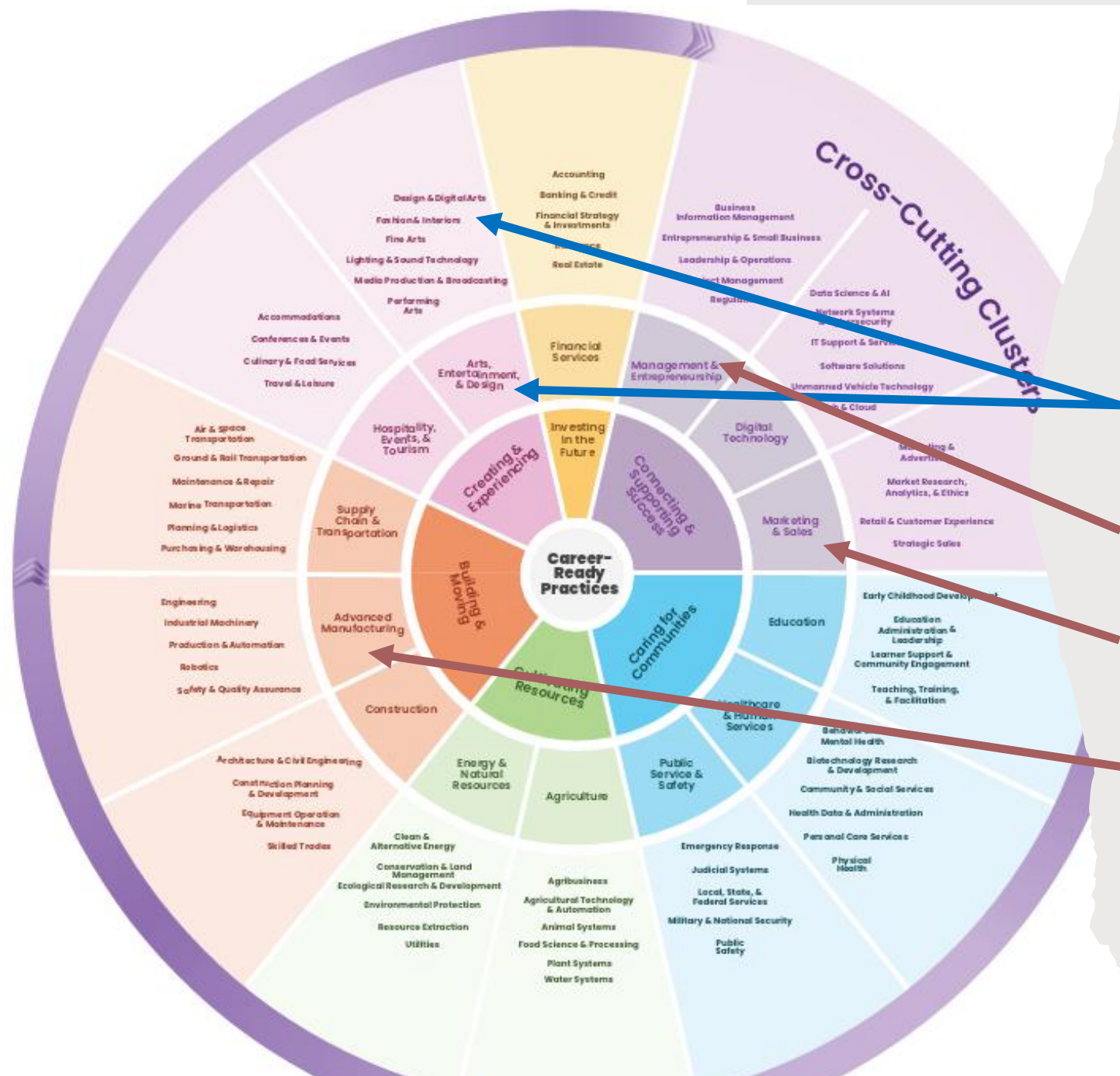


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APPAREL, TEXTILES AND FASHION DESIGN



APPAREL VS FASHION

THE FASHION INDUSTRY: A
HIGH NEED, GLOBAL FIELD.

PAST...

Fashion industry=high fashion (single customer)

Apparel industry= manufacturing of ordinary clothing for the masses.

PRESENT...

Fashion industry means all of it....

- Design
- Manufacturing
- Distribution
- Marketing
- Retail
- For all segments of the population and all products

7

JUNE 2025

APPAREL & TEXTILES FOUR SEGMENTS



Raw Product

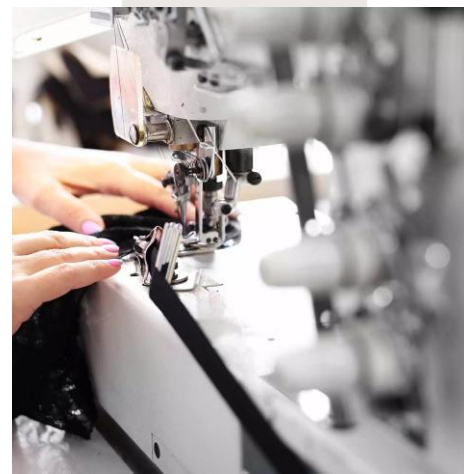
1



Design

2

Textiles, Sketching, Color, Details, Trends, Garment line development, Runway/line release



Manufacturing

3

Sourcing, Fabrication, Mass production, Advanced manufacturing



Promotion/Sales

4

Promotion, Merchandising, Store purchasing, Advertising and Sales

FASHION OCCUPATIONS (SAMPLE)

Range of Jobs in the Fashion Industry

Fashion Merchandising	Fashion Designer	Clothing Pattern Maker	Fashion Sales Rep	Accessories Designer
Product Manager	Showroom Sales Rep	Pattern Grader	Costume Designer	Fashion Designer
Assistant Fashion Designer	Fashion Illustrator	Sample Maker	Shoe Designer	Lingerie Designer
Pattern Maker	Textile Artist	Fashion Buyer	Visual Merchandise	Fashion Coordinator
Boutique Owner	Retail Merchandiser	Fashion Photographer	Fashion PR Specialist	Fashion Illustrator
Fashion Writer	Graphic Designer	Fashion Director	Fashion Photographer	Costume Designer
Fashion Runway Model	Personal Stylist	Account Executive	Apparel Business Owner	Buyer Fashion
Children's Clothing Designer	Computer Aided Designer	Costume Designer	Embroidery Designer	Fashion Colorist
Fashion Designer	Fashion Director	Assistant Fashion Designer	Fabric Librarian	Fashion Forecaster
Fashion Illustrator	Fashion House Manager	Retail Salesperson	Fashion PR Specialist	Catalogue Model

COMMON FASHION CAREERS

Design

- **Fashion Designer \$78,870***

Uses creativity to design new styles for their target customers or develop innovative, original designs to create marketable styles for their customers. (Highest salary in field)

- Textile Designer \$27.18+/hr.

Use creativity to design patterns or designs onto textiles for use in garment production

- Creative Director \$77,774

Determines overarching themes, color palettes and stylings of a season's collection.

- Graphic Designer \$21.77+/hr.

Create designs to be printed on garments

Manufacturing

- Product Developer \$46,814

Oversees the process from design conception to production completion including selecting fabrics, notions and factories as well as setting the timeline.

- Technical Designer \$63,974

Leads the garment design vision manufacturing to ensure it comes to life as designed ready for mass production.

- Quality Assurance Manager \$69,442

Responsible for ensuring garment quality standards are maintained through production.

- Production Manager \$68,082

Oversees all elements of a garment manufacturing process from testing and cutting to sewing and final appearance/packaging

Sales/Marketing

- Sales Associate \$78,322

Helps customers find the right product for them, complete transactions, restock merchandise and maintain a neat appearance in the retail store.

- Merchandiser \$15.77/hr.

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.

- Retail Buyer \$56,362

Responsible for the selection of merchandise by reviewing marketing demands, trends, price and consumer buying patterns.

- Inventory Planner \$57,012+

Review current inventory levels, seasonal needs and geographical data to forecast the consumer demand for their product category.

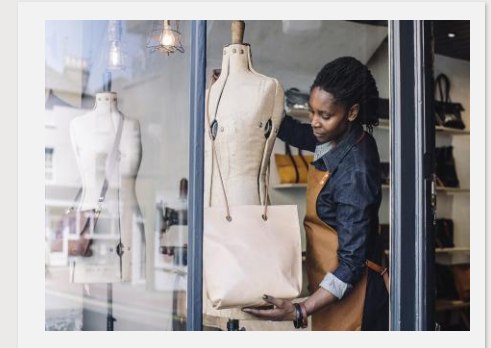
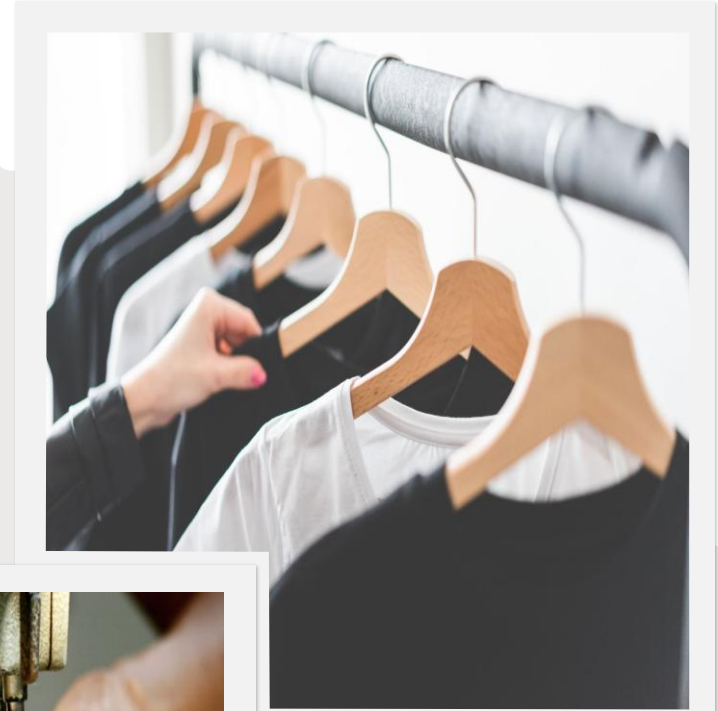
<https://www.indeed.com/career-advice/finding-a-job/fashion-industry-careers>

*<https://fashioninnovation.nyc/fashion-industry-statistics/>

FASHION INDUSTRY

This industry comprises of:

- Professional design services and products (e.g., fashion, clothing, shoes, textiles, fur, jewelry, costumes, lighting and floats.
- Occasionally represent the design branch of a large retail chain
- More often represent smaller design houses that provide fashion products to several different sellers.
- Does not include in-house design services



FASHION INDUSTRY

\$1.8 Trillion global industry
annually(2025) (up from \$1.2 T in 2020).

\$3 Trillion value to the global economy
(2% of the gross domestic product
(GDP)

3.38+ million people in the workforce
(from entry level to highly technical
skilled employees)

300 billion textile/garment companies
are entering the market daily

4th largest industry in the world

<https://fashinnovation.nyc/fashion-industry-statistics/>





FASHION INDUSTRY IN THE U.S.

\$380 billion spent in the US annually on apparel and footwear

\$395 billion market size (4.6% growth) making it one of the largest-single country markets.

1.8 million in the fashion workforce (100,000+ in manufacturing alone)

Exports \$6 Billion in product from the US per year

Imports \$82 Billion in product into the US, but much of the value is based upon work completed onshore

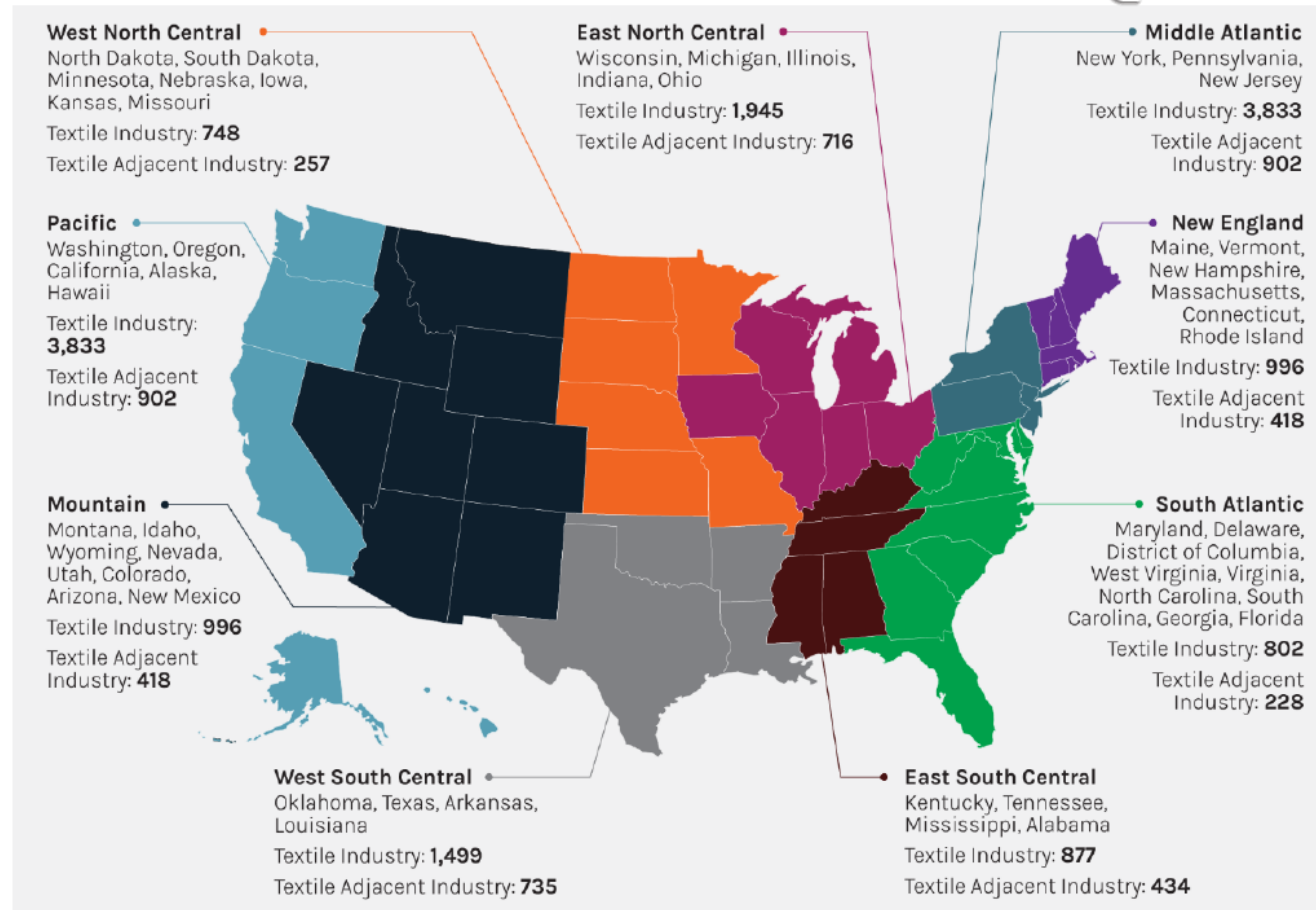
Recent reshoring/onshoring manufacturing efforts back to the US are expanding (due to “Made in the USA” meaning shorter lead times, more flexibility, and stronger consumer support)

US leads the world in purchasing, fashion technology, and sustainability practices.

<https://fashinnovation.nyc/fashion-industry-statistics/>

<https://makersrow.com/blog/apparel-garment-industry-usa/>

TEXTILE AND TEXTILE ADJACENT ESTABLISHMENTS BY REGION-MANUFACTURING (2 0 2 3)



Source: 2024 National Textiles Industry Workforce Needs Assessment, AFFOA (2024)

BUSINESS IN THE US



THE FASHION INDUSTRY IN THE US
HIGH NEED
JUNE 2022

Dictionary

Entrepreneurship



en·tre·pre·neur·ship

/, ăntɹəprəˈnɜː, SHɪp/

noun

the activity of setting up a business or businesses, taking on financial risks in the hope of profit.
"the new business opportunities have encouraged entrepreneurship on a grand scale"



Translations, word origin, and more definitions

Definitions from Oxford Languages

Feedback

ENTREPRENEURSHIP

<https://www.shopify.com/blog/206934729-how-to-start-a-clothing-line>

IN THE UNITED STATES,

- 25 million Americans started or running their own business in 2016 (582 million globally...over 4% are US based)
- 83.1% of US business owners started their own company
- 30% of entrepreneurs have a high school degree
- 1 in 3 are minority owned
- For every 10 male entrepreneurs, there are 7 female entrepreneurs.
- 83.6 US global entrepreneurship index means the US is the best country to start a business
- 97.6% of exported goods in the US in 2015 came from small companies (don't confuse the production source with the sales/marketing platforms like Amazon)
- 63.3% of new jobs in the US from 1992 to 2013 were in small business expansion

AMERICAN MADE CLOTHING BRANDS (S A M P L E)

- **Men's:**

All American (Ohio)	Bullet Blues (Florida)	Duckworth (Bozeman, MT)
Bravestar (California)	Diamond Gusset (Tennessee)	
Bridge and Boro (New York)	Roundhouse (Oklahoma)	Goruck (Bozeman, MT)
Furrow & Ridge (Montana)	Youer (Missoula, MT)	

- **Women's**

Rambler's Way (Maine)	WiesMade (Georgia)	Raliegh Denim (N Carolina)
Emerson Fry (New Hampshire)	Soft Goods (Michigan)	Salaam (Vermont)
Gamine (Rhode Island)	Wintergreen Northern (Minnesota)	

- **Footwear**

Kepner Scott (Pennsylvania)	Lucchese Bootmaker (Texas)
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- **Top 100 Apparel Companies in the US** <https://www.f6s.com/companies/apparel/united-states/co>



Source: <https://toddselton.com/blog/about-todd-shelton/made-in-america/american-made-clothing-brands?srltid=AfmBOooF-0QLvuYmM4zO8sO8cTBVQvFkVrG28Lm3PNA6Oo2ZkPxRejoV> (2025)



BIGGEST APPAREL COMPANIES: (2020)

Louis Vuitton Moët Hennessy

(LVMH) (includes brands Christian Dior and Givenchy) \$194 billion value (73rd largest publicly traded organization in the world)

Nike \$51.36 billion in sales annually

Adidas \$25 billion in sales annually

Lululemon \$4 billion in sales annually

<https://www.forbes.com/sites/marleycoyne/2020/05/13/the-worlds-largest-apparel-companies-2020-lmvh-on-top-while-nike-gains-foothold/?sh=3581b0c30ed3>



THE IMPACT OF ONLINE SHOPPING

(or “Brick and mortar stores closing does not mean there is no need!”)

Online Fashion Industry Market Value Worldwide

\$759.5B

2021

+\$1.0T

2025

ONLINE GROWTH

<https://commonthreadco.com/blogs/coachs-corner/fashion-ecommerce-industry-trends>



GROWTH BREAKDOWN

Apparel

Footwear

Bags & Accessories

TYPES OF PURCHASING—2022

(DTC=DIRECT TO CONSUMER)



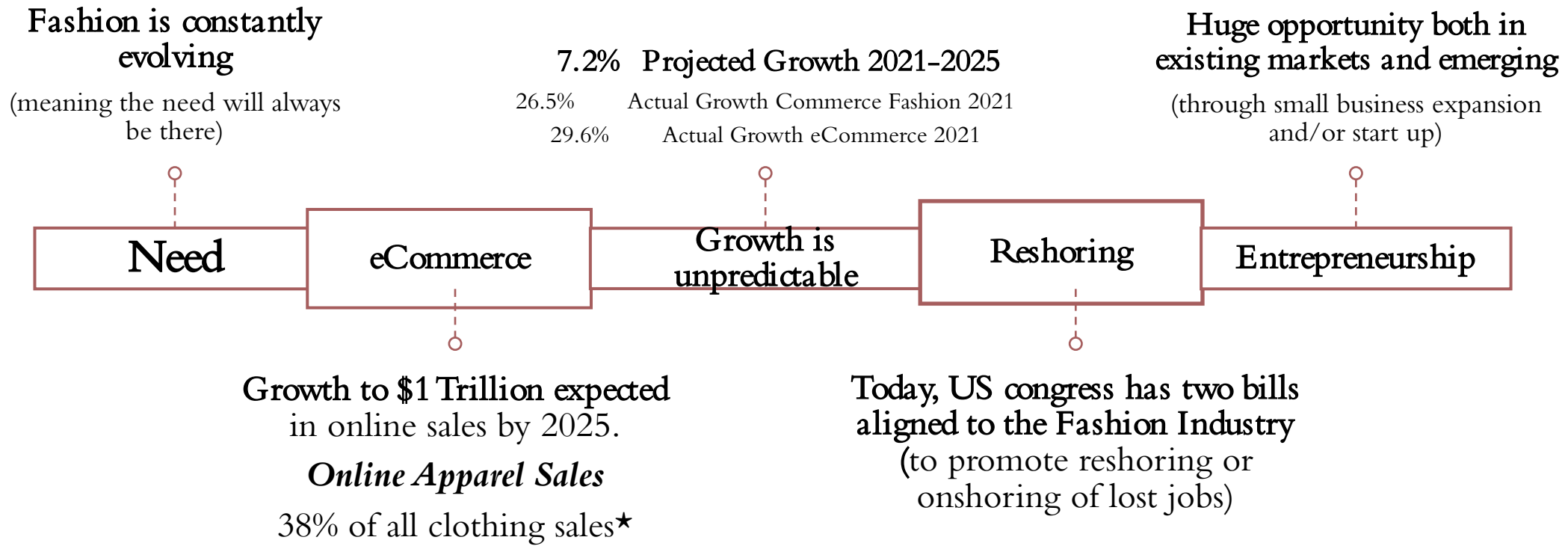
<https://commonthreadco.com/blogs/coachs-corner/fashion-ecommerce-industry-trends>

MAJOR TRENDS IN THE APPAREL GARMENT INDUSTRY IN 2025

1. Sustainable Fashion
2. On-Demand Manufacturing
3. Rise of Digital Fashion/3D imaging
4. 4. Reshoring Production



INDUSTRY TRENDS SUMMARY



<https://commonthreadco.com/blogs/coachs-corner/fashion-ecommerce-industry-trends>

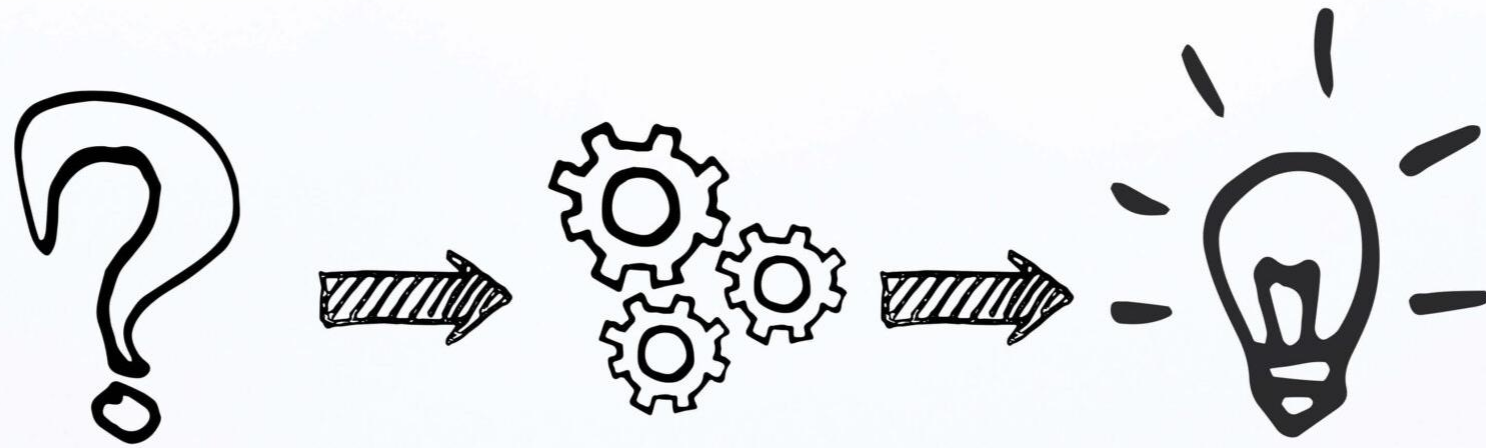
★<https://makersrow.com/blog/apparel-garment-industry-usa/>



SO, YES...THIS FIELD
IS HIGH NEED!

"I REALLY NEED
NEW CLOTHES."

– ME, EVERY MORNING



WHAT IS THIS INDUSTRY SKILL SET?

INDUSTRY SKILL SET

- ❑ Understand the scope of the industry (across clusters)
- ❑ Sketching and using the design elements/principles (with croquis for fashion, scale drawings for interior)
- ❑ Understanding fabrics, embellishments, textile characteristics and care (in both areas).
- ❑ Sewing and equipment use! (how a flat pattern turns into a 3D garment and interior uses)
- ❑ Alterations (understanding and fitting a human body be they female, male, children, older, physical constraints)
- ❑ Inclusion and diversity (body shape, cultural and religious influences for clothing and interiors)
- ❑ Sustainability concepts (a new trend...water use, redesign/recycle)
- ❑ Fashion shows/window displays (why important, how to create an experience that promotes sale)
- ❑ Communicating and working with others (models, clients, design team, media)
- ❑ Financial and business understanding (price points, development costs, decision making, sourcing)
- ❑ Entrepreneurship, trend identification, and promotion of products (window displays, investigative work)





FCCLA RESOURCES ARE ...

- Project-based learning and assessment
- Real work application
- Rigorous and relevant

NATIONAL PROGRAM:



AUTHENTIC
APPLICATION/ASSESSMENT





LET'S EXPLORE!



- Fashion Design
- Fashion Construction
- Fashion Sketch
- Repurpose and Redesign
- Sustainability Challenge
- Entrepreneurship
- Professional Presentation

MANY TRADE ASSOCIATIONS:

- [American Apparel and Footwear Association \(AAFA\)](#)
- [American Apparel Producers' Network \(AAPN\)](#)
- [American Association of Textile Chemists and Colorists American Flock Association](#)
- [Association of the Nonwoven Fabrics Industry \(INDA\)](#)
- [ASTM International](#)
- [\(The\) California Fashion Association](#)
- [The Carpet and Rug Institute \(CRI\)](#)
- [Cashmere and Camel Hair Institute](#)
- [Cordage Institute](#)
- [Cotton Inc](#)
- [Footwear Distributors and Retailers of America \(FDRA\)](#)
- [Fur Information Council of America \(FICA\)](#)
- [Industrial Fabrics Association International \(IFAI\)](#)
- [International Safety Equipment Association \(ISEA\)](#)
- [Leather and Hide Council of America \(LHCA\)](#)
- [National Cotton Council \(NCC\)](#)
- [National Council of Textile Organizations \(NCTO\)](#)
- [Outdoor Industry Association \(OIA\)](#)
- [Retail Industry Leaders Association \(RILA\)](#)
- [SEAMS, The Association and Voice of the Sewn Products Industry](#)
- [Secondary Materials and Recycled Textiles Association \(SMART\)](#)
- [Sewn Products Equipment and Suppliers of the Americas \(SPESA\)](#)
- [Southern Textile Association](#)
- [Sports & Fitness Industry Association \(SFIA\)](#)
- [Travel Goods Association](#)
- [U.S. Fashion Industry Association \(USFIA\)](#)
- [United States Footwear Manufacturing Association](#)

Source: <https://www.trade.gov/trade-associations>

ADDITIONAL INFORMATION: HOW TO START A CLOTHING LINE

- Develop fashion design skills
- Build a brand
- Create a business plan
- Learn marketing/sales/brick and mortar or online store development
- Learn from pros
- Open and grow (hopefully)

<https://www.shopify.com/blog/206934729-how-to-start-a-clothing-line>

ADDITIONAL INFORMATION: CHILDREN'S CLOTHING DESIGN

- https://www.boredpanda.com/kids-design-own-clothes-picture-this-clothing/?utm_source=google&utm_medium=organic&utm_campaign=organic
- <https://startupfashion.com/how-to-start-kids-clothing-line/>
- <https://www.gblabels.co.uk/guides-what-to-consider-when-designing-childrens-clothing/>
- <https://sewport.com/learn/how-to-start-a-childrens-clothing-line>
- <https://www.compliancegate.com/children-clothing-regulations-united-states/>



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Introduction for Dawn Sommers Fashion Studio



Copy link



TUTORIALS—INDUSTRY CLASSES FOR FCS

<https://www.dawnsommersfashionstudio.com/>

Visual Merchandising: Examine Six Basic Principles of Display

[Topics](#) > [Retail & Marketing](#) > [Merchandising](#)

Visual Merchandising

Examine Six Basic Principles of Display (Section 4, Part 1)



GUIDANCE ON VISUAL MERCHANDISING

<https://www.cottonworks.com/en/topics/retail-marketing/merchandising/visual-merchandising-examine-six-basic-principles-of-display/>

Browse by category ▾

🔍 Search

Textile Manufacturing: Unweave the Key to Success

Textile manufacturing is an old, but still a massively important industry. In this article, we explore the history and how you can make it in the industry.

TEXTILE DESIGN COMPONENTS--YOUTUBES

<https://katanamrp.com/blog/textile-manufacturing/>



WINDOWS WEAR

<https://www.windowswear.com/>

windowswear

**THE WORLD'S LARGEST AND MOST COMPREHENSIVE
DATABASE & COMMUNITY OF RETAIL, VISUAL
MERCHANDISING, AND E-COMMERCE**

WINDOWSWEAR: A COMPLIMENT TO THE FCS CLASSROOM



Brands

(Search by theme/brand)



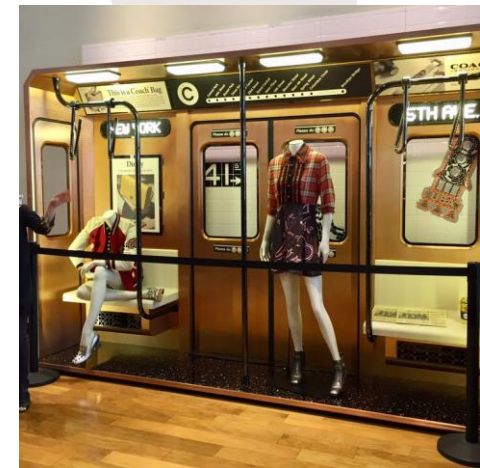
Database

(Window displays, e-commerce examples, Store virtual tours, Archives)



Community

(Portfolios of specialists)



News

(Email, Updates, Trends, Store Openings, Pop Ups)

WINDOWS WEAR: FOR THE FCS PROFESSIONAL (GRADES 7-12)



National FCS
Standards Connections



Student Portfolios
(Travels from HS to
PS and workforce)



Educator Support:
Virtual Webinars
Industry Lesson Plans



Professional
Development
(Fashion Immersion;
Group Tours)

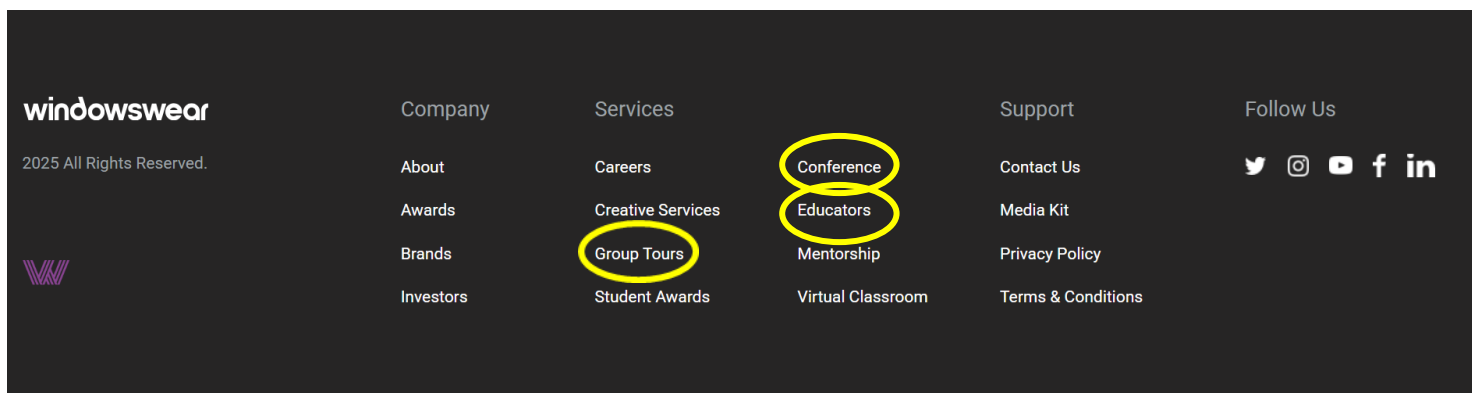
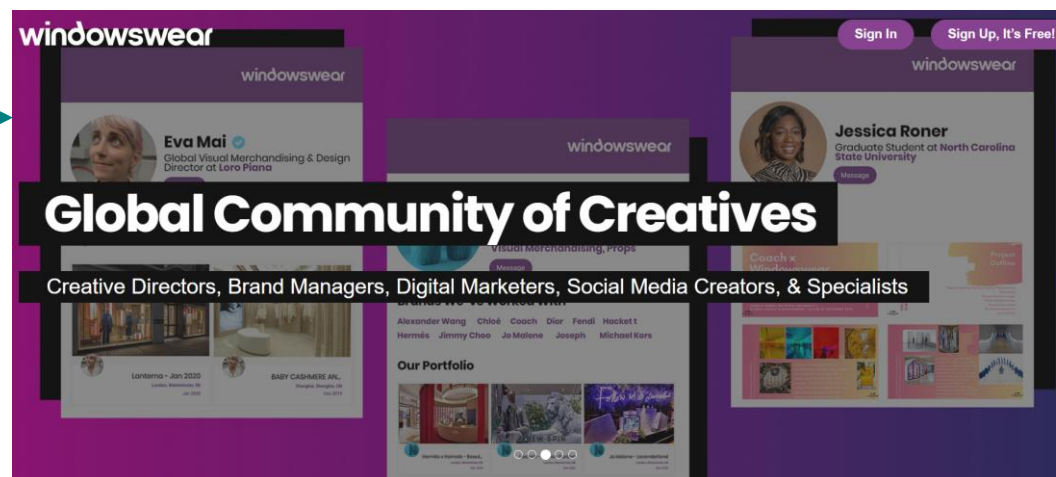


www.windowswear.com

Opening Page Banner

(scroll down)

Bottom Banner



Family And Consumer Sciences “FCS” Education National Standards 3.0 Alignment To WindowsWear

Many of the [Family and Consumer Sciences National Standards](#) can be addressed through using the WindowsWear content. The following indicates what is most directly aligned to using WindowsWear as an educational resource.

1.0 Career, Community and Family Connections

ID	National Standard	WindowsWear Connection
1.2.1	Analyze potential career choices to determine the knowledge, skills, attitudes, and opportunities associated with each career.	Community: Industry investigation assignments
1.2.3	Apply communication skills in school, community, and workplace settings and with diverse populations.	Channels: Research papers written after investigating information available through this conter portal. Community: Interviews with industry professionals Community: Interactions with industry professionals
1.2.8	Demonstrate employability skills, work ethics and professionalism.	Education: Participate in student contests and virtual and in-person events sponsored by WindowsWear

2.0 Consumer and Family Resources

2.1.1	Apply time management, organizational and process skills to prioritize tasks and achieve goals.	Database: Research projects Community: Interactions with industry professionals which will require to work within their schedules.
2.2.3	Demonstrate behaviors that conserve, reuse, and recycle resources to maintain the environment.	Channels: Investigate “sustainability” channels for current trends and create local efforts to support them.
2.4.2	Analyze how media and technological advances influence family and consumer decisions.	Content: Investigate methods used by stores to promote sales.

THANK YOU

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