

Fashion Merchandising

Fashion Industry Basics

- 1 Explain the apparel segment of the fashion industry **PD:102**
- 2 Describe theories of the origin of fashion products **PM:044**
- 3 Describe the influence of historical events on fashion products **PM:045**
- 4 Identify fashion market centers **PM:052**
- 5 Explain the role of fashion designers **PM:060**
- 6 Identify fashion trends **IM:006**

Fashion Merchandising and Marketing

- 1 Explain the importance of merchandising to retailers **MK:020**
- 2 Explain career opportunities in merchandising **PD:134**
- 3 Explain marketing and its importance in a global economy **MK:001**
- 4 Explain the concept of marketing strategies **MP:001**
- 5 Describe marketing functions and related activities **MK:002**
- 6 Describe the nature of apparel and accessories marketing **MK:000**
- 7 Discuss career opportunities in apparel and accessories marketing **PD:040**

Fashion and Design

- 1 Explain the components of fashion (style, color, and functionality) **PM:047**
- 2 Explain the elements and principles of line and design in fashion **PM:048**
- 3 Describe the principles of color in fashion **PM:049**

Merchandise Planning

- 1 Explain the nature and scope of the product/service management function **PM:001**
- 2 Explain the concept of product mix **PM:003**
- 3 Analyze information from suppliers **IM:300**
- 4 Scan marketplace to identify factors that could influence merchandising decisions **IM:396**

5 Analyze competitors' offerings IM:298

6 Plan merchandise assortment (e.g., styling, sizes, quantities, colors) PM:254

Inventory Management

1 Explain the receiving process OP:384

2 Explain stock-handling techniques used in receiving deliveries OP:385

3 Process incoming merchandise OP:386

4 Maintain inventory levels OP:407

Visual Merchandising and Display

1 Explain the use of visual merchandising in retailing PR:023

2 Distinguish between visual merchandising and display PR:302

3 Explain types of display arrangements PR:026

4 Maintain displays PR:052

5 Dismantle/Store displays/display fixtures/forms PR:054

Features and Benefits of Fashion Merchandise

1 Acquire product information for use in selling SE:062

2 Explain fashion-brand images SE:051

3 Analyze product information to identify product features and benefits SE:109

4 Use characteristics of fibers, yarns, fabrics, and materials to identify benefits SE:121

5 Use garment construction methods to identify benefits SE:122

6 Determine customer benefits of model characteristics of men's apparel SE:123

7 Determine customer benefits of silhouette characteristics of women's apparel
SE:124

8 Use characteristics of women's accessories to identify benefits SE:355

9 Use characteristics of men's accessories to identify benefits SE:125

10 Use characteristics of women's foundations/lingerie to identify benefits SE:126

11 Use characteristics of swimwear to identify benefits SE:127

12 Use characteristics of outerwear to identify benefits SE:128

13 Use characteristics of shoes/footwear to identify benefits SE:129

Selling Fashion

- 1 Explain the nature and scope of the selling function** SE:017

- 2 Explain the role of customer service as a component of selling relationships** SE:076

- 3 Explain the selling process** SE:048

- 4 Establish relationship with customer/client** SE:110

- 5 Determine customer/client needs** SE:111

- 6 Analyze customers (apparel and accessories)** SE:004

- 7 Recommend specific product** SE:114

- 8 Determine size and fit of children's apparel** SE:135

- 9 Determine size and fit of women's apparel** SE:136

- 10 Determine size and fit of men's apparel** SE:137

- 11 Determine size and fit of shoes** SE:138

- 12 Use style characteristics to sell men's apparel** SE:139

- 13 Use style characteristics to sell women's apparel** SE:140

- 14 Convert customer/client objections into selling points** SE:874

- 15 Close the sale** SE:895

- 16 Demonstrate suggestion selling** SE:875

- 17 Prepare cash drawers/banks** OP:194

- 18 Open/Close register/terminal** OP:195

- 19 Process sales transactions (e.g., cash, credit, check)** SE:329