

Career Opportunities for Majors in Fashion Merchandising

A Sample of Related Occupations (some may require advanced degrees/training)

Advertising Director	General Merchandise Manager	Quality Control Specialist
Account Executive (Sales)	Human Resource Manager	Recruiter
Colorist	Mall Marketing Manager	Retail Buyer
Customer Service Manager	Manufacturer's Representative	Retail Store Manager/Owner
Department Manager	Market Researcher	Social Media Director
District Manager	Merchandiser	Sourcing Manager
Divisional Merchandise Manager	Museum Director	Sales Representative
Fashion Consulting	Operations Manager	Showroom Sales Manager
Fashion Event Coordinator	Personal Shopper	Spa/Wellness Director
Fashion Educator	Planner/Allocator	Store Planning Director
Fashion Show Producer	Product Developer	Talent/Model Agency Director
Fashion Journalist	Product Manager	Technical Designer
Fashion Stylist	Promotion Director	Trend Forecaster
Findings and Trims Buyer	Public Relations Director	Visual Merchandiser
		Web Site Developer

Types of Employers

Apparel Corporations	E-Commerce Companies	Retail Stores
Apparel Manufacturers	Mall Marketing Offices	Self-employed
Boutiques	Museums	Specialty Stores
Department Stores	Marketing Firms	Textile Manufacturer
		Trade Associations

A Sample of Organizations of Fontbonne Internships

Anthropologie, Aquarius, Ltd., Chanel Boutique (NYC), Elan Polo, Ella Weiss Wedding Design (Springfield, MO), Hammer and Hand, Lee Jeans, Lori Coulter, Michael Kors (NYC), Nordstrom, (Re)FRESH, Rafaella (NYC), Rock Uniform, Saks Fifth Avenue, The Foundrie, CBL Associates (Mall Ownership Group).

A Sample of Employers of Fontbonne Graduates

Aquarius, Ltd	H&M	Sephora
ASICS	JCrew	Soft Surroundings (Corporate Offices-Technical Designer)
Bass Pro Shops	Lush Cosmetics	Tacony
Banana Republic	Macy's	The Gap
Bronx-Diba Imports	Mister Guy Clothiers	The Limited
Brown Shoe Company	Nanette Lepore (Account Executive)	Urban Outfitters (Retail)
Build-A-Bear Workshop	Nordstrom	Urban Outfitters Corporate Office (Allocator)
Coach	Payless Shoe Source	Weisman's Design for Dance
Delia's	(Corporate Offices)	
Dillard's	Rung Boutique	

Additional Information on Major

Please see Academic Department web site:

<http://www.fontbonne.edu/academics/undergraduate/departments/businessadministration/fashion-merchandising-major/>

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