BUSINESS OF FASHION:
FASHION MERCHANDISING AND MANAGEMENT

PHILAU ADVANTAGE:

- Experience the entire business core + immediate immersion in fashion courses
- Design and produce your own products in a student-run “Pop-Up Store”
- Participate in a fashion experience in New York City
- Experience a fashion design studio course
- Learn from faculty and industry experts with real-world fashion experience and close industry ties
- Attend a traditional campus located minutes away from the center of downtown Philadelphia
- Join the editorial team of Styleline and gain real experience in fashion blogging or journalism
- Benefit from opportunities to intern in Philadelphia, New York, and other fashion centers around the world

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Experiences Abroad:

- Study abroad in Europe or Asia
- Take focused short courses in Rome, Hong Kong and/or London

Real World Experiences:

- Produce fashion shows and events as a member of FIA (Fashion Industry Association)
- The Annual Fashion Show is the largest fashion show in Philadelphia and is produced entirely by PhilaU students at The Academy of Music.

Fashion Focused Experiences Span 100% of the 4 Years...
Preparing you for the fashion industry from Day 1.

Career Focused Clusters:

- Buying and Merchandising
- Fashion Apparel Production
- Fashion Entrepreneurship
- Fashion Material Insight and Innovation
- Fashion Product Management
- Fashion Retail Experience
- Fashion Technology
- Global Brand Marketing
- Integrated Fashion Communication

5 Fashion Gateway Core Courses

+ 2 Career Clusters: 3 Courses Each
Students work with their faculty advisors and career services to determine career pathways.

Students select specialized pathways to focus their skills.

Course clusters prepare students to enter specific career pathways.

Through our industry partnerships and strong alumni network our students have opportunities to intern at top companies and retailers.

Career Pathways:

- **Buyer/Merchandiser, Business Owner, Visual Merchandiser**
- **Store Manager, Fashion Director/Manager**
- **Product Developer, Sourcing Director, Stylist**
- **Fashion Materials’ Manager, Project Manager, Logistics and Operations Manager**
- **Social Media Manager, Brand Manager, Event Planner**
- **Fashion Writer/Editor, Interactive Fashion Coordinator, E-Commerce Merchandiser**

Targeted Cluster Combinations:

- **Buying and Merchandising** + **Fashion Entrepreneurship**
- **Fashion Retail Experience** + **Merchandise Buying**
- **Fashion Apparel Production** + **Fashion Product Development**
- **Fashion Material Insight & Innovation** + **Fashion Product Management**
- **Global Brand Management** + **Integrated Fashion Communication**
- **Integrated Fashion Communication** + **Fashion Technology**

Alumni Highlight:

In June 2011, Brittany Lease was a summer intern at Coach, in the fall she continued to work for Coach in New York and in the Coach retail store at the King of Prussia mall. A year and a half later, Brittany is a costing coordinator at Coach in New York City.