

## FASHION MERCHANDISING: PRINCIPLES AND PRACTICE

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Merchandising in the post-Soviet territory is a science and academic discipline about the fundamental characteristics of goods that determine their consumer value and the factors that ensure these characteristics, or a complex discipline that studies consumer value (the ability of goods to satisfy real human needs).

Fashion is a major area of specification for merchandisers in English-speaking countries. Working in fashion magazines like Vogue, Teen Vogue, Glamour, Harper's Bazaar, etc. is one of the most popular fields. This sphere is called fashion merchandising.

Fashion merchandising is an industry that involves planning fashion sales based on predictions about trends and the popularity of different apparel and accessories. People who work in fashion merchandising often focus on a few specialities.

Fashion merchandising professionals conduct extensive research on trends in the fashion industry. Part of managing the complex supply chain in the fashion merchandising industry is networking with suppliers, vendors, wholesalers and retailers.

Another aspect of fashion merchandising is advertising products to consumers through window displays, showcases, events and campaigns. Fashion merchandisers are also experts at determining the best price point for selling different items and planning a budget for product inventory.

Maintaining relationships with vendors and retailers, negotiating contracts and renewing accounts is a key aspect of fashion merchandising.

Ongoing fashion merchandising operations involves complex inventory control processes. Fashion merchandisers are responsible for the visual design of window, aisle and showroom displays. Fashion merchandisers work in both retail and manufacturing, and they often collaborate to accomplish their goals.

There are many roles within fashion merchandising that you can explore. Here are a few of the popular options: buyer, operations coordinator, licensing manager, marketing consultant, visual merchandiser, store manager. Salaries for entry-level professionals range from \$53,000–\$80,000 per year. Experienced workers can receive up to \$200,000 per year depending on the place of work.

Education in this field is available at many popular universities in Britain and the United States.

Merchandising is a multifaceted profession, having mastered it; there is an opportunity to find oneself in a huge number of spheres. This distinguishes it from others, as it is difficult to find a profession covering a wider sphere of activity. You have a choice of working in the finance department of a fashion magazine in Western countries, or as a researcher in the Republic of Belarus.

### References

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