



Unit Title	Fashion Buying and Product Development
FHEQ Level	4
Unit Code	FBM18104
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	75
Supervised access to resources	45	Preparation for Assessment	60
		Unsupervised Access to Resources	75
Total			300

Unit Description

This unit introduces students to fashion buying for own brand merchandise known as independent contracting. Students will learn about the critical path and the steps required to assure quality management of the supply chain. They will map the process from concept to consumer including the need for traceability and will learn about the significance of codes of conduct.

The multi-faceted process of buying will be discussed and students will learn how to achieve the six rights of buying; the right product, at the right place, at the right time, in the right place, in the right quality, in the right quantity. There will be particular focus on product development, fabric awareness, fabric testing, colour management and garment specification.

Understanding the consumer and why people buy will be considered alongside key performance indicators that allow us to evaluate market trends. Students will be introduced to basic fashion maths including the way in which previous season's performance data is analysed to inform future range choices. The significance of size and colour ratios, tops to bottoms ratios, assortment planning and understanding of pricing architecture applied for both physical store and online environments will also be a focus in this unit.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.

5. Originate / creativity meets technology.

Unit Indicative Content

- Own brand buying/Independent contracting
- Diagnostic methodologies and key performance indicators
- The critical path
- Consumer profiling/psychographic plotting
- Buying motives
- Range planning, pricing architecture and assortment planning
- The Range Review and considerations for multiple sales and related sales
- Physical store or Online planning and trading
- Sales cannibalisation
- Garment spec sheet
- Fabric testing, weights and fitness for purpose
- Quality management, sustainability & codes of conduct
- Retailer/supplier relationships
- Fashion maths 1- basic excel spreadsheets, ratios and margins
- Buying from overseas-incoterms
- CAD; Skill development Indesign, Introduction to Illustrator

Unit Aims

- To introduce diagnostic research methodologies and factors that inform decision making in buying
- To develop understanding of fabric, product development and quality management in the supply chain.
- To enhance technical skills in communicating effectively and creatively as a fashion buyer or merchandiser

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks

Mini project relating to fabric knowledge –
TI Accreditation mandatory

Diagnostic shop report, trend research,
concept and range proposal

Annotated diagrammatic critical path

Fashion maths exercises

This unit is assessed holistically (100% of the unit).

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

1. Apply Research Methodologies relevant to the Buying and Merchandising professions (LO1)
2. Demonstrate conceptual range building process informed by trend and market research (LO2)
3. Identify and apply relevant theory models to develop a balanced range plan and realised critical path (LO4)
4. Apply Fashion Maths formulae to produce relevant range planning calculations (LO4)
5. Illustrate knowledge and technical ability through CAD designs and fabric considerations (LO5)

Essential Reading list

1. Clark, J. (2015). *Fashion Merchandising: Principles and Practice*. Palgrave Publishing; London.
2. Donnellan, J. (2014). *Merchandise, Buying and Management*. 4th Edition. Fairchild Books, Bloomsbury Publishing; London.
3. Fashionary (2018). *The Fashion Business Manual: An Illustrated Guide to Building a Fashion Brand*. 1st Edition. Fashionary International Limited
4. Hallett, C. and Johnston, A. (2014). *Fabric for Fashion; The Complete Guide; Natural and Man-made fibres*. Laurence King Publishing; London.
5. Stephens-Frings, G. (2014). *Fashion From Concept to Consumer*. Pearson New International Edition; United Kingdom.

Unit Relevant Websites

The WGSN news and information service <http://www.wgsn-edu.com/edu/>

LSN Global <https://www.lsnglobal.com/>

Mintel <http://www.mintel.com/>

Edited <https://www.edited.com/>