

THE FASHION & APPAREL CAREER MAP

Design and product roles across the fashion houses: pay, demand, tools, and who is hiring.

CONTENTS

WHAT'S INSIDE

START HERE

START HERE	3
EARNINGS AT A GLANCE	4

FASHION & APPAREL ROLES

01	MERCHANDISER	5
02	BUYER	6
03	TECHNICAL DESIGNER	7
04	PRODUCT DEVELOPER	8
05	TEXTILE / PRINT DESIGNER	9
06	DESIGN DIRECTOR	10
07	ASSOCIATE DESIGNER	11
08	FOOTWEAR / ACCESSORIES DESIGNER	12
09	FASHION DESIGNER	13
10	PATTERN MAKER	14

SOURCES & REFERENCES

AI AND THE FIELD	15
CREDENTIALS	16
HOW WE BUILT THIS	25
SOURCES AND REFERENCES	26

YOUR PLACE IN FASHION AND APPAREL

Fashion is being remade across design, product, and retail, and the work rewards people who can turn a point of view into product that sells. Whether you are trying to break in or you are already working and aiming higher, the same things move you forward: knowing which roles are growing, what they pay, and the exact skills each one rewards. This map lays that out role by role, so your next move is a decision you make with evidence instead of guesswork. It is a competitive field, and technology keeps changing how some of the work gets done. That is not a reason to hesitate. It is the reason craft and a credential matter more at every stage, because the people who keep learning are the ones who keep getting hired. Use the profiles ahead to find where you fit and what to build next.

WHAT EACH PROFILE GIVES YOU

- 1

COMPENSATION: What the role pays from entry to senior, drawn from current US job ads where roles disclose pay and US government wage data (BLS) otherwise. Real numbers you can plan a move around.
- 2

DEMAND: Where the hiring is heading, so you target roles with room to grow into.
- 3

AI EXPOSURE: What technology is changing in the work and what stays human, so you build skills that last.
- 4

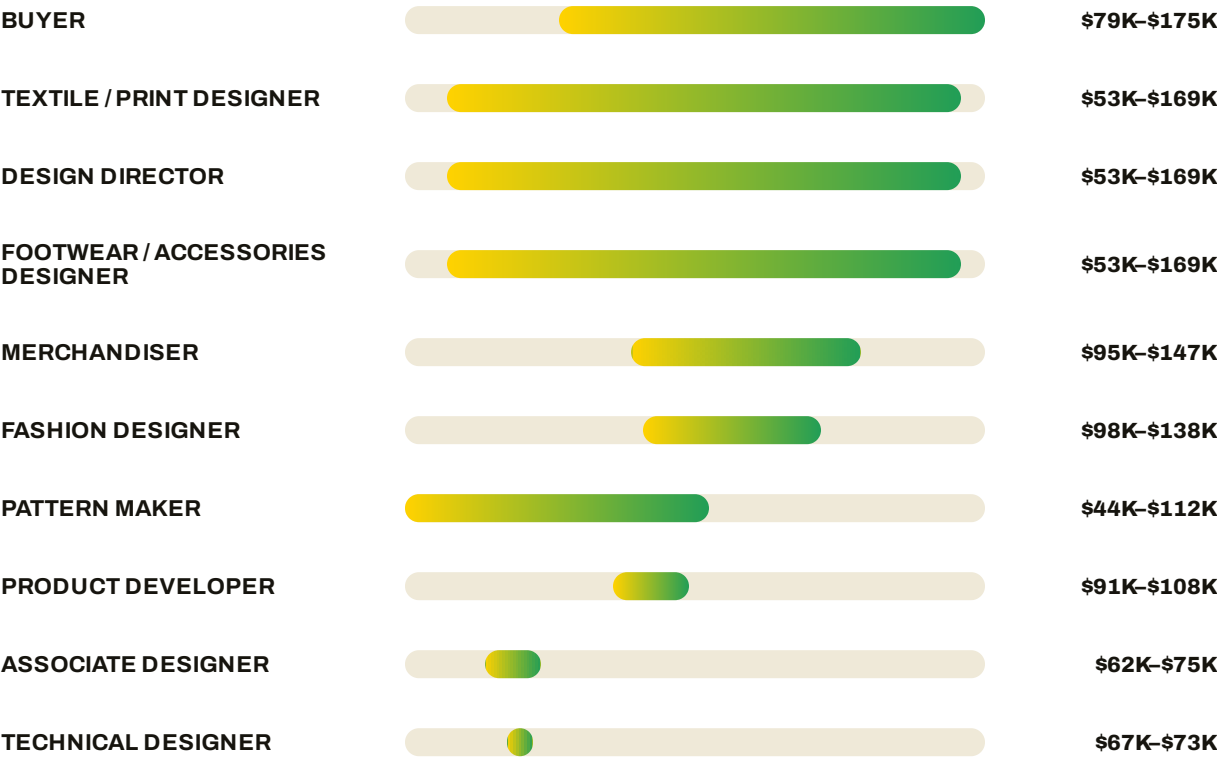
SKILLS: The hard and soft skills the role hires for, plus the ones that keep you competitive as you advance.
- 5

YOUR NEXT MOVE: One concrete step whether you are entering or leveling up, and the credential that closes the gap.

EARNINGS AT A GLANCE

This page sets the stage before the role profiles. It shows the pay range for each role in this guide, from a typical entry point to a senior level, so you can see how the field is shaped overall before you read any single role in depth. Read it as a map, not a ranking. Each bar covers one role's own range, drawn from current US job ads and US government wage data, and the roles sit in different parts of the field, so the bars are not meant to be lined up against each other. Use them to find where your interests and your earning goals overlap, then turn to those role pages.

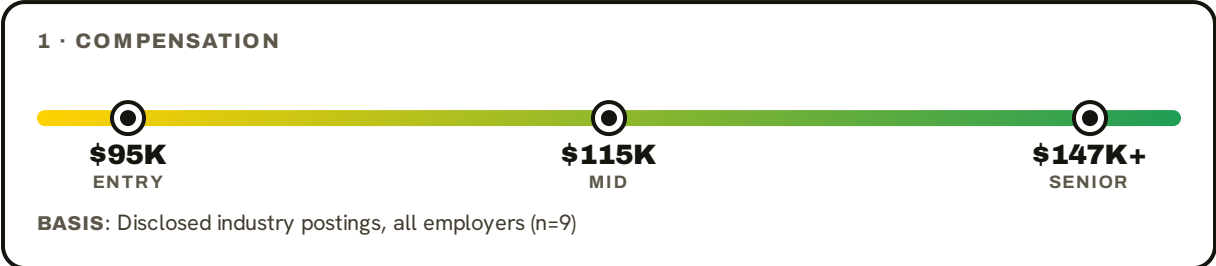
Roles in this guide range from about \$44K at entry to \$175K and up at senior.



These figures come from US government wage data, the U.S. Bureau of Labor Statistics (BLS) wage survey, and current US job postings (as of June 2026), gathered across many independent employers, not from Yellowbrick. Pay varies by region, employer, and experience, is not guaranteed, and is specific to each role, so the ranges are not comparable from one role to the next.

MERCHANDISER

You decide what lands on the floor and what never gets made. As a merchandiser, you balance trend instincts with hard business logic, shaping assortments that move product and define a brand's season. It is creative, commercial, and genuinely consequential.



2 • DEMAND

↗ Growing

Hiring for merchandisers is on an upward track, with brands investing in sharper planning talent to stay competitive across channels.

3 • AI EXPOSURE

MODERATE

AUTOMATING

Sales trend analysis, pricing recommendations, and ad-placement decisions

IN PRACTICE: AI assists with demand forecasting and assortment gap analysis, letting merchandisers pressure-test plans faster without replacing the judgment calls.

STAYS HUMAN

Vendor negotiation, taste-based product selection, and supplier relationships

4 • CORE SKILLS

- Assortment planning
- Open-to-buy
- Trend analysis
- Vendor negotiation

FUTURE-PROOF SKILLS

- Retail & sell-through analytics
- Assortment & planning (PLM)
- AI-assisted design tools

EXAMPLE EMPLOYERS HIRING

- Christian Dior
- Saint Laurent
- Fendi

Illustrative examples drawn from recent US job postings, not an endorsement or a guarantee of current openings.

5 • YOUR MOVE

Build an open-to-buy model from scratch and use it as a portfolio centerpiece that proves your planning instincts. Deepen your vendor negotiation skills through real or simulated deal scenarios.

YOUR NEXT STEP →

You decide what hits the floor and what stays in the warehouse. As a buyer, you shape the assortment, own the numbers, and negotiate the deals that move a brand forward. Few roles put your instincts and your analytical edge on the line at the same time.

1 • COMPENSATION



BASIS: Disclosed industry postings, all employers (n=6)

2 • DEMAND

↗ Growing

Hiring for buyers is on the rise, as retailers and brands compete to find talent that blends commercial instinct with data-fluency.

3 • AI EXPOSURE



MODERATE

AUTOMATING

Sales trend analysis, price benchmarking, and ad scheduling

STAYS HUMAN

Vendor negotiation, taste-driven selection, and supplier relationship management

IN PRACTICE: AI tools help buyers spot demand signals in sell-through data, surfacing patterns that inform smarter assortment and replenishment calls.

4 • CORE SKILLS

Buying / OTB Assortment planning Vendor negotiation Margin analysis

FUTURE-PROOF SKILLS

Data-driven buying Trend & demand forecasting AI-assisted design tools

EXAMPLE EMPLOYERS HIRING

Ralph Lauren Kering Saint Laurent

5 • YOUR MOVE

Build a mock assortment plan using open-to-buy, or OTB, discipline to show decision-making in action. Sharpen your vendor negotiation and margin analysis skills, then let a fashion credential validate that range of capability to any room you walk into.

YOUR NEXT STEP →

TECHNICAL DESIGNER

You translate creative vision into buildable garments, writing tech packs, calling out construction details, and guiding fit from first sample to final approval. Every piece that makes it to a rack passed through someone doing exactly this work.

1 • COMPENSATION



BASIS: Indicative midpoint · industry postings (n=3)

2 • DEMAND

→ **Stable**

Hiring for Technical Designers holds steady, with consistent need across apparel brands and manufacturers who rely on this function to keep production on track.

3 • AI EXPOSURE



LOW-MODERATE

AUTOMATING

Trend research, pattern drafting, and spec writing

STAYS HUMAN

Tactile fitting judgment, directorial collaboration, and aesthetic taste

IN PRACTICE: AI tools can flag fit inconsistencies across size runs, but the Technical Designer still owns the judgment call on every spec adjustment.

4 • CORE SKILLS

Tech packs Fit & grading PLM Adobe Illustrator

FUTURE-PROOF SKILLS

3D sampling (CLO / Browzwear) Tech-pack & fit precision

EXAMPLE EMPLOYERS HIRING

Tapestry PVH Ralph Lauren

5 • YOUR MOVE

Build a spec sheet portfolio with annotated flat sketches and grading specs to show real command of the craft. Deepening your product lifecycle management, PLM, fluency opens doors to senior roles, and earning a fashion credential backs your expertise with structure employers recognize.

YOUR NEXT STEP →

PRODUCT DEVELOPER

You sketch ideas into reality: turning design concepts into detailed tech packs, sourcing materials, and working with factories to bring garments to life on budget. Product Developers are the bridge between creative vision and the shop floor, and that makes this role essential to every collection.

1 • COMPENSATION



BASIS: Indicative midpoint · industry postings (n=4)

2 • DEMAND

→ **Stable**

Hiring for Product Developers holds steady, with consistent need for professionals who can manage both the technical and relational sides of production.

3 • AI EXPOSURE



LOW-MODERATE

AUTOMATING

Trend research, pattern drafting, and initial spec documentation

STAYS HUMAN

Tactile fitting judgment, client taste-making, and original design conception

IN PRACTICE: AI assists with materials trend filtering and costing comparisons, but supplier relationships and technical judgment remain firmly human-led.

4 • CORE SKILLS

Tech packs

Vendor / factory liaison

Costing

Materials sourcing

FUTURE-PROOF SKILLS

Sustainable materials sourcing

Costing & supplier management

EXAMPLE EMPLOYERS HIRING

Prada

Versace

Fendi

5 • YOUR MOVE

Build a sample tech pack portfolio with real costing sheets to show range and precision. Sharpening your vendor negotiation skills opens senior doors fast. A fashion credential backs your expertise with structure, helping you move from execution into owning the product lifecycle.

YOUR NEXT STEP →

TEXTILE / PRINT DESIGNER

You create the visual language of fabric: patterns, repeats, and colorways that define how a collection looks and feels before a single garment is sewn. Your work sits at the intersection of art and industry, translating trend into texture. It is a craft with real commercial stakes.

1 · COMPENSATION



BASIS: BLS OES 2024 (CareerOneStop): Fashion Designers (27-1022). BLS reports these as one occupation (27-1022); band shared across 3 roles in this guide, differentiated by demand, skills, and employers

2 · DEMAND

→ Stable

Hiring for textile and print designers stays consistent, with studios and brands reliably seeking specialists who can develop print-ready artwork and manage textile development cycles.

3 · AI EXPOSURE



LOW-MODERATE

AUTOMATING

Pattern generation, colorway iteration, trend aggregation

STAYS HUMAN

Tactile fabric judgment, client taste-making, bespoke design vision

IN PRACTICE: AI tools can assist with pattern variation and colorway generation, but hand-guided creative direction and technical print knowledge remain central to the work.

4 · CORE SKILLS

Adobe Photoshop

Adobe Illustrator

Print & repeat design

Textile development

FUTURE-PROOF SKILLS

Digital textile & print (CAD)

Sustainable materials

EXAMPLE EMPLOYERS HIRING

Kering

5 · YOUR MOVE

Build a repeat-pattern portfolio that shows range across scales and colorways, and sharpen your textile development knowledge to move into more strategic design roles. A fashion credential supports both goals, adding context that makes your work more competitive at any career stage.

YOUR NEXT STEP →

DESIGN DIRECTOR

You set the creative vision, lead a team of designers, and shape collections from concept to runway. Every brand story starts with a director who knows how to translate culture into cut and color. This is creative leadership at its most visible.

1 • COMPENSATION

ILLUSTRATIVE

\$53K

ENTRY

\$80K

MID

\$169K+

SENIOR

BASIS: Closest standard occupation: Fashion Designers (27-1022), BLS OES 2024. BLS reports these as one occupation (27-1022); band shared across 3 roles in this guide, differentiated by demand, skills, and employers

2 • DEMAND

→ Stable

Hiring for design directors stays consistent, with brands continuously seeking leaders who can balance artistic vision with commercial results.

3 • AI EXPOSURE

LOW-MODERATE

AUTOMATING

STAYS HUMAN

Trend research, pattern drafting, and style specification writing

Aesthetic judgment, client collaboration, and hands-on garment construction

IN PRACTICE: AI assists with trend pattern analysis, helping directors spot cultural signals faster before shaping them into a cohesive collection direction.

4 • CORE SKILLS

Adobe Illustrator

Design direction

Collection strategy

Team leadership

Trend forecasting

FUTURE-PROOF SKILLS

Brand & creative direction

Sustainable, digital-first design

EXAMPLE EMPLOYERS HIRING

Tory Burch

Gucci

Tapestry

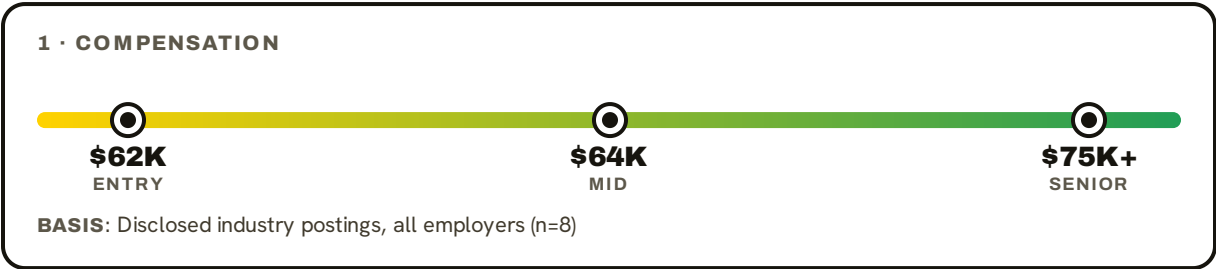
5 • YOUR MOVE

Build a direction deck: a curated portfolio piece showing collection strategy, mood, and market positioning. Sharpen your team leadership alongside trend forecasting, and let a fashion credential reinforce the creative and business fluency that gets directors noticed.

YOUR NEXT STEP →

ASSOCIATE DESIGNER

You sketch ideas into garments, refine tech packs, and collaborate across teams to move a collection from concept to sample. Every season, your eye and your execution shape what ends up on the floor. This is creative work with real production stakes.



2 • DEMAND

→ **Stable**

Hiring for associate designers holds steady, with consistent need across apparel brands at every price point.

3 • AI EXPOSURE

LOW-MODERATE

AUTOMATING	STAYS HUMAN
Trend research, pattern drafting, and specification writing	Tactile fitting judgment, creative taste, and client relationship work

IN PRACTICE: AI tools can assist with mood board curation and color-trend sorting, keeping early conceptualizing moving while you steer the creative direction.

- 4 • CORE SKILLS
- Adobe Illustrator
 - Adobe Photoshop
 - Sketching
 - Tech packs
 - Sample development

- FUTURE-PROOF SKILLS
- 3D design (CLO / Browzwear)
 - Trend research & boards

- EXAMPLE EMPLOYERS HIRING
- Tory Burch
 - Hermès
 - Tapestry

5 • YOUR MOVE

Build a portfolio that shows a complete collection: sketches, Illustrator flats, and a finished tech pack. Sharpen your sample development instincts on real briefs, and let a fashion credential back up your process with employers who want proof of range, not just taste.

YOUR NEXT STEP →

FOOTWEAR/ ACCESSORIES DESIGNER

You sketch the soles, select the leathers, and prototype the bag that lands on the runway. Footwear and accessories designers shape the objects people reach for every single day, and that tactile power makes this one of fashion's most coveted creative roles.

1 • COMPENSATION



BASIS: BLS OES 2024 (CareerOneStop): Fashion Designers (27-1022). BLS reports these as one occupation (27-1022); band shared across 3 roles in this guide, differentiated by demand, skills, and employers

2 • DEMAND

→ **Stable**

Hiring in this specialty holds steady, with consistent need for designers who can move from concept to finished prototype with confidence.

3 • AI EXPOSURE



LOW-MODERATE

AUTOMATING

Trend research, pattern drafting, and initial colorway generation

STAYS HUMAN

Tactile material judgment, taste-driven silhouette decisions, and client creative direction

IN PRACTICE: AI assists with mood board generation and colorway exploration, leaving material selection and construction decisions to the designer.

4 • CORE SKILLS

Accessories design Adobe Illustrator Materials knowledge Prototyping

FUTURE-PROOF SKILLS

3D footwear design Materials & construction

EXAMPLE EMPLOYERS HIRING

Tapestry Kering

5 • YOUR MOVE

Build a materials-focused portfolio that shows your process from sketch to sample. Sharpening your Adobe Illustrator technical drawing skills and earning a credential in fashion design can open doors at mid-level and push senior-level work within reach.

YOUR NEXT STEP →

FASHION DESIGNER

You sketch silhouettes, build collections from concept to construction, and decide what the world wears next. Fashion designers sit at the intersection of art and commerce, turning creative vision into garments that move markets. This is craft, strategy, and storytelling all at once.

1 • COMPENSATION



BASIS: Disclosed industry postings, all employers (n=11)

2 • DEMAND

→ **Stable**

Hiring in fashion design holds steady, with consistent need for designers who can move fluidly from concept to finished garment.

3 • AI EXPOSURE



LOW-MODERATE

AUTOMATING

Trend research, pattern drafting, and initial sketch generation

STAYS HUMAN

Taste-driven design decisions, client collaboration, and physical draping

IN PRACTICE: AI assists with trend mood-boarding and pattern generation, letting designers iterate on silhouettes faster before committing to physical samples.

4 • CORE SKILLS

Adobe Photoshop

Adobe Illustrator

Sketching & CAD

Garment construction

Collection development

FUTURE-PROOF SKILLS

3D design (CLO / Browzwear)

Sustainable materials

EXAMPLE EMPLOYERS HIRING

Gucci

Giorgio Armani

Prada

5 • YOUR MOVE

Build a capsule collection as a portfolio centerpiece, showing your range from sketch to technical flat. Sharpen your garment construction instincts and deepen your Adobe Illustrator fluency.

YOUR NEXT STEP →

PATTERN MAKER

You translate a designer's sketch into a precise, wearable blueprint, drafting and refining every seam and curve that determines how a garment fits the body. Pattern making is the technical backbone of fashion production, and your expertise is what turns creative vision into something that can actually be made at scale.

1 · COMPENSATION



BASIS: BLS OES 2024 (CareerOneStop): Fabric and Apparel Patternmakers (51-6092)

2 · DEMAND

↘ Cooling

Hiring for pattern makers is selective right now, making precision skills and software fluency the clearest ways to stand out to employers.

3 · AI EXPOSURE



MODERATE

AUTOMATING

Digital grading, pattern layout optimization, and spec input

STAYS HUMAN

Design translation, fit judgment, and sample adjustment calls

IN PRACTICE: AI-assisted grading tools can generate initial size breaks, but a skilled pattern maker still reviews and refines every spec for fit accuracy.

4 · CORE SKILLS

- Pattern making
- Grading
- Gerber / Lectra
- Garment construction

FUTURE-PROOF SKILLS

- Digital & 3D patternmaking
- Grading & fit engineering
- AI-assisted design tools

EXAMPLE EMPLOYERS HIRING

- Dolce & Gabbana
- Versace

5 · YOUR MOVE

Build a portfolio of graded size runs and technical flat sketches that prove your hands-on command of garment construction. Deepening your proficiency in industry-standard pattern software sharpens your competitive edge, and earning a fashion credential positions you to move toward senior technical.

YOUR NEXT STEP →

AI IN THE FASHION INDUSTRY

AI in this field changes month to month. This page is a snapshot of where it stands now, not a forecast. Companies are adopting these tools to scale their work, while the people whose work trains them are contesting how they are used. Both forces shape the careers in this map.

Yellowbrick's stance is simple: stay informed to stay competitive. We report only what employers and the industry are doing in practice, so you can judge your next move for yourself.

WHAT IS SHIFTING

Generative tools are taking on repeatable, high-volume tasks, which changes what a day's work is made of faster than it changes which roles exist.

THE OPEN QUESTION

Consent and credit, whether training data was licensed and whether the people who made it share in what the tools earn. Courts, unions, and regulators are still deciding.

WHAT STAYS YOURS

The parts that do not automate are what this map is built on: judgment, taste, relationships, and the authority to decide when something is good. Tools generate options; they cannot tell you which is right.

WHERE EARLY-CAREER SITS

Automation reaches entry-level tasks first, the rungs people use to break in. That makes a strong portfolio and a clear specialty matter more, not less.

HOW TO READ ANY AI HEADLINE IN THIS FIELD

- 1. Who benefits, and who carries the cost?
- 2. Is the use licensed and consented, or contested?
- 3. Does it automate a task, or replace a role?
- 4. Which skills does it make more valuable?

These examples illustrate the dynamics above and change as deals and cases resolve. Sources are numbered on the Sources and References page.

ADOPTION	OBJECTION
McKinsey's State of Fashion 2026 reported that more than 35 percent of fashion executives already use generative AI for tasks like image creation, copywriting, and product discovery. ¹	New York's Fashion Workers Act took effect, requiring written consent from a model before a brand or agency creates or uses an AI digital replica of their likeness. ³
Vogue ran a Guess campaign featuring AI-generated models in its print issue, with a small label noting the images were made with AI. ²	A fashion model sued Rainbow Shops in New York, alleging the retailer used AI to generate new images from her likeness without authorization and kept using them after her contract ended. ⁴

Whether you are breaking in or already working, your leverage is the same: the taste, the craft, and the point of view no model can manufacture, paired with enough fluency to use the tools on your terms. That keeps you the author of your career.

YOUR MOVE IN FASHION & APPAREL

Wherever you are right now, breaking into fashion or moving up in it, the next step is the same: proof you can do the work and a network that opens the next door. The right programs give you both faster than figuring it out alone. Think of the programs listed below as a starting point rather than a finish line: a structured way to build the skills, the portfolio, and the contacts that the roles in this guide ask for.

- **Breaking in?** Start with a program here to build core craft and a portfolio that gets noticed.
- **Already working?** Add the skills and credential that move you up and keep you competitive.
- **Either way,** you come away with portfolio-ready work, a recognized certificate, and a network of people hiring across this map.

PROGRAMS IN THIS GUIDE

- 01 **Fashion Business Essentials** PARSONS SCHOOL OF DESIGN
- 02 **Fashion Styling Foundations** FASHION INSTITUTE OF TECHNOLOGY
- 03 **Fashion Industry Essentials** PARSONS SCHOOL OF DESIGN
- 04 **Streetwear Essentials** PARSONS SCHOOL OF DESIGN
- 05 **Sneaker Essentials** FASHION INSTITUTE OF TECHNOLOGY
- 06 **Footwear Business Foundations** FASHION INSTITUTE OF TECHNOLOGY
- 07 **Fashion Design Fundamentals** PARSONS SCHOOL OF DESIGN
- 08 **Ecommerce Foundations** PARSONS SCHOOL OF DESIGN

FASHION BUSINESS ESSENTIALS

Fashion Business Essentials is an online certificate course developed with Parsons School of Fashion faculty alongside industry insiders and brand experts. It covers the business side of fashion, from how brands are built and launched to the trends shaping the industry. The program suits anyone looking to develop practical knowledge in branding, retail, and marketing.

WHAT STANDS OUT

- Online certificate course
- Parsons School of Fashion faculty and brand experts
- Focuses on branding, data-driven retail, and marketing

WHAT YOU'LL LEARN

Students explore how fashion brands are built and launched while gaining expertise in branding principles, data-driven retail, and marketing frameworks.

| Maps to in this guide: Buyer.

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

FASHION STYLING FOUNDATIONS

Fashion Styling Foundations is an online course developed with Fashion Institute of Technology faculty and working industry professionals. It is designed for people who want to enter the fashion world and covers styling skills through on-demand video lessons and self-paced projects. Learners who complete the program earn a Certificate of Completion in Fashion Styling Foundations from FIT.

WHAT STANDS OUT

- FIT certificate added to your resume and portfolio
- On-demand video lessons with self-paced assignments
- Instruction from FIT faculty and working styling professionals

WHAT YOU'LL LEARN

You build practical styling skills by working through real-world case studies, projects, and assignments guided by industry experts.

| *Develop a styling point of view and the portfolio to prove it, from editorial to set.*

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

FASHION INDUSTRY ESSENTIALS

Fashion Industry Essentials is a self-paced online program developed with Parsons School of Design faculty and fashion industry professionals. It covers five key areas of the industry through five modules, each three to five hours long and broken into shorter lessons you complete on your own schedule. Finishing the program earns you a non-credit certificate of completion from Parsons.

WHAT STANDS OUT

- Five self-paced online modules with 70-plus on-demand video lessons
- Certificate of completion awarded by Parsons School of Design
- Taught by Parsons faculty alongside working industry professionals

WHAT YOU'LL LEARN

You work through self-paced projects and assignments covering visual style, design thinking, production, fashion media, and marketing and PR to build practical skills across the core areas of the fashion industry.

| Maps to in this guide: Product Developer, Merchandiser, Design Director.

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

STREETWEAR ESSENTIALS

Streetwear Essentials is an online program developed with Parsons School of Design and Complex that covers the streetwear industry from its origins through design, branding, retail, and business. The program features on-demand video lessons taught by founders, designers, and other recognized figures from across the streetwear world. It is structured into five course modules, each broken into shorter lessons you complete at your own pace.

WHAT STANDS OUT

- Self-paced, on-demand video format across five modules
- Non-credit Certificate of Completion from Parsons School of Design
- Instruction from working founders and designers alongside Parsons faculty

WHAT YOU'LL LEARN

You work through video lessons and self-paced projects to build practical industry knowledge and explore the range of career paths available in streetwear.

| *Trace streetwear from its origins to the business of building a brand people line up for.*

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

SNEAKER ESSENTIALS

Sneaker Essentials is a 100% online certificate program developed with the Fashion Institute of Technology and Complex that takes you through the full sneaker industry, from history and culture to design, manufacturing, retail, marketing, media, and basic business law. Each module pairs concept learning with a hands-on project, so you build a portfolio of work as you progress. The program is designed around a flexible schedule, letting you complete coursework at your own pace.

WHAT STANDS OUT

- 100% online with a certificate on completion
- Developed with FIT and Complex, covering design through brand strategy
- Suited to anyone exploring careers or creative work in the sneaker industry

WHAT YOU'LL LEARN

You create tangible projects throughout, including a sneaker design concept, a manufacturing flow map, a boutique brand concept, a marketing plan, and an unboxing video.

| Go deep on sneakers, from culture and design to production, retail, and brand strategy.

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

FOOTWEAR BUSINESS FOUNDATIONS

Footwear Business Foundations is a self-paced online course developed with the Fashion Institute of Technology that covers the core areas of the footwear industry, from entrepreneurship and production to branding, marketing, and retail. The program is taught by FIT faculty and industry experts through on-demand video lessons paired with practical projects and assignments. It is suited to anyone looking to build a career in footwear or develop the knowledge needed to start their own business.

WHAT STANDS OUT

- Self-paced format with on-demand video lessons from FIT faculty and industry experts
- Certificate of Achievement in Footwear Business Foundations issued by FIT upon completion
- Covers multiple career paths, including a focused track on becoming a footwear entrepreneur

WHAT YOU'LL LEARN

Students complete self-paced projects and assignments designed to build practical skills across the key areas of the footwear business.

| Maps to in this guide: *Footwear / Accessories Designer*.

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

FASHION DESIGN FUNDAMENTALS

This self-paced online course, developed with Fashion Institute of Design and Merchandising (FIDM) faculty and working industry professionals, guides you through the process of creating a fashion collection from initial concept to final presentation. It consists of five modules, each taking roughly three to five hours to complete, and covers ideation, sketching, market research, and collection development. Students who finish the course earn a non-credit certificate of completion from FIDM.

WHAT STANDS OUT

- Five self-paced online modules with over 50 on-demand video lessons
- Non-credit certificate of completion from FIDM upon finishing
- Taught by FIDM faculty alongside working fashion designers and industry experts

WHAT YOU'LL LEARN

You develop a design journal, build a mood board, refine your sketching technique, research your target consumer, and assemble a cohesive final collection.

Maps to in this guide: Technical Designer, Pattern Maker, Textile / Print Designer, Associate Designer, Fashion Designer.

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

ECOMMERCE FOUNDATIONS

Ecommerce Foundations is a self-paced online course offered in partnership with Parsons School of Design. It covers the skills needed to build and run a profitable online store, drawing on video lessons from academic and business experts. Students reinforce their learning through hands-on projects, assignments, and real-world case studies.

WHAT STANDS OUT

- Self-paced format with on-demand video lessons
- Certificate of Completion from Parsons School of Design
- Practical case studies with tips from industry experts

WHAT YOU'LL LEARN

Students work through self-paced projects and assignments covering store creation and key e-commerce skills, gaining practical insight through real-world examples.

| *Build a fashion e-commerce store from strategy and storefront to back-end operations.*

EXPLORE THE PROGRAM →



SCAN TO EXPLORE

HOW WE BUILT THIS

This page explains how the guide is built and where each number comes from. Pay is drawn from current US job ads and US government wage data; demand, skills, and the companies hiring come from those same job ads. Every figure traces to a named source, and the guide is reviewed by qualified people before publication. The full source list and references are on the Sources and References page at the back. Data current as of June 2026.

- 01

Pay. Each range is the pay shown in current US job ads for that role, gathered from many employers. Where ads do not show enough pay, we use US government wage data instead, from the Bureau of Labor Statistics (the federal agency that tracks pay). If we cannot ground a role's pay either way, we leave that role out rather than guess.
- 02

Demand. Whether hiring is growing, steady, or cooling, based on how many ads we see and US government job-growth projections. When there is not enough to call a direction, we say so and show how active hiring is right now instead.
- 03

Skills and employers. The tools and skills each role hires for, and the example employers, come from recent job ads. They show what the market is asking for; they are not official statistics.
- 04

AI exposure. A plain read of what the technology is changing in the role and what stays human, based on the standard list of tasks each job involves.
- 05

Review. This guide draws on several current sources and was reviewed by qualified people before it shipped.

KEY TERMS

PLM: Product lifecycle management software that tracks a product from design through production.

SOURCES & REFERENCES

Every figure in this guide traces to a named source. The data sources below feed the pay, demand, skills, and hiring signals throughout the guide; the references support the claims on the AI page.

DATA SOURCES

US Bureau of Labor Statistics, via CareerOneStop: government wage data and job-growth projections. We use these to ground pay where job ads do not show enough, and to read demand.

O*NET: the US government's catalog of what each occupation does. It grounds the skills and the AI-exposure read.

TheirStack: a database of current job ads. It drives the pay ranges, the example employers, and the in-demand skills.

Pay ranges are role-specific and reflect each role's own market, so they are not directly comparable from one role to the next. The full note on the pay figures is on the earnings page.

Where neither job ads nor government data fits a role, pay is researched from third-party, methodology-backed sources and checked by people before it appears, never published automatically.

The AI page lists its own sources, used only for the claims on that page, not for the pay figures here.

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