Unit 9: Fashion promotion and retailing

Content Area: **Family and Consumer Sciences**
Course(s): **Fashion Technology**
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Enduring Understandings

Fashion promotion or indirect selling is done through advertising, publicity, visual and video merchandising

Advertising is done locally, nationally or cooperatively

Visual merchandising presents goods with displays, exhibits and special events

Visual images are a common language among people of all communities and countries

Retailing or direct selling is the exchange of merchandise in return for money or credit

Apparel retail outlets allow consumers a variety of ways to shop

Retail buying is done in NY City or regional apparel marts

Retail merchandise is often sourced offshore

In the future retailers will reposition themselves by recognizing market changes

Essential Questions

What is the purpose of fashion promotion?

What is the correlation between the store's cost of goods bought and the retail price of goods sold?

How does developing an image with visual merchandising help stores attract customers?

Why do retailers use video merchandising?

Compare the advantages and disadvantages of private label programs for retailers

How do commissionaries help retailers?

Why is the display of fashion on live models more effective that other means?

Content

Vocabulary:

Indirect selling

Direct selling

Promotion

Advertising

Publicity

Visual merchandising

Video merchandising

Channel distribution

Mark Up

Mark Down

Open to buy

Resident buying offices

Private label

Telecommunication retaining

Offshore sourcing

Skills

Describe fashion promotion in terms of advertising, publicity, visual and video merchandising

Define retail terms

Distinguish between different types of apparel outlets

Compare the pros and cons of retail imports

Explain the steps in planning a fashion event

Describe the possibilities for the future of retail sales of apparel and accessories

Resources

Apparel

Principles of Design DVD

Google search, docs & slides

Standards

2.6.1	Evaluate the need for personal and family financial planning.
3.1.2	Analyze opportunities for employment and entrepreneurial endeavors.
16.5.1	Apply marketing strategies for textiles, fashion, and apparel in the global marketplace.
16.5.2	Analyze the cost of constructing, manufacturing, distributing, altering, repairing or

	recycling textiles, fashion, and apparel.
16.5.3	Analyze ethical considerations for merchandising textiles, fashion, and apparel.
16.5.4	Analyze external factors that influence merchandising.
16.5.5	Critique a variety of methods for promoting textiles, fashion and apparel to diverse populations.
16.7.5	Analyze wholesale and retail operational processes and other factors affecting profit.