

FASHION DESIGN

PRODUCT DEVELOPER

"Product development is the strategic, creative, technical, and production planning of goods having a perceived value for a well-defined user group and designed to reach the marketplace when that group is ready to buy"

FASHION SALES REPRESENTATIVE

It is the duty of a sales representative to do just what their title indicates: represent. They are in charge of representing a particular clothing brand. They then work to sell this brand to a variety of clothing stores and clothing buyers. They are the middle man between the company and the customer.

CAREER PATHS

Thecasesolution.com Olivia Walker
ANW 101.01

FASHION SHOW PRODUCER

"The producer must coordinate and bring all pieces of the show together, including models, staff, lights, sound, seating and recording of the show"

TEXTILE FORECASTING



FASHION DIRECTOR

CAREER PATHS

Thecasesolution.com Olivia Walker
AMM 101.01

VICTORIA'S SECRET



FASHION SHOW PRODUCER

“The producer must coordinate and bring all pieces of the show together, including models, staff, lights, sound, seating and recording of the show”



A fashion show producer is responsible for every component of a runway show.

A fashion show producer:

- **Plans, Manages, and executes the event on time**
- **Creates a schedule of set times for each task of the day**
- **Creates a budget for the event**

• **Find the location of the show**



A fashion show producer is responsible for:

A fashion show producer:

- **Plans, Manages, and executes the show.**
- **Creates a schedule of events.**

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- Plans, Manages, and executes the event on time**
- Creates a schedule of set times for each task of the day**
- Creates a budget for the event**
- Finds the location of the show**



• Makes sure all contracts pertaining to the fashion show