**FASHION/RETAIL: HELPFUL WEBSITES**

- **Fashion Career Center** [www.fashioncareercenter.com](http://www.fashioncareercenter.com)
  - Job search engine with information on fashion schools and industry preparation tips.

- **Women's Wear Daily** [www.wwd.com](http://www.wwd.com)
  - Often called the “fashion bible” – WWD is a leading authority for news and trends in the worlds of fashion, beauty and retail.

- **Fashion Group International** [www.newyork.fgi.org](http://www.newyork.fgi.org)
  - A global, non-profit, professional organization with 5000 members in the fashion industry including apparel, accessories, beauty and home.

- **Fashionista News and Career Advice** [www.Fashionista.com](http://www.Fashionista.com)
  - One of the largest independent fashion news sites, a collection of fashion news, criticism and career advice.

- **Get That Gig** [www.getthatgig.com/cat_retail_rest.html](http://www.getthatgig.com/cat_retail_rest.html)
  - Gig links you directly to various employers in the retail industry that have jobs and internships. There are also interviews and highlights to learn about different careers and positions.

- **Style Careers** [www.stylecareers.com](http://www.stylecareers.com)
  - Search engine for jobs and internships specifically in the fashion industry.

- **Style Portfolio** [www.styleportfolios.com](http://www.styleportfolios.com)
  - Premier online portfolio resource for the fashion-related industries.

- **Style Salaries** [www.stylesalaries.com](http://www.stylesalaries.com)
  - The only, fashion-oriented salary site on the Internet.

- **Daily Fashion Jobs** [dailyfashionjobs.com](http://dailyfashionjobs.com)
  - Fashion blog with current information, internships, and job postings. Updated daily.

- **Vault Guide to the Fashion Industry** [careerweb.georgetown.edu/internships/research/7482.html](http://careerweb.georgetown.edu/internships/research/7482.html)
  - Vault provides an in-depth look at the fashion industry with tips on getting hired and important information to prepare you for your career. Access Vault through the Career Education Center.

- **The Fashion Tool** [www.thefashiontool.com/](http://www.thefashiontool.com/)
  - Check out featured positions and companies on a daily basis.

**Select Companies**

- **Bloomingdale’s** [http://www.macysjobs.com/college/internships](http://www.macysjobs.com/college/internships)
  - Check out this site for a variety of internship programs, 4 full-time training programs, and other opportunities at Bloomingdale’s and Macy’s.

  - Juniors and seniors are eligible to apply for their Retail Internship Program and don’t forget to read about their career paths and benefits.

- **Target** [http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-030891](http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-030891)
  - Excellent internships and Leadership Development Program for motivated individuals interested in the retail industry.

  - Look at the Career section for available internship opportunities and other full-time job postings.

- **NIKE** [http://www.nikebiz.com/careers/career_areas/retail_field.html](http://www.nikebiz.com/careers/career_areas/retail_field.html)
  - Look for a variety of positions in marketing, design, logistics, finance and so much more within the US or abroad. Internships are also available.
There are many types of positions within the fashion/retail industry. It is important to do thorough research and to understand how various positions may vary among companies. Below are just a few examples of common positions:

- **Buyer:**
  - Select and procure merchandise that supports overall company sales volume, gross margin and turnover objectives. Develop and execute seasonal merchandise plans and pricing strategies, complete accurate forecasts evaluating financial components based on current trend, profile target customer to ensure customer satisfaction, and partner with the planner on the development of assortment plans by location.

- **Merchandiser:**
  - This role is both creative and analytical, responsible for taking the product from line development to the sales floor. The merchandiser develops strategy to ensure customer satisfaction and maximize business performance and profitability.

- **Planner:**
  - Analyze sales and stock performance, including tracking and analyzing sales and stock by location for department/class/vendor level to maximize trends using online systems to recommend strategies.

- **Allocator:**
  - Oversee the development of store level sales plans for every item in their product category in order to maximize profitability. Day to day responsibilities include reviewing daily sales reports, analyzing and modeling data using spreadsheets and databases, and making and implementing critical inventory decisions based on identified business trends.

- **Designer:**
  - Manages the design and development process from concept through the production of the garment. Responsible for researching and identifying trends that relate to the customer. Designers focus on every detail of development, from fabric and trim selection to editing how the garment fits on live models. Other major responsibilities of the designer include trend forecasting and competitive shopping, vintage research, creating mood boards, and working with overseas factories and vendors.

- **Marketing and Public Relations:**
  - Plans and creates all in store advertising, from window signage to in store promotional signage, sale signage, posters and direct mail pieces. Responsible for comprehensive conceptual designs for all promotional programs, creation of a web site that appeals to customer base. Finally the public relations team works to consistently communicate the company message and brand image to the public.

- **Finance and Business Operations:**
  - Handles budget and payroll planning, preparation and analysis. Oversees the real estate administration, treasury administration and all cash needs, assessment and investment.

- **Information Technology:**
  - IT professionals are responsible for developing new and enhanced systems to increase productivity. Responsibilities include building upon problem solving skills in support of aggressive store and brand expansion, honing software development skills, assisting corporate partners in applying technology to tackle business problems, and learning new technologies and their application to real world situations. IT is dedicated to upholding technology standards, processes and audit methodologies and continuously improving IT platforms based on retail technology trends to support business strategies.