

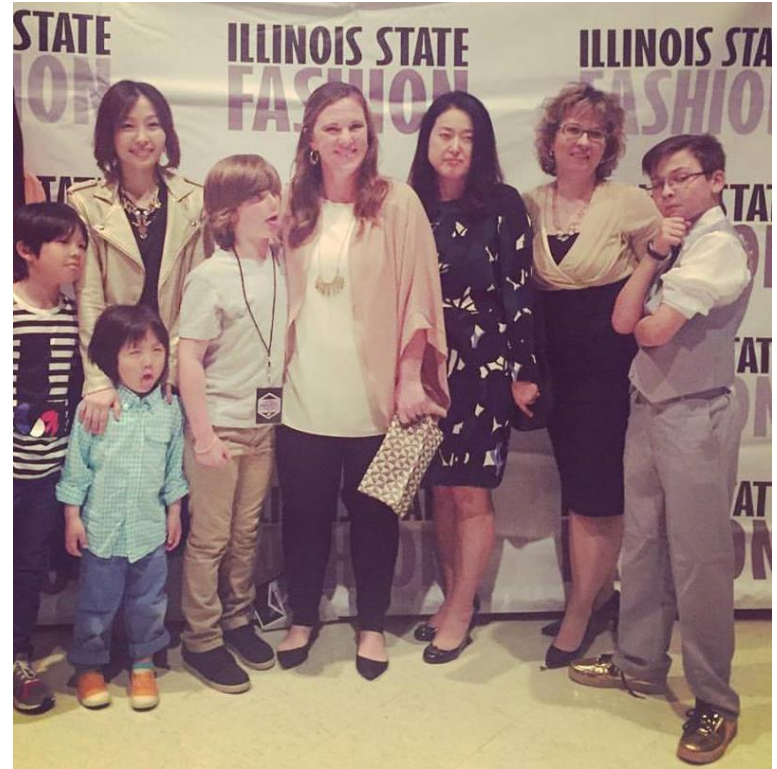
Fashion Design & Merchandising



ILLINOIS STATE
UNIVERSITY **FDM**
FASHION DESIGN+
MERCHANDISING

FDM @ ISU

- Teaches courses in all areas of design & merchandising;
- Connects students with professionals nationwide;
- Puts student designs on the runway;
- Uses industry-level Design Studio & Textile Lab facilities;
- Inspires with the 2,000+ piece Lois Jett Historic Costume Collection.



FDM Faculty >>

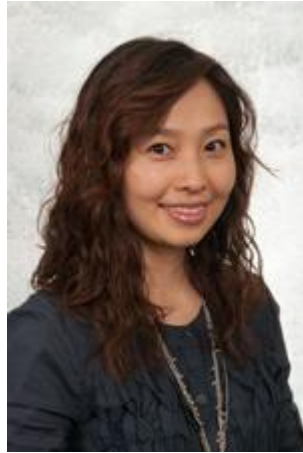
Teach courses in all areas of design & merchandising

FDM Faculty



**Dr. Jennifer
Banning**

- Apparel construction
- Fashion history
- Cultural diversity & dress



**Dr. Yoon Jin
Ma**

- Merchandising
- Advanced textiles
- Economics of fashion



**Ms. Elisabeth
Reed**

- Textiles
- Fashion promotion
- Apparel product analysis
- Fashion Design



**Dr. Ui-Jeen
Yu**

- Merchandising
- Advanced textiles
- Clothing & behavior

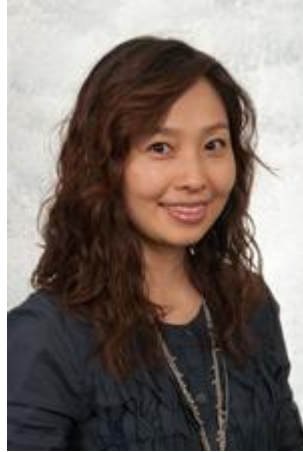
FDM Faculty



**Dr. Jennifer
Banning**

-FDM Program
Coordinator

-LJHCC Director



**Dr. Yoon Jin
Ma**

-International
study tour:
Asia 2019



**Ms. Elisabeth
Reed**

-FDMA

-Regional study
tours:
Lands' End &
Target

-National study
tours:
NYC 2019



**Dr. Ui-Jeen
Yu**

-Fashion Show

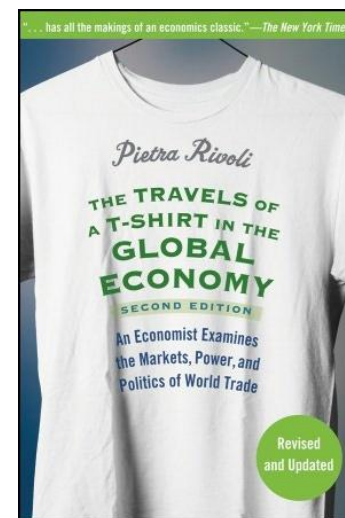
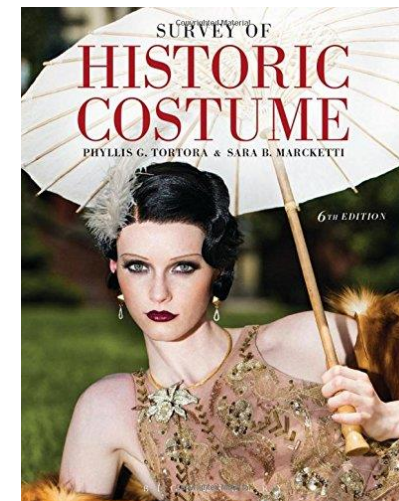
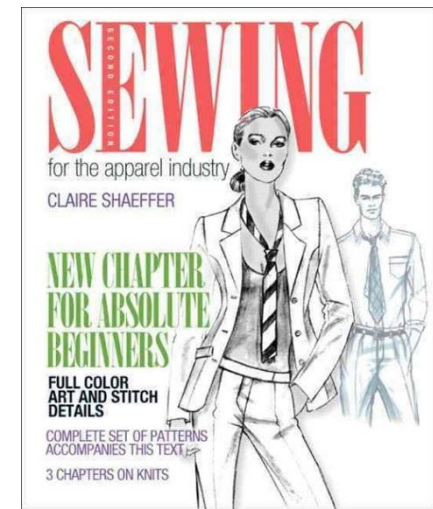


FDM Curriculum >>

Teach courses in all areas of design & merchandising

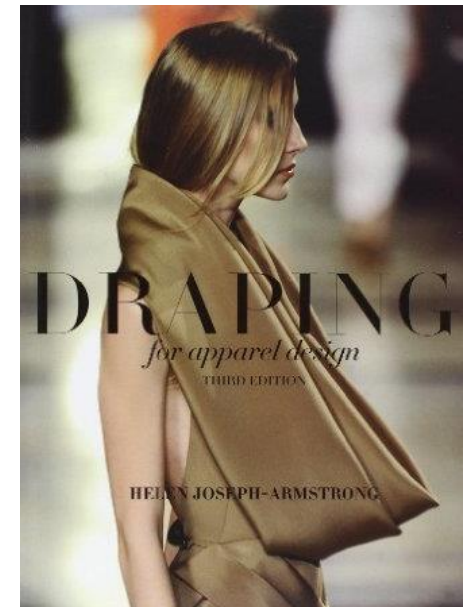
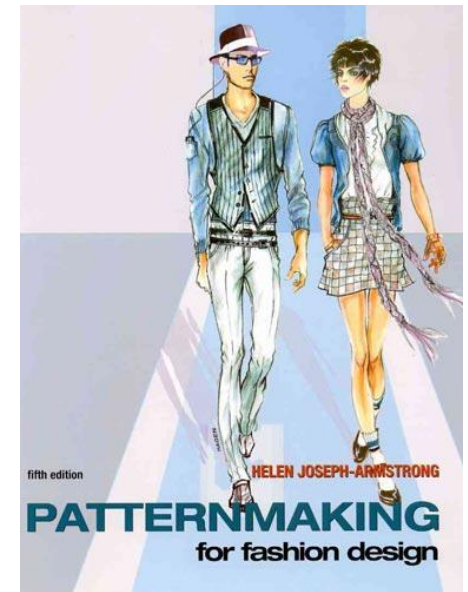
Core Courses

- Apparel construction
- Fashion trend & industry analysis
- Textile science (intro & advanced)
- 20th century fashion history
- Economics of fashion
- Apparel product analysis
- Clothing and behavior
- MKT 230



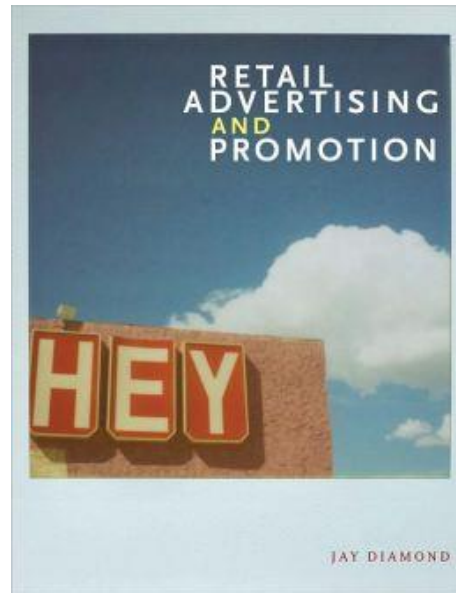
Fashion Design Courses

- Fashion illustration (*hand rendering*)
- Flat pattern
- Draping
- Computer-aided design
- Fashion history (*pre-history to 1900*)
- “Collections”



Fashion Merchandising Courses

- Fashion promotion
- Fashion Merchandising I & II
- MQM 220
- MKT (pick one of 4 options)



Electives

- FCS 222- Cultural Diversity in Dress
- Gen Ed Social Sciences AND Global Studies Credit
- Examples from the Lois Jett Historic Costume Collection
- **Spring 2018- Tues/Thurs 12:35-1:50pm**
- {Prerequisites: COM 110 & ENG 101}



Electives

FCS 373- FASHION PORTFOLIO DEVELOPMENT



- Fall Semester: Mondays, 5:30-8:20
- Junior Standing
- Develop fashion-focused resume and online portfolio
- Networking opportunities with alumni
- Learn how to make industry connections and apply for the right internship/job for you!

WIX



Textiles Lab

- Intro & advanced courses
- Space & materials for creating
- Industry-level equipment for testing
- Basis for research projects





Design Studio

- Machines:
 - **Juki DDL-8700** industrial lockstitch sewing machines
 - **Bernina model 1008** “home” lockstitch sewing machines
 - **Juki MO-1000** sergers
- Dress forms
 - Male, female, child
 - Variety of sizes
- Drafting space



Lois Jett Historic Costume Collection

- Teaching collection
 - 2,000 items of dress
 - 1840s to today
- Museum standards
 - Climate control
- 3 spaces:
 - Gallery, storage, workroom
- Follow us & learn more:
 - Lois Jett Historic Costume Collection at Illinois State 
 - LOISJETTHCC_ISU 



Women's garments from
"She Rises: The Changing Role of Women,
c. 1970s" exhibition



Career Opportunities>>

Careers for FDM Majors

Product Development and Design

Trend Forecaster

Textile Company:

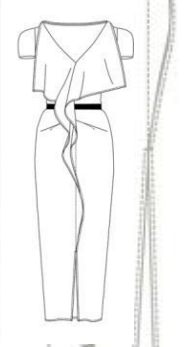
- Textile Designer
- Textile Stylist
- Textile Colorist
- Fashion Director

Director of Product Development

Private Label Designer

Product Colorist

Technical Designer



Careers for FDM Majors

Sourcing

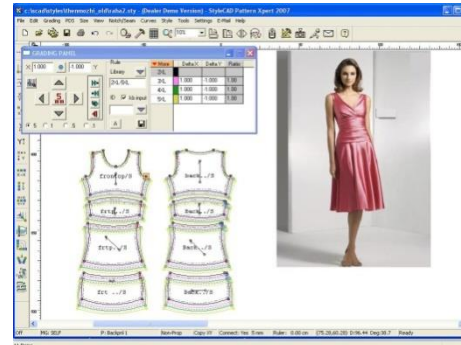
- Raw Materials Buyer
- Piece Goods Buyer
- Findings Buyer
- Sourcing Manager
- Import Production Coordinator
- Foreign Commissionaires/Agent
- Licensing Director



Careers for FDM Majors

Production

- Product Manager
- Production Planner
- Production Manager
- Production Efficiency Manager
- Quality Control Manager
- Pattern Maker
- Pattern Grader
- Marker Maker



Careers for FDM Majors

Merchandising

- General Merchandising Manager
- Divisional Merchandising Manager
- Buyer or Fashion Merchandiser
- Assistant Buyer
- Planner
- Distribution Manager/Allocator



	B	C	D	E	F	G	H	I	J	K	L	M	N
2	Happy Valley Farm												
3	Div./Department	Status 1 Enter 1 for completed status.											
4	Cut Flowers												
5	Happy Valley Farm	Start Date	Completed > Complete										
6			Jun-06										
7	Unit Sales	Direct Unit Cost	Totals	1	2	3	4	5	6	7	8	9	10
8	Products												
9	Flowers-Export	\$0.27	169,000	0	5,000	6,500	7,500	10,000	20,000	20,000	20,000	20,000	20,000
10	Flowers-Local	\$0.43	93,200	0	200	3,500	5,500	4,000	6,000	12,000	12,000	12,000	12,000
11	Flowers-Eldoret	\$0.81	151,540	0	40	1,500	5,000	10,000	15,000	20,000	20,000	20,000	20,000
12	Revenue 4	\$0.00	0	0	0	0	0	0	0	0	0	0	0
13	Revenue 5	\$0.00	0	0	0	0	0	0	0	0	0	0	0
14	Total Units		413,740	0	5,240	11,500	18,000	24,000	43,000	52,000	52,000	52,000	52,000
15	Sales	Unit Prices											
16	Flowers-Export	\$2.25	\$280,250	\$0	\$11,250	\$14,625	\$16,875	\$22,500	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000
17	Flowers-Local	\$2.95	\$274,940	\$0	\$590	\$10,325	\$16,225	\$11,000	\$23,600	\$35,400	\$35,400	\$35,400	\$35,400
18	Flowers-Eldoret	\$3.45	\$522,813	\$0	\$138	\$5,175	\$17,250	\$34,500	\$51,750	\$69,000	\$69,000	\$69,000	\$69,000
19	Revenue 4	\$0.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
20	Revenue 5	\$0.00	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
21	Total Sales		\$1,178,003	\$0	\$11,978	\$30,125	\$50,350	\$66,800	\$120,350	\$149,400	\$149,400	\$149,400	\$149,400
22													
23	Direct Cost of Sales		\$208,453	\$0	\$1,468	\$4,475	\$8,440	\$12,520	\$20,990	\$26,760	\$26,760	\$26,760	\$26,760
24													
25	Gross Margin		\$969,550	\$0	\$10,510	\$25,650	\$41,910	\$56,280	\$99,360	\$122,640	\$122,640	\$122,640	\$122,640
26	Gross Margin %		82.3%	0.0%	87.7%	85.1%	83.2%	82.6%	82.1%	82.1%	82.1%	82.1%	82.1%
27													
28	Operating Expenses		\$558,977	\$24,700	\$27,363	\$31,415	\$35,923	\$40,036	\$51,526	\$58,002	\$58,002	\$58,002	\$58,002
29	Operating Profit/Loss		-\$753,566	-\$24,700	-\$15,853	-\$15,765	-\$5,987	-\$16,244	-\$47,834	-\$64,638	-\$64,638	-\$64,638	-\$64,638
30	Management Charges		\$60,624	\$0	\$1	\$2	\$3	\$4	\$5	\$6	\$7	\$8	\$9
31	Profit/Loss		\$410,507	-\$24,700	-\$16,854	-\$15,767	-\$5,984	-\$16,240	-\$47,829	-\$64,632	-\$64,631	-\$64,630	-\$64,629
32	Operating Margin %		34.85%	0.00%	-140.77%	-19.14%	-11.88%	-23.61%	-39.74%	-43.26%	-43.26%	-43.26%	-43.26%
33													
34				Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07
35	Variable Costs Budget	22.29%	Totals										
36	Variable Costs	Variable %	\$262,575	\$0	\$2,663	\$6,715	\$11,223	\$15,336	\$26,826	\$33,302	\$33,302	\$33,302	\$33,302
37	Ready												

Careers for FDM Majors

Promotion

- Fashion Stylist
- Public Relations Director
- Advertising Research & Promotion
- Fashion Event Planner
- Visual Merchandiser



Sales

- Company Salesperson
- Merchandise Coordinator
- Showroom Salesperson



Careers for FDM Majors

Theater

- Costume Design

Museums/Education

- Museum Curator
- Collections Manager
- Museum Archivist
- Museum Conservator
- Museum Technician
- Fashion Educator





Professional Practice/Internships>>

Connect with professionals

“Where can I do my internship?”

An internship is a method of on-the-job training for ***professional*** careers.



✓ Virtual internships [e.g. Rent the Runway] are not acceptable

Professional Practice Sites

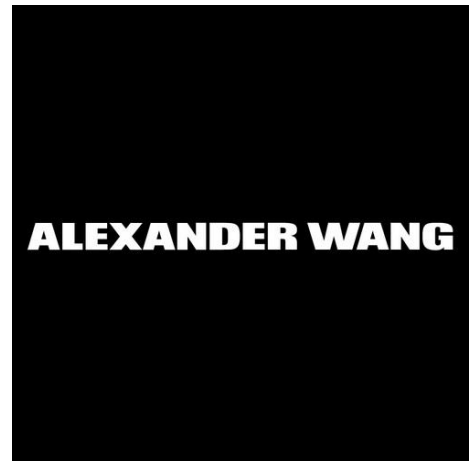


ROYAL + REESE

seventeen

LANDS' END

claire's®

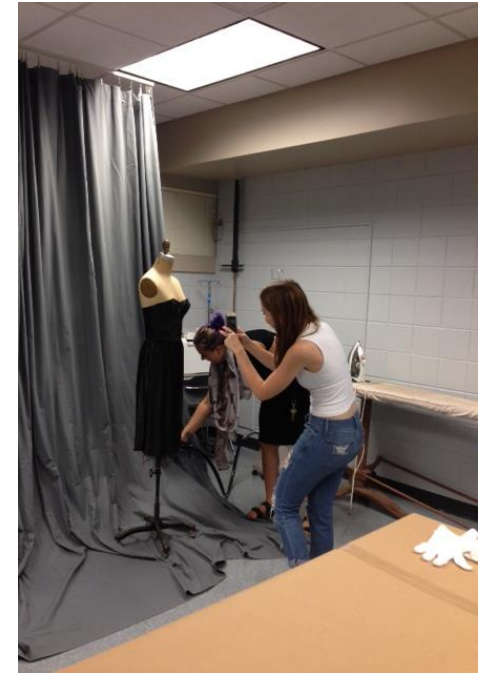


Christopher
& Banks

Professional Practice Sites

- Lois Jett Historic Costume Collection:

- Exhibit design & display
- Donor relations
- Research
- Textile conservation & care
- Education & creative writing





04.13.18 || 7PM

BROWN BALLROOM
MOCKTAIL HOUR
SILENT AUCTION
5PM

Cocktail attire highly encouraged

17TH ANNUAL ILLINOIS STATE UNIVERSITY

LEGACY

FASHION SHOW 2018

PRICES:
Adults: \$15
ISU Students: \$10
*(with i.d.)
Seniors 65+: \$10
Kids 10 & under: \$5

FACEBOOK.COM/
Illinoisstatefashionshow

INSTAGRAM:
@Illinoisstatefashionshow

QUESTIONS?
Marissa & Morgan
mcwueh@ilstu.edu
mamurp14@ilstu.edu

If you need special accommodation to participate in this event, please contact Dr. Yu at (309) 438-4680. Please allow sufficient time to arrange the accommodation.

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Fashion Design & Merchandising Association

Connect with professionals



Fix-It-Friday



Illinois State Annual Fashion Show

- Student designs
- Student-run
- Thursday April 18, 2018
 - Brown Ballroom





Study Tours >>

Connect with professionals

Regional Trips

- Target corporate headquarters (Minneapolis)
- Lands' End (Madison, WI)
- Claire's corporate (Hoffman Estates, IL)
- Nashville (visits with designers, garment factories, etc.)
- Kohl's corporate office (Milwaukee)
- Von Maur headquarters (Davenport, IA)



National Trips

- West Coast (LA & San Francisco)
- NYC
- *NYC Studio with Kent State Univ.*



International Trips

- London, Paris, Florence, Barcelona
- *Kent State Univ.*
 - *Paris (summer)*



FCS 377: Travel Study- Asia

- 3 credit hours
 - Study Tour (May 2019)
 - Korea
 - Japan
 - Includes on-campus sessions in spring semester
 - Elective credit



* Counted toward FDM endorsement for FCS Teacher Education students!



National Organizations>>

Connect with professionals nationwide

International Textiles & Apparel Association

www.itaaonline.org

- Focus
 - Any aspect of textile and apparel
 - Design, merchandising, consumer behavior, history, textiles, social/psychological aspects, sustainability/social responsibility, global industry, pedagogy

- Membership
 - International
 - Academic: professors, students

- Conferences
 - November
 - 2018: Cleveland, OH

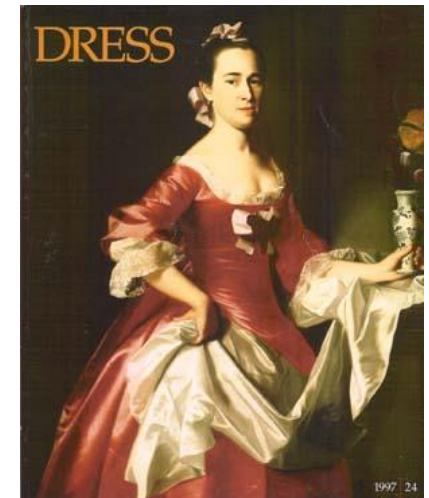
- Journal
 - *Clothing & Textiles Research Journal*



Costume Society of America

- Focus
 - Fashion history
 - Cultural aspects of dress
 - Costuming
- Membership
 - Professors, museum professionals, costumers, independent scholars
 - National (*though study is international*)
- Conferences
 - Regional, national
- Communication
 - *Dress* (journal)
 - Facebook
 - Email list-serve

costumesocietyamerica.com



Questions?

Dr. Banning

jbannin@ilstu.edu

TUR 149



Tailor your Passion for Fashion

Study Fashion Design and Merchandising at Illinois State University

- Courses in both fashion design and merchandising leading to a bachelor's degree in the field
- State-of-the-art design studio and textile lab
- Student-run fashion show every spring
- Annual behind-the-scenes field trips to companies such as TOMS, Old Navy, Kohl's, Target, Disney World, Von Maur, and beyond!
- Study fashion abroad in Europe or Asia
- Career choices include fashion designer, fashion buyer, visual merchandiser, trend forecaster, social media specialist, and more



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Facebook: @ISUFDM Instagram: @isufdm



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Family and Consumer Sciences

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