Fullerton College Advisory Meeting

April 2, 2019

Fashion Design and Merchandising Minutes

Present

Ken Starkman-Dean

Renee Young-Department Chair

Sherry Eversaul-Instructor

Marlette Bailey-Instructor

Tamara Steffen-Instructor

Industry

Danielle Carlson-AIMS 360

Jeanette Chiu-AIMS 360

With the instructors and fashion industry advisory members from above we discussed.

**The future of the Fashion Industry,**

1. **Should our program add content in International retail, global sourcing, and supply chain or should we focus on domestic?**

We should not create a new class. We should have lectures on global sourcing, supply chain and international retailing incorporated in classes FASH 150, 220, 221, 284, 285 AND 260. Additional subjects international trade shows and sustainability. A few good ideas were suggested; include small in class activities and larger projects for homework on the subjects.

1. **What skills are needed for design and merchandising students?**

Merchandise

Knowledge and use of Visual Display software(not aware of the name), Technical tracker/data of Inventory(Inventory Management), Planograms, Analyze and gather data.

Design

Digital skills:

To increase student’s proficiency in digital skills.

A CAD beginner class was mentioned. We currently offer FASH 88 and FASH 288 Fashion CAD.

Replace broken and outdated equipment and software programs.

1. **Online trend service**

WGSN is needed for the students to use for the current color, textiles, trims, runway shows, reports and business of fashion articles. Other Websites were discussed to assists students. Vogue.com, etc.

**Specialized equipment/software**

Use I-PADS in the class

Mobile Order software is used by the wholesale market,

Apps mentioned Johor and Nuorder.

Know POS systems-Point of Sale

AIMS Remote order entry,

Apps that have trend subscriptions that can be found on a i-phone.

**4.**    **What is the new tech trends?   What is needed?    Equipment, software, or programs to produce skilled workers?**

\*Students should be aware of the new tech trends:

PLM Product Lifecycle Management

AIMS 360 CERTIFIED, can be customized for each store to produce reports.

Use online training videos

EDI Electronic Data Interchange

Omni Channel Retailing

AI Automation

VR Virtual Reality.

Proposed Fashion Skills Certificate as a program.

The committee recommended a shortened skills certificate to support access to the fashion industry as an assistant or entry level worker.

1. **Besides our annual fashion show what other ideas to increase involvement and enrollments in our advanced classes?**

Online classes, Partnership with the employers of the Apparel Industry

Have a marketing study done by the marketing class with our fashion program on data to be used to create schedules and classes to best suit our fashion students.

Create a 12 units high school Fashion Promise Pathway

**6.**    **What do students need to know to get hired or get an internship? Is your company hiring?** See question #2

**7.**    **Industry updates**

See Questions 3. and 4.

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AIMS 360 ERP software integrates with the top third-party systems in the world to maximize your capabilities. ... Warehousing and logistic services for makers and sellers of fashionable clothing. Works with both specialty and department stores, providing fashion logistics

**Product Lifecycle Management** is the process of managing the entire lifecycle of a product from its conception, through design and manufacture, to service and disposal. PLM integrates people, data, processes and business systems and provides a set of product information for companies and their extended enterprises.

Omni-Channel Retailing is the marketing of multi-channel retailing, but is concentrated more on a seamless approach to the consumer experience through all available shopping channels, i.e. mobile internet devices, computers, brick-and-mortar, television, radio, direct mail, catalog

Artificial Intelligence in Apparel Production is all phases. Color, Fabric defects, fiber and yarn production.

Virtual Reality:

Virtual simulations of store environments useful to retailers by allowing retailers to experiment with signage, product display and layout without the time and resource commitment required to build and test these elements in the physical world. Virtual reality headsets in its stores, inviting shoppers to immerse themselves in a 360-degree experience of the label’s collection.