

FASHION RETAILING

Paper No : HSCT (303)

CC - 9

Credits : 4+ 0 = 4

SEM –III (M.Sc. C.T.)

Marks : 100

Objective

- To understand the dynamics of fashion and role of fashion designers
- To develop understanding visual merchandising and its importance in today's consumer market
- To gain knowledge about the management aspect of retailing.

Unit -1

The Dynamics of Fashion

Fashion Terminology, Fashion Cycle, Fashion Adoption Theories, Fashion Forecast, the role of designers in merchandising.

The Concept of Retailing

Definitions, Role of retailing in merchandising , the retail mix, retail environment, types of retail stores.

Unit -2

Elements and Principles of Art and Design

Elements of Design : Colour, Texture, line, form, space

Principles of Design : Rhythm, Balance, Proportion, Emphasis, Unity.

Interpretation for designing a retail store.

Unit -3

Visual Merchandising

- Plan and schedule – seasons, holiday proportion, sales, themes/ideas.
- Types of Display – Window display, interior displays.
- Elements of Display – The merchandise the backdrop walls and shelves mannequins and forms, signage lightings – illuminance levels, relation to colour .

Unit -4

Planning and Budgeting for a Retail Store

Maintenance and ordering of stocks, preparation of sales reports.

Recruitment and Management of Sales Force, Types of compensation packages for sales force, Personal Selling as a means of Promotion.

References

Dhake, Spoons, (1992): Greenworld Tetail Fashion Promotion and Advertising, Mac Millan Publication.

Jarnow, J.A. Judelie, B. and Guerreiro, M. (1981): Inside the Fashion Business, John Wiley & Sons, NY, Toranto, Brisbane.

Frings G.S. (1982): Fashion from Concept to Consumer, Prentice Hall Inc., Englewood Cliffs, New Jersey.

Easey, M (1995): Fashion Marketing, Blackwell Science Ltd.

Majare, S. (1995): The Essence of Marketing, Prentice Hall of India, New Delhi.

Chuter, A.J. (1995): Introduction of Clothing Production Management, Blackwell Science Ltd.

Stone, E. and Samples, J.A. (1995): Fashion Merchandising – An Introduction, McGraw Hill Book Company.