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MASTER IN FASHION STYLING & VISUAL MERCHANDISING

equipped to pursue careers as fashion stylists or visual merchandisers in fashion companies and magazines both online and offline, advertising and fashion agencies, or for those who want to start their own businesses as freelancers AIMS AND OBJECTIVES The ...

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working in retail management, buying and merchandising for a number of companies including Jaeger, Dash and the Burton Group PLC David Shaw has held both commercial and academic posts in the fashion industry He lectures at the London College of Fashion and is Managing Director of The Marketing Mixture MASTERING FASHION MARKETING (PALGRAVE MASTER SERIES) BY TIM ...

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Jackson, T and Shaw, D (2009) Mastering Fashion Buying And Merchandising Management Basingstoke: Palgrave Jackson, T and Shaw, D (2006) The Fashion Handbook, Routledge Kunz, G (2005) Merchandising: Theory, Principles and Practice 2nd ed New York: Fairchild Maynard, J (2006) Fashion Buying And Merchandising: The Principles, Thorpe-le-spoken

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ivDetermining the length of selling periods: timing merchandising calendars (selling and transition periods) v Forecast based merchandise plans (regional and local economic and cultural influences during the period trend and end of period trend analysis) viLine development: Line concept/ finished goods buying/ sourcing, product

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