

## FASHION MERCHANDISING

Employment of wholesale and retail buyers is projected to grow more slowly than average. In the retail industry, mergers and acquisitions have caused buying departments to consolidate. In addition, larger retail stores are eliminating local buying departments and centralizing them at their headquarters.

On the other hand, employment opportunities for retail salespersons are expected to be good because of the need to replace the large number of workers who transfer to other occupations or leave the labor force each year. In addition, many new jobs will be created for retail salespersons as businesses seek to expand operations and enhance customer service. Employment is expected to grow about as fast as average for all occupations through the year 2014, reflecting rising retail sales stemming from a growing population. Opportunities for part-time work should be abundant, and demand will be strong for temporary workers during peak selling periods, such as the end-of-year holiday season.

### Employment Information

**Greater Kansas City Area:** In 2000, those in the fashion merchandising field held an estimated 1,530 jobs in the eleven counties that make up the Kansas City Metropolitan Statistical Area (MSA), with 1,480 jobs projected by 2010 (-3.3%). Of those, 460 were merchandise displayers and window trimmers (490 projected, +6.5%); and 1,070 were wholesale and retail buyers (990 projected, -7.5%). All together, an average of 42 annual openings is anticipated. Further data indicate that an estimated 150 merchandise displayers and window trimmers, and 560 wholesale and retail buyers were employed throughout the four Kansas counties in the Kansas City MSA (Johnson, Leavenworth, Miami and Wyandotte) in 2005.

**State:** In Kansas, those in the fashion merchandising field held an estimated 2,450 jobs in 2000, with 2,480 jobs projected by 2010 (+1.2%). Of those, 490 were merchandise displayers and window trimmers (540 projected, +10.2%); and 1,960 were wholesale and retail buyers (1,940 projected, -1.0%). All together 550 openings are anticipated due to the need for replacements.

**National:** About 242,000 jobs were held in the fashion merchandising field in 2004, with 264,000 jobs projected by 2014 (+9.1%). Of those, 86,000 were merchandise displayers and window trimmers (95,000 projected, +10.3%); and 156,000 were wholesale and retail buyers (169,000 projected, +8.4%). Approximately 74,000 openings are expected due to growth and the need for replacement workers.

## **Salary Information**

**Greater Kansas City Area:** Merchandise displayers and window trimmers employed in the Greater Kansas City area earned an average hourly wage of \$9.57 in 2004. Additionally, wholesale and retail buyers earned \$23.46 per hour. The average hourly wage for merchandise displayers and window trimmers in Johnson, Leavenworth, Miami and Wyandotte Counties was \$11.91 in 2005. Half earned less than \$11.03, and half earned more. Furthermore, wholesale and retail buyers earned \$25.16 per hour, with half earning less/more than \$23.08.

**State:** Merchandise displayers and window trimmers in Kansas earned an average hourly wage of \$10.60 in 2005. Half earned less than \$10.23, and half earned more. Additionally, wholesale and retail buyers earned \$20.80 per hour, with half earning less/more than \$18.94.

**National:** merchandise displayers and window trimmers working full-time earned an average hourly wage of \$10.71 in 2004. Additionally, wholesale and retail buyers earned \$20.28 per hour.

## **JCCC Placement and Salary Information**

The JCCC Office of Institutional Research conducts a follow-up study of program completers one year after completion. Nine of the eleven fashion merchandising program completers who responded to the short-term follow-up study conducted during the 2005-06 academic year were employed full-time in a job related to fashion design. Fashion merchandising completers reported an average hourly wage of \$13.46.

Note: Salary and placement information for JCCC career program completers is based on data supplied by respondents to follow-up studies and is not necessarily representative of all career program completers.