



Unit Title	Merchandising and Visual Merchandising for Fashion
FHEQ Level	5
Unit Code	FBM18203
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	75	Independent Study	100
Supervised access to resources		Preparation for Assessment	55
		Unsupervised Access to Resources	70
Total	75		225

Unit Description

This unit will build on an understanding of analytical merchandising within the fashion industry using the skills introduced in level 4. Students will investigate analytical and planning practices that help ensure that financial forecasts are well-informed decisions within the context of a live project brief.

Students will gain an understanding of the factors considered in the long and short term sales forecast, product mix evaluation, the open to buy budget breakdown, production schedule management and how merchandisers inform and interact with buyers to help ensure delivery of the six rights of buying.

As well as preparing financial and sales forecasts that realise target margins, the analytical merchandiser must ensure that the correct stock reaches the appropriate stores to maximise sales through carefully planned allocation. Students will be introduced to space planning and the significance of the relationship between merchandise planning and visual merchandising considerations. This unit will highlight the importance of the visual merchandising role within the fashion industry and will demonstrate the connection between the merchandising and the visual merchandising functions.

Students will furthermore develop an understanding of how these functions are developed strategically for both physical and online environments, applying these into the live brief outcome for brand alignment.

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

- Merchandise planning
- Stock to sales ratios
- Optimum stocking levels
- Sales report evaluation
- Understanding product mix
- WSSI
- Space planning and store categorisation
- Merchandising, Buying and Branding Online strategies
- Fashion Maths 2
- Industry/manufacturing visit experience
- The role and theories of visual merchandising
- Visual emotional and sensory communication
- Store design and layout
- Store navigation psychology
- Window display
- Merchandising techniques
- Multi channel retailing
- Visual communication of plans in 2D and 3D
- Creative project delivery

Unit Aims

- To encourage appreciation of the independent fashion retailer and the challenges presented by the new retailing landscape
- To increase understanding of the relevance of merchandise planning within the fashion, in relation to buying, manufacture, allocation and visual merchandising through the provision of an industry or manufacturing experience
- Enable understanding of merchandise planning in consideration of external and internal factors
- Facilitate application of visual merchandising strategies as a vehicle for sales optimisation and brand communication
- Facilitate collaborative and team working in order to foster innovation

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret 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

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

Learning and Teaching Methods

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

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks, a portfolio of evidence to include:

Personal learning log with annotated merchandising analysis exercises and fashion maths

Annotated visually illustrated industry visit learning log

Group diagnostic independent shop report with merchandising and visual merchandising pitch

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.

- Application of research methodologies in relation to merchandising KPIs and considerations (LO1)
- Demonstration of synthesis and evaluation in relation to merchandising and visual merchandising strategies demonstrated through a diagnostic report (LO2)
- Demonstrate technical ability in the application of fashion maths as appropriate to merchandising data and problems (LO6)
- Application of analytical skills to inform merchandising proposals, solutions, concepts and strategies for a rebrand proposal appropriate to chosen retailer (LO2, LO3)
- Demonstrate technical skills in application of relevant software to illustrate a viable visual merchandising proposal (LO4)

Essential Reading list

1. Bailey, S. and Baker, J. (2014). *Visual Merchandising for Fashion; Basics Fashion Management*. Fairchild Books; Bloomsbury Publishing; London.
2. Clark, J. (2015). *Fashion Merchandising: Principles and Practice*. Palgrave Publishing; London.
3. Morgan, T. (2011). *Visual Merchandising; Window and in-store displays for retail*. Laurence King; London.
4. Pegler, M. (2012). *Visual Merchandising and Display*. 6th edition. Fairchild Books; United Kingdom.
5. Russell, P.J. (2015) *Field visual merchandising: developing a national in-store strategy using a merchandising service organisation*. Kogan Page Ltd; United Kingdom

Unit Relevant Websites

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

The Business of Fashion <https://www.businessoffashion.com/>

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

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