



FashionClub.com Career Studio (www.fashionclub.com) says, “A Merchandise Product Developer takes ideas for products from concept to completion to consumer. A keen understanding of the retail and manufacturing industries and our global society is needed for this career. A degree in Merchandise Product Development from FIDM opens up a wide range of options in the field, such as product development, trend-tracking, licensing, brand and product management, and the sourcing of goods.”

A recent job posting on Yahoo’s Hot Jobs for a Senior Merchandise Product Manager included the following responsibilities:

- **New Product Development**—work with product development team to take concepts to commercialization
- **Product Management** – work with marketing on development of marketing plans for merchandising the line
- **Package Development** – working with vendors for packaging designs and improvements
- **Brand Development** – support public relations and internet marketing to continue corporate brand development
- **Competitive Intelligence** – review the competition

Professional Skills, Proficiencies, and Competencies Necessary:

1. **Written Communication** – letters, memos, reports, presentations
2. **Analytical Ability** – complex problem solving, detail orientation, numerical analysis, systemic, management, strategic planning, financial, customer, color, trend, and silhouette analyses
3. **Computing Skills & Ability** – software and hardware technology applications and info technology trends
4. **Creativity** – contemporary and historical knowledge and research capabilities

5. **Oral Communication** – active learning, active listening, critical thinking, public speaking
6. **Social Skills** – teamwork, motivation, negotiation, persuasion
7. **Technical Skills** – troubleshooting, technology design, apparel manufacturing processes, apparel line development, pre-production planning, garment construction, sourcing
8. **Systems Skills** -judgment and decision making, visioning, systems evaluation, multi-tasking
9. **Materials Knowledge** – textile and trims knowledge, fabric weaves and finishes
10. **Resource Management Skills** - business practices, management of materials, people, and time

Merchandise Product Development Career Options:

Entry Level (up to 3 years)

Assistant Trend Analyst

Showroom Assistant

Design Assistant

Licensing Coordinator

Fabric & Trim Researcher

Sourcing Assistant

Quality Control Assistant

Production Assistant

Mid Level (4+ years)

Trend Analyst

Showroom Manager/Sales Representative

Assistant Designer

Fabric & Trim Buyer

Brand Manager

Sourcing Manager

Quality Control Manager

Production Manager



Costing Analyst

Fit Specialist

Pre-Production Coordinator

Assistant Technical Designer

Sample Coordinator

Specifications Technician

Senior Level (10+ years)

Vice President of Sales

Vice President of Production & Sourcing

Director of Quality Control

Director of Product Development

Design Director

Director of Licensing

Director of Brand Management

Technical Designer

Production Manager

Senior Fabric & Trim Buyer



Annual Starting Salary Ranges:

0-3 years = \$24k to \$65k

4+ years = \$35k to \$80k

10+ years = \$45 to \$150k

Professional Organizations & Associations:

American Apparel and Footwear Association (AAFA) - www.apparelandfootwear.org

California Fashion Association (CFA) - www.californiafashionassociation.org

Council of Fashion Designers of America (CFDA) - www.cfda.com

National Association of Visual Merchandisers - www.visualmerch.com

Fashion Group International (FGI) - www.fgi.org

Fashion Organizations - www.fashion-beauty.com/FashionOrganizations.html

Hispanic Designers Inc (HDI) - www.hispanicdesigner.org

International Association of Clothing Designers (IACD) - www.jacde.com/english/

International Formalwear Association - www.formalwear.org

Leather Apparel Association - www.leatherassociation.com

Men's Apparel Guild of California (MAGIC) - show.magiconline.com

New York City Garment Industry Development Corporation - www.gidc.org

San Francisco Fashion Industries (SFFI) - www.sffi.org

Additional Sources for Industry Information:

America's Career InfoNet - www.acinet.org

California Apparel News - www.apparelnews.net

California Market Center - www.californiamarketcenter.com

CalJOBS - www.caljobs.ca.gov

Daily News Record - www.dailynewsrecord.com

Employment Projections by Occupation - www.calmis.ca.gov/htmlfile/subject/occproj.htm

Fabrics.net - www.fabrics.net

Fashion Center - www.fashioncenter.com

InfoMat Fashion Industry Business Information - www.infomat.com

Just for Educators Merchandise Product Development - [Top Links](#)

O*Net OnLine - online.onetcenter.org

Occupational Code References

SOC (Standard Industrial Classification)	27-1022
O*NET (Occupational Information Network)	27-1022.00
OES (Occupational Employment Stats)	34038
DOT (Dictionary of Occupational Titles)	142.061-018

Vault - www.vault.com

Women's Wear Daily - www.wwd.com

Student Competitions – FIDM:

National Scholarship Competition: Six [6] one-year scholarships to attend FIDM/ Fashion Institute of Design & Merchandising. Scholarships are available to High School students. The deadline is April 30th of each year.

- Fashion Designer of TomorrowSM
- Fashion Merchandising Executive of TomorrowSM
- Graphic Designer of TomorrowSM
- Interior Designer of TomorrowSM
- Visual Designer of TomorrowSM
- Digital Media Artist of TomorrowSM

See **For Your Students** for additional student scholarship opportunities.
educators.fidm.edu/educators/student-services/fidm-scholarships.html