

FASHION BUYING AND MERCHANDISING

Week 1:

1. Introduction Fashion Buying and merchandising
2. Fashion categorization
3. Custom made or multiple size ranges
4. Fashion dimensions

Week 2 :

5. Fashion theories with practical examples
6. Fashion principles and fashion cycle
7. Fashion direction
8. Fashion forecasting

Week 3:

9. Fashion professionals
10. Study of merchandiser, retailer, converter.
11. Fashion supports
12. Factors influencing Fashion

Week 4:

13. Present Indian export
14. India's position in the world apparel/textile market
15. Apparel clusters classification of India

Week 5:

17. Steps in fashion buying
18. Fashion buying methods
19. Future of fashion buying

Week 6:

20. Organization structure of buying house
21. Supply and manufacture relations
22. Buying plan
23. Role of buying plan

Week 7:

24. Skills of a merchandiser
25. Time management
26. Responsibilities of merchandiser

Week 8

27. Level of merchandising
28. Steps of merchandising
29. Sampling approval process

Week 9

30. Home fashion products
31. Apparel fashion products
32. Textile types

Week 10:

33. Accessories types
34. Life style products
35. Wellness and fitness

Week 11:

36. Indian Brands name in Apparel Industry
37. International Brands names in Apparel Industry

Week 12:

38. Fashion sources
39. Social media platforms
40. Fashion shows and Runways

Week 13:

41. Retailers and E-commerce platforms
42. Exhibition and trade shows
43. Indian organizations and associations

Week 14

44. The British Fashion Council
45. International Fashion and Textiles Associations

Week 15

46. Revision and practice of all units
47. Final assessment and feedback
48. Final practical check