

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Intro to Fashion Retail: Trends, Buying & Merchandising Basics

Workshop Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference FS-FBM-W • Fashion Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

6

SUBJECTS

18

CHAPTERS

72

CLASSES

440

TOTAL MARKS

60%

PASS MARK

Lifetime

VALIDITY

AT A GLANCE

REFERENCE	FS-FBM-W
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

How the Fashion Business Works

3 chapters · 12 classes

90 marks

• 1 The Fashion Industry Map — 4 classes

- › 1.1 What the Fashion Industry Includes
- › 1.2 Designers and Design Houses
- › 1.3 Fabric Mills and Manufacturers
- › 1.4 Wholesalers, Agents and Suppliers

• 2 From Factory to Store — 4 classes

- › 2.1 Fashion Supply Chain Steps
- › 2.2 Lead Times and Delivery
- › 2.3 Retail Formats: Stores and Online
- › 2.4 Brands Versus Private Labels

• 3 The Customer Side — 4 classes

- › 3.1 Who Buys Fashion and Why
- › 3.2 Price Levels and Market Segments
- › 3.3 The Customer Journey in a Store
- › 3.4 Online Shopping and Returns

2

Spotting Trends and Seasons

3 chapters · 12 classes

65 marks

• 1 Fashion Seasons — 4 classes

- › 1.1 Spring Summer and Autumn Winter
- › 1.2 The Fashion Calendar and Key Dates
- › 1.3 Seasonless and Core Items
- › 1.4 Festive and Occasion Seasons

• 2 Where Trends Come From — 4 classes

- › 2.1 Runways and Fashion Weeks
- › 2.2 Street Style and Social Media
- › 2.3 Colour and Fabric Trends
- › 2.4 Celebrity and Culture Influence

• 3 Trends Reaching the Shops — 4 classes

- › 3.1 Stages of a Trend Life Cycle
- › 3.2 Fast Fashion Versus Slow Fashion
- › 3.3 Judging a Trend's Staying Power
- › 3.4 Making a Simple Trend Board

3

What a Buyer and Merchandiser Do

3 chapters · 12 classes

90 marks

• 1 The Buyer's Role — 4 classes

- › 1.1 A Day in the Life of a Buyer
- › 1.2 Choosing Products and Suppliers
- › 1.3 Negotiating Price and Terms
- › 1.4 Buying Budget Basics

• 2 The Merchandiser's Role — 4 classes

- › 2.1 A Day in the Life of a Merchandiser
- › 2.2 Allocating Stock to Stores
- › 2.3 Visual Merchandising Essentials
- › 2.4 Replenishing Fast Sellers

• 3 Working as a Team — 4 classes

- › 3.1 Buyer and Merchandiser Handover
- › 3.2 Talking to Designers and Suppliers
- › 3.3 Planning Meetings and Reports
- › 3.4 Choosing Between the Two Roles

4

Reading Basic Sales Figures

3 chapters · 12 classes

65 marks

• 1 Simple Sales Numbers — 4 classes

- › 1.1 Units Sold and Sales Value
- › 1.2 Best Sellers and Slow Sellers
- › 1.3 Stock on Hand and Sell Through
- › 1.4 Reading a Weekly Sales Sheet

• 2 Price Maths — 4 classes

- › 2.1 Cost Price and Selling Price
- › 2.2 Mark-Up and Margin Basics
- › 2.3 Discounts and Markdowns
- › 2.4 Worked Pricing Examples

• 3 Acting on the Figures — 4 classes

- › 3.1 Spotting Problems in the Numbers
- › 3.2 Reordering and Clearing Stock
- › 3.3 Planning Sale Events
- › 3.4 Presenting Figures Simply

5

Building a Mini Product Range

3 chapters · 12 classes

65 marks

• 1 Know Your Customer — 4 classes

- › 1.1 Defining the Target Customer
- › 1.2 Customer Needs and Occasions
- › 1.3 Setting a Budget and Price Band
- › 1.4 Studying Competitor Ranges

• 2 Choosing the Items — 4 classes

- › 2.1 Core Items and Statement Items
- › 2.2 Colours, Sizes and Fabrics
- › 2.3 Balancing the Range
- › 2.4 Selecting Items From Samples

• 3 Presenting the Range — 4 classes

- › 3.1 Naming and Grouping the Range
- › 3.2 Planning Quantities by Size
- › 3.3 Creating a Range Board
- › 3.4 Pitching Your Mini Range

6

Fashion Business Careers and Next Steps

3 chapters · 12 classes

65 marks

• 1 Jobs in Fashion Retail — 4 classes

- › 1.1 Sales Associate and Store Roles
- › 1.2 Assistant Buyer and Merchandiser Roles
- › 1.3 Visual Merchandiser and Stylist Roles
- › 1.4 Online Fashion Roles

• 2 Getting Started — 4 classes

- › 2.1 Skills Fashion Employers Want
- › 2.2 Building a Fashion Portfolio
- › 2.3 Fashion CV and Interview Tips
- › 2.4 Internships and Entry Routes

• 3 Your Next Steps — 4 classes

- › 3.1 From Workshop to Foundation
- › 3.2 The Foundation Certificate Overview
- › 3.3 Setting Your Career Goals
- › 3.4 Workshop Review and Reflection