

NC STATE UNIVERSITY



## Fashion and Textile Management

*Where innovation connects with the customer...*

*Fashion and Textile Management students are helping bring a new level of expertise to our industry. We are Marketers, Managers and Developers of unique and innovative textile and fashion products!*

In Fashion and Textile Management (FTM), our students extend the process of discovering and managing innovation by learning to integrate innovations within the global society. In FTM, we provide the platform for students to gain a breadth of knowledge of key business management concepts, core technologies, and in-depth knowledge of products. Our program educates FTM students to be leaders in Textile and Fashion industries. Graduates from the Fashion and Textile Management program find careers as:

- Fashion Designers
- Fashion Product Developers
- Entrepreneurs
- Fashion Technical Designers
- Trend Forecasting Specialists
- *and, many more....*
- Brand Managers
- Marketing Researchers
- Retail Managers
- Merchandisers
- Industry Analysts
- *and, many more....*
- Global Sourcing Managers
- Retail Buying & Allocation
- Product Planning & Forecasting
- Textile Product Analysts
- Quality/Process Improvement Leaders
- *and, many more....*



### Why Fashion and Textile Management?

#### Top 10 Reasons:

1. Study exciting topics that impact every facet of life
2. Jump-start your career as an Intern!
3. Expand employment marketability
4. Develop critical leadership skills
5. Travel to fascinating International destinations
6. Establish a network of global industry and academic contacts
7. Participate in intriguing research and industry trade conferences
8. Acquire unique business skills for managing innovative textile products
9. Learn in the most supportive, student centered environment
10. **Become part of the Premier Fashion and Textile Management Program in the World!**

## Customize your degree: Choose one of the following

### *\* Fashion Design and Product Management*

*As you are trying on that new style for the season, it's already been through many steps and decisions. The fashion business engages product designers, merchandisers, managers, and sourcing experts to bring you a style that is affordable, flattering, and fashionable. The **Fashion Design and Product Management** program focuses on design and development of fashion products, integrating trend analysis, coloration, silhouette selection, pattern making, fabric selection, consumer research, costing, sourcing, and quality assessment. The result is the understanding of how to be creative in developing styles that will appeal to consumers and satisfy their purchase criteria.*

### *\* Textile Brand Management and Marketing*

*What images come to mind when you hear the names: Nike, FUBU, JCPenney, Gucci? Those images were not by chance! Companies spend millions of dollars in market research, advertising, and promotional campaigns to create, cultivate, and protect their graphics, text and images that consumers learn to associate with a particular company. Branding is an important business strategy for developing textile products and establishing a position in the global marketplace. The **Textile Brand Management and Marketing** program focuses on branding of diverse textile products, including the retail and fashion industries. The program includes study in branding strategies, consumer trends, product trends, licensed products, and the global marketplace dynamics.*

### *\* Textile Supply Chain Management*

*For a textile firm to be competitive in today's global market, providing the customer a product of the desired quality and price at the right time is essential. The supply chain consists of all the operations necessary to produce and distribute a product, starting with the procurement of the raw material used in making the goods, the management of modern technologies, and ending with the delivery of the finished product. The **Textile Supply Chain Management** program focuses on efficiently satisfying demand. It includes studying approaches to solve problems in manufacturing, sourcing, transportation logistics, and retail operations.*

## Global Scholars Program

*Today's Fashion and Textiles Complex is truly global in every aspect of its business. About 20 % of the entire world trade is in textiles and apparel. There are no more "domestic" markets or industries. Managers and marketers for this industry must be able to deal in a global environment. They have to be capable of managing and coordinating resources for textile products worldwide, as well as marketing their products in overseas markets.*

*The Global Textile Scholars Program (formerly the Eli Whitney Scholars program) addresses this need for graduates with global vision, managerial and technological knowledge, and language and communication skills*

*An essential part of the Global Textile Scholars curriculum is the international experience in the region of the language concentration. This internship allows the student to apply the acquired skills in an industrial setting abroad. The theoretical concepts of international management and culture studies are thus filled with real life experiences.*

**Curious? To learn more, visit: <http://www.tx.ncsu.edu/departments/tatm/>**

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