

A Job Defined: Fashion Buyer

Media Type: iCEV Segment

Duration: 6 minutes

Goal: To describe the job qualifications of a fashion buyer, discuss opportunities and challenges of people in the industry and provide suggestions for students who would like to pursue such a career.

Description:

Fashion buying provides a great career for people who are interested in the fashion industry. This segment features Katy Birk, a fashion buyer for the store Malouf's. Katy explains job qualifications, discusses opportunities and challenges of her career and provides suggestions for students who are considering fashion buying for a future career.

Objectives:

1. To define fashion buying.
2. To describe job qualifications of a fashion buyer.
3. To discuss opportunities and challenges of a fashion buyer.
4. To provide suggestions for students who would like to become a fashion buyer.

Common Core Standards

College & Career Readiness Anchor Standards for Reading

Reading Standards for Literature	
Key Ideas & Details	Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.
	Determine central ideas or themes of a text and analyze their development; summarize the key supporting details and ideas.
	Analyze how and why individuals, events, and ideas develop and interact over the course of a text.
Integration of Knowledge & Ideas	Integrate and evaluate content presented in diverse formats and media, including visually and quantitatively, as well as in words.
	Delineate and evaluate the argument and specific claims in a text, including the validity of the reasoning as well as the relevance and sufficiency of the evidence.
	Analyze how two or more texts address similar themes or topics in order to build knowledge or to compare the approaches the authors take.

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Business Management & Administration Career Cluster (BM)

Cluster	Standard
	Implement, monitor and evaluate business processes to ensure efficiency and quality results.
General Management Career Pathway (BM-MGT)	Apply economic concepts fundamental to global business operations.
	Employ and manage techniques, strategies and systems to enhance business relationships.
	Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.
	Plan, monitor and manage day-to-day business activities to sustain continued business functioning.
Human Resources Management Career Pathway (BM-HR)	Plan, organize and manage an organization/department to achieve business goals.
	Motivate and supervise personnel to achieve completion of projects and business goals.
	Plan, monitor and manage the use of financial and human resources to ensure a business's financial wellbeing.
	Plan, monitor and manage day-to-day business activities to foster a healthy and safe work environment.
	Plan, organize and implement compensation, benefits, health and safety programs.

College & Career Readiness Anchor Standards for Writing

Writing Standards	
Research to Build & Present Knowledge	Conduct short as well as more sustained research projects based on focused questions, demonstrating understanding of the subject under investigation.
	Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.
	Draw evidence from literary or informational texts to support analysis, reflection, and research.

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Lesson Plan

Class 1: Begin class by distributing the *A Job Defined: Fashion Buyer Vocabulary Handout* and *Worksheet* for students to use as reference materials. Show the *A Job Defined: Fashion Buyer* segment. Review the concepts covered in the segment and administer the *Assessment*. Have students begin working on the *Understanding Fashion Buying Activity*. Instruct students to work on the *Job Description Project* for homework. Students will have time during the following class to complete the *Project*.



6 min.

Class 2: Students should finish up both the *Activity* and *Project*. If time permits allow students to share their snapshots from the *Activity* with the class.



Lab Activity

Understanding Fashion Buying

Directions:

Students will imagine they are fashion buyers for a store in the area. They have been tasked with needing to find products to sell in the store. Students will conduct research into the various ways fashion buyers find new products. Using at least three of the methods, students will create a snapshot of five new products the store will carry. Students should include the following items within their snapshot: photo of item, available colors and sizes, which department they will be featured, price point, example of a display featuring the item and any other information you deem necessary. Remind students to cite all sources.



Project

Job Description

Directions:

Students will imagine they are a human resource manager who would like to hire a fashion buyer for a new online store. They will conduct research about fashion buying as a career and create a job description for the position. Students should include the following: job title and summary, key areas of responsibility, qualifications, including necessary skills, education background and work experience and personality traits which would advance work performance.



Lesson Links

Fashion Buyer: Education Requirements and Career Information

- http://education-portal.com/articles/Fashion_Buyer_Education_Requirements_and_Career_Information.html

Work as a Fashion Buyer

- <http://career-advice.monster.com/job-search/company-industry-research/fashion-buyer/article.aspx>



Career & Technical Student Organizations

Business Professionals of America

- Management/Marketing/Human Resources Concepts-Open Event
- Human Resource Management
- Small Business Management
- Advanced Spreadsheet Applications



Career Connections

- iCEV50303, Alex Burback, Graphic Artist, Sony Online Entertainment
- iCEV50329, Dane LaMere, Creative Director, Converse Marketing
- iCEV50331, Daniel Hutchinson, Graphic Designer, International Justice Mission