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	18	72	440	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	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