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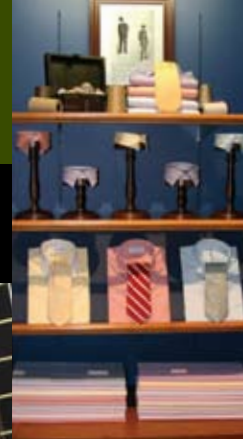
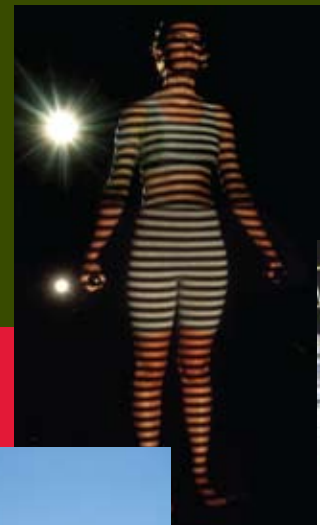
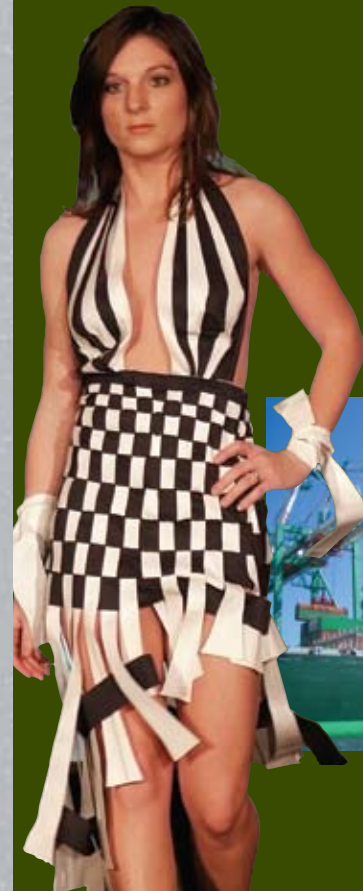
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NC STATE UNIVERSITY



**Fashion and Textile Management**

new world of textiles

# Jeans' Journey



Did you ever wonder what your favorite jeans went through to get to you?

Every pair of jeans is the result of a complex process which starts first with trend research and then moves on to design development. Once the design has been approved for adoption into a line, product developers must create technical specifications, estimate costs, create fit standards, and develop patterns for every offered size. Designers and Product Developers work with Marketers, Merchandisers, and Sourcing Managers to insure that the garments they develop meet the needs of the target market and can be delivered in a timely manner.

## 1 Design & Development

## 2 Brand Marketing



Brand names are developed for jeans lines after careful research and planning. Marketers plan positioning strategies for their lines after thorough evaluation of their target market and their competition. Based on the image

around their product line, strategic marketing programs are developed and advertising and promotion plans are created. Marketers work with every functional department in a company to insure that consumer needs are met according to the framework of the company's strategic plans.



## 4 Distribution

Sourcing and distribution managers make decisions about fabric and finding purchases, order/production lead times, order/production minimums, quality standards, labeling/ticketing, packaging, shipping methods, and delivery times are made with every jean produced. Information systems, controlled by managers, enable a company to keep tabs on every pair of jeans in the product development process, even down to the final sale of each pair.



## 3 Merchandising

Merchandisers are responsible for interpreting trends, planning introduction of new products in the marketplace, and coordinating the design activities for a specific line. It is their responsibility to link the planning and creative decisions with the production and marketing decisions that are made within the company. Every pair of jeans offered for sale holds an important position within a line and has been strategically planned down to the specific size, silhouette, color, and price.

Retailers make decisions every day regarding which jeans brands to carry, which styles to carry, how many of each, and at what price to sell them. They plan store design to show off each pair in its best light. The jeans you decide to purchase were carefully planned in every detail, from each line that makes up the styling and fit, to the fabric and color selected, to the brand name that provides an "image," to the number produced and the country of origin, to the price and the quantity available in the store. Every decision made from the preliminary concept to final product availability is part of a complex, intertwined process that ultimately enables the exact pair of jeans you want to be available in a store.

## 5 Retail



# Our Program Choices

## Textile Brand Management and Marketing

Branding is an important strategy for developing textile products and establishing a position in the global marketplace. Branding is critical not only for top fashion designers, but also for retailers, manufacturers, and licensees. 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.

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, management, and sourcing experts to bring you a style that is affordable, flattering, and fashionable. The Fashion Development 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.

## Fashion Development and Product Management

## 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 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.

# Advantages

- **Eligible for the COT partial to full scholarships**
- **Friendly student-centered faculty**
- **Classes that incorporate industry projects**
- **Hands-on learning environment**
- **Student study abroad opportunities**
- **Global Textile Scholars Program**
- **Undergraduate research opportunities with world renowned faculty**
- **Summer internship opportunities encouraged**
- **Great facilities (classrooms, lab, research)**
- **One of 13 AAFA accredited apparel programs**
- **Industry collaboration through internships, research, tours, and trade shows**
- **Life-long access to COT career center**

# Career Paths

- |                         |                              |
|-------------------------|------------------------------|
| Fashion Designer        | Entrepreneur                 |
| Merchandiser            | Retail Manager               |
| Product Developer       | Market Researcher            |
| Brand Manager           | Business Analyst             |
| Global Sourcing Manager | Information Systems Manager  |
| Supply Chain Manager    | Trend Forecasting Specialist |
| Business Leader         |                              |



**Edwin**  
Wilmington, NC



**Whitted**

The College of Textiles does an incredible job of taking your interests and applying them to the changing world of textiles. I came to the college with an interest in surf and skate brands. By graduation time, I had applied that interest to branding, design, product development, global marketing, visual merchandising, and even automotive interiors. The Fashion and Textile Management program allows you to explore what you like and shows you how to turn it into a career you'll love.

I have always had a passion for travel and business, and in the Fashion and Textile Management program I have found a great opportunity to combine the two. With the textile field becoming a truly worldwide market, there is an increasing need for individuals to initiate, facilitate, regulate, business and trade around the world. The textile, marketing, and management classes I have taken at NC State have given me a strong background in this area, as well as a unique competitive advantage.

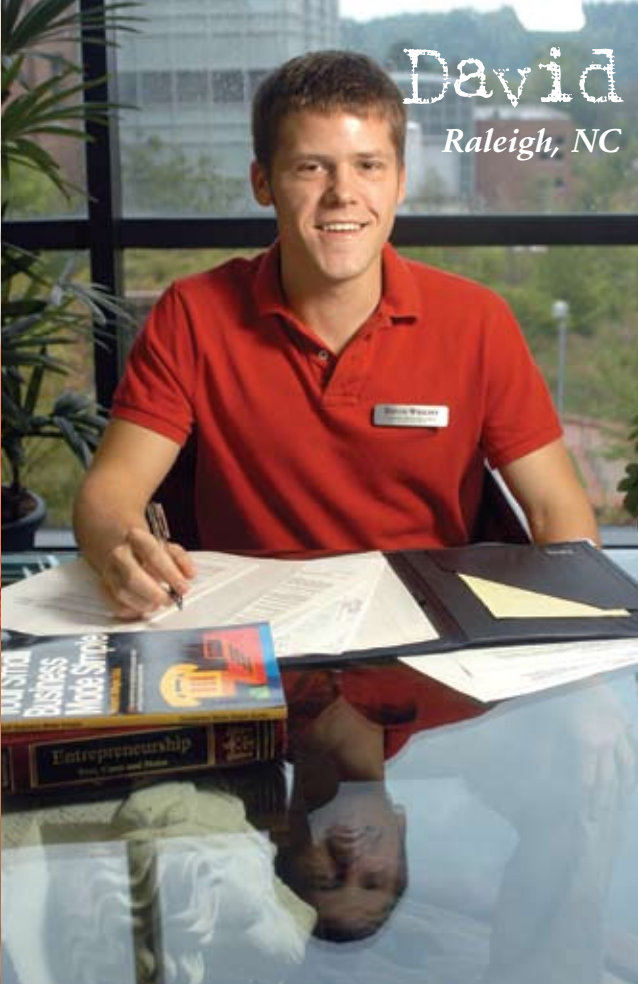
**Stacey**

*Centennial Scholar*  
Swannanoa, NC

**Frederick**



**David**  
Raleigh, NC



**Wright**

The Fashion and Textile Management curriculum at the College of Textiles offers an opportunity to explore the concepts of marketing, management, and entrepreneurship in an applied application to a specific industry. This approach offers students a thorough investigation to the textile industry, one that will always exist and persist, at the most prestigious college of its kind in the country – if not the world. The professors are known throughout the world and are enthusiastic.

Coming from Nicaragua, the Fashion and Textile Management program with the Eli Whitney Scholars program was a perfect combination for me. It enabled me to tie my language and culture, with the growing global textile business especially in the Americas and Central Europe regions. I have found the classes increased my perception of how important it is to understand other cultures when doing business. In addition, the classes gave me ample knowledge on relevant global textile issues.

**Gilda Kloth**

*Nicaragua*





John

Winston Salem, NC

## L. Hardy III

The Fashion and Textile Management program has been a perfect fit for me. I was already familiar with brand equity, licensing, and product placement in the apparel market. Through my classes and the experienced faculty at the College of Textiles, I have been able to expand my knowledge and business experience.

Through the College of Textiles, I have had the opportunity to plan and produce fashion shows, submit my work for design competitions, and work on special "real world" projects, designing garments out of unique fabric substrates. These experiences have allowed me to build my expertise in Fashion Design and better prepare for the job market. The advantage of this program is the beauty of knowing your designs are technically perfect as well as aesthetically pleasing.

Sara



2005 Apparel Student of the Year  
Birmingham, AL

Shuler

## Meet some of our alumni



## Missy Isaac

Assistant Product Manager  
Private Brands - Soft Home  
Belk, Inc.

The College of Textiles greatly prepared me for my career in the textile/retail industry. Through the project-based curriculum and the professors' genuine interest in my success, I was

prepared to enter the "real world" armed with not only knowledge acquired from textbooks, but also authentic experience in product development, marketing, logistics and sourcing. As an Eli Whitney Scholar, I broadened my academic scope by taking courses in intercultural studies, Spanish and communication. These courses not only prepared me for studying abroad in Spain, but also prepared me for the cross-cultural communication that I experience everyday at work, when sourcing goods from Asia, India & Turkey. The College of Textiles gave me a comprehensive, challenging and rewarding academic experience, and upon graduation, I entered the real world a step ahead of the game!

## Rick Elmore

V.P. of Product Development  
Sara Lee Branded Apparel

NCSU's College of Textiles provided me with the technical and business fundamentals to excel within an ever changing industry. I have been able to use my knowledge of textile processes and garment constructions to develop cost effective, trend right products, at affordable prices, for our customers and consumers. The College of Textiles continues to provide a great global network and resource for its graduates, as they maintain strong working relationships within the industry.

The world is getting smaller and our industry needs good leaders and managers that can think and communicate on a global scale. The College of Textiles' curriculum continues to evolve and provide students with the tools they will need to compete in this new global economy.

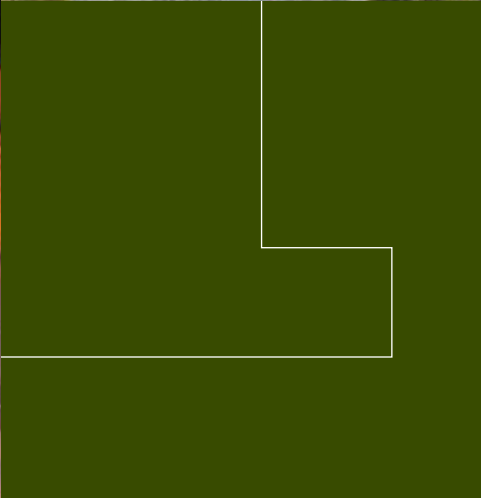
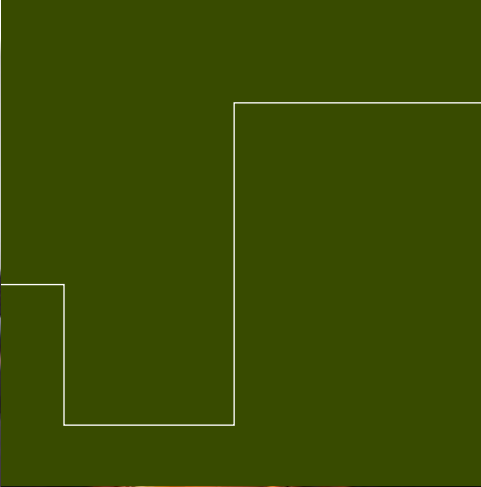


# Meet our alumni

## Grace Park

*Nike Corp.*  
I was born in Philadelphia, raised in South Korea, and finally moved to North Carolina where I attended NCSU. I studied Fashion and Textile Management and graduated in 2002. Now working as a Product Developer for Nike in Portland, OR, I do everything from precosting, selecting fabrics/trims, to fitting and making sure we commercialize on time so the product can be shipped to our customers on time. I am also volunteering in a mentoring program so our group can share resources and knowledge within our function.

Attending NCSU (Textiles) was one of the best decisions I made in my life. With relevant curriculum taught by a superior faculty, NCSU well prepared me for a smooth transition to the industry. I truly believe NCSU College of Textiles sets an example of excellence in education and quality of learning.



# Top Ten Reasons to Major in Fashion and Textile Management

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

