

Fashion Merchandising

Fashion merchandising can be defined as the planning and promotion of sales by presenting a product to the right market at the proper time, by carrying out organized, skillful advertising, using attractive displays, etc. Merchandising, within fashion retail, refers specifically to the stock planning, management, and control process. Fashion Merchandising is a job that is done world- wide. This position requires well-developed quantitative skills, and natural ability to discover trends, meaning relationships and interrelationships among standard sales and stock figures. In the fashion industry, there are two different merchandising teams: the visual merchandising team, and the fashion merchandising team.

The visual merchandising team are the people in charge of designing the layout, floor plan, and the displays of the store in order to increase sales.

The fashion merchandising team are the people who are involved in the production of fashion designs and distribution of final products to the end consumer. Fashion merchandisers work with designers to ensure that designs will be affordable and desired by the target market. Fashion merchandising involves apparel, accessories, beauty, and housewares. The end goal of fashion merchandising in any of these departments is to earn a profit. Fashion merchandisers' decisions can considerably impact the success of the manufacturer, designer, or retailer for which they work.

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Rights of merchandising

In modern merchandising, distribution responsibilities are absent, and focus is placed on planning and analysis. A separate team is tasked with distribution. Large organizations separate merchandisers by type. There are retail merchandisers and product merchandisers. Retail merchandisers manage store allocation and must maximize sales. Product merchandisers manage the flow of materials to suppliers and then the flow of product to stores. Product merchandisers then pass control of product to the retail merchandisers.

Modern Structure

Many large organizations have concluded that distribution requires highly detailed work and that it is necessary to have a team specifically for that purpose. This is due to the fine details of allocation, which require focus on aspects such as colour and sizes for a specific store. This approach not only minimizes costs but also extends to areas like better control of the overall process. Organizations that do not conduct distribution this way risk losing control of their stock at both the highest and lowest level. This is a result of the lack of uniformity and oversight.

The distribution team specializes not only in managing distribution, but they are also focused on sales and profit. They employ detailed, accurate information about distribution points sourced from product planners. They possess the ability to manage dynamic stock demands. They partner with buyers and merchandisers for any necessary repeat buying.

Though they are positioned to manage stock, they still operate within the limits of the buying plan, and merchandisers ensure they remain within this realm. Buyers provide guidelines for distribution such as the type of stores where product should be distributed; for example, a product may have only been acquired for the top 3 stores. The team also supports the goals of an organization through being instrumental in responding to trends.

The nature of modern analysis has allowed many merchandisers to plan as much as four seasons ahead, and they are expected to apply the data. This further increases the demands placed on their roles and emphasizes the need to task out minor details that do not require their input or much of their supervision.^[1]

Fashion merchandisers follow the five rights of [merchandising](#), or 5Rs, to ensure that they properly meet the needs of consumers; thus, turning a profit.

Responsibilities of Fashion Merchandiser

- Transfer products from designer and manufacturer to customer hands.
- Develop good marketing strategies to increase sales.
- Enhance income projection through efficient advertising campaigns.
- Present fashion products in very appealing manner to entice customers.
- Oversee creation of fashion store and visual displays.
- Analyze changing market trends, supervise sales, oversee production costs and develop income projections for company.
- Design and develop fashion line for target consumer for current season.
- Transfer fashion garments from designer and manufacturer to consumers.
- Formulate good marketing strategies to increase store sales.
- Execute Company Merchandising Strategy for procurement of Merchandise.
- Incorporate and interpret Brand Partners procurement strategies to deliver and preserve brand identity.
- Implement Profit Planning Strategy for each brand incorporating different profit parameters to achieve Business and Sales Plan objectives for sales and profitability.
- Ensure markdown targets are met to maximize profitability.
- Monitor and control fashion product costing.
- Develop overall merchandising concept for sport division and transfer concept into right merchandise direction to suit target market.