

PowerPoint for

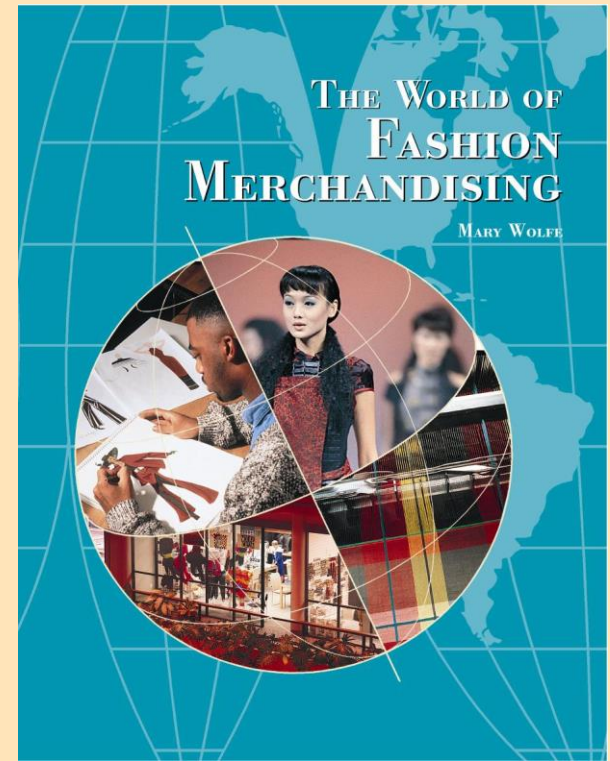
# THE WORLD OF FASHION MERCHANDISING

By

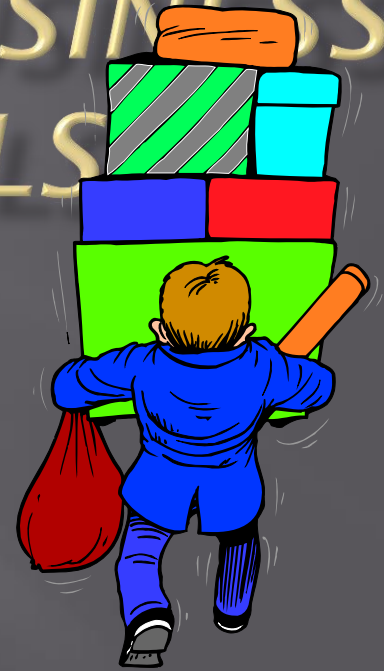
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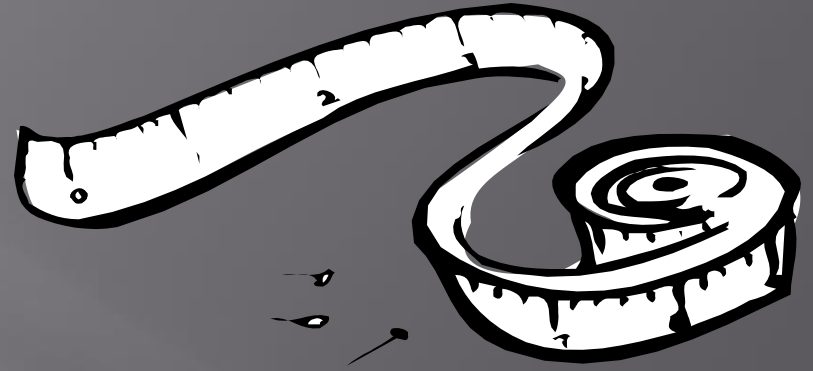


# *PART 4: RETAIL BUSINESS FUNDAMENTALS*



## Chapter 14 Retail Merchandise

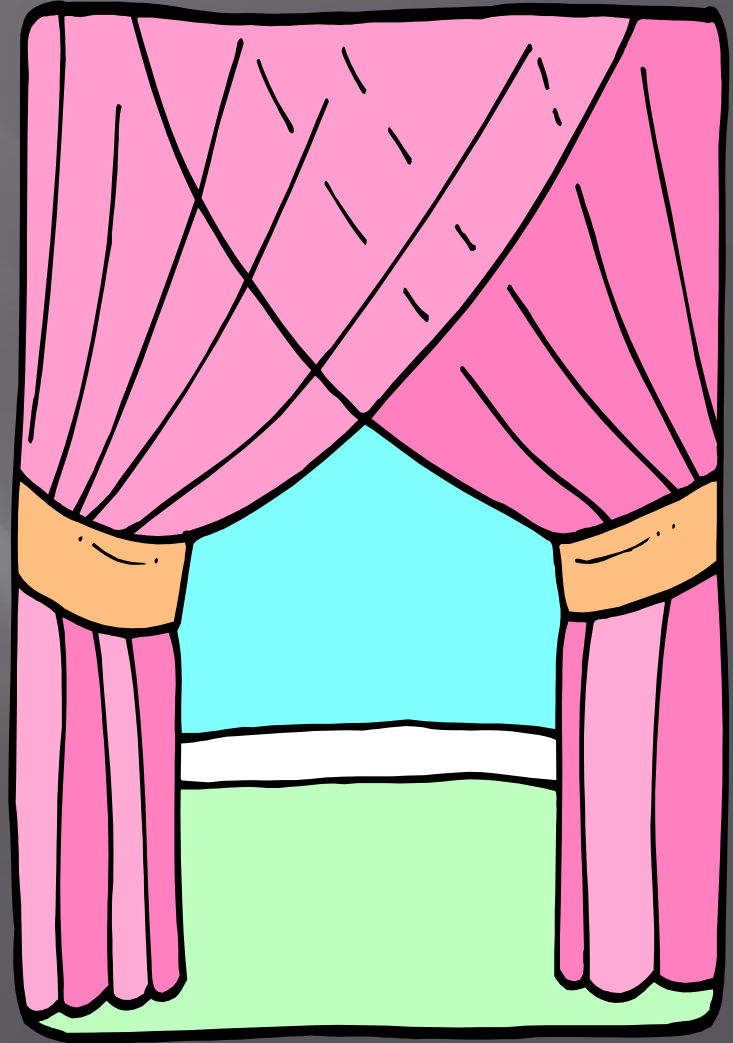
# *Objectives:*



- ▣ Explain how women's apparel is sized and classified
- ▣ Describe the production and sizing of men's apparel
- ▣ Explain how infantswear and childrenswear is promoted and sized
- ▣ Name various accessory groups
- ▣ Describe fashion-related cosmetic products

# Categories

- ▣ **Hardlines (hard goods)**
  - Appliances, tools, and all items not made from textiles
- ▣ **Softlines (soft goods)**
  - Yard goods, apparel, household textiles (bedding, linens), miscellaneous (soft toys, backpacks)

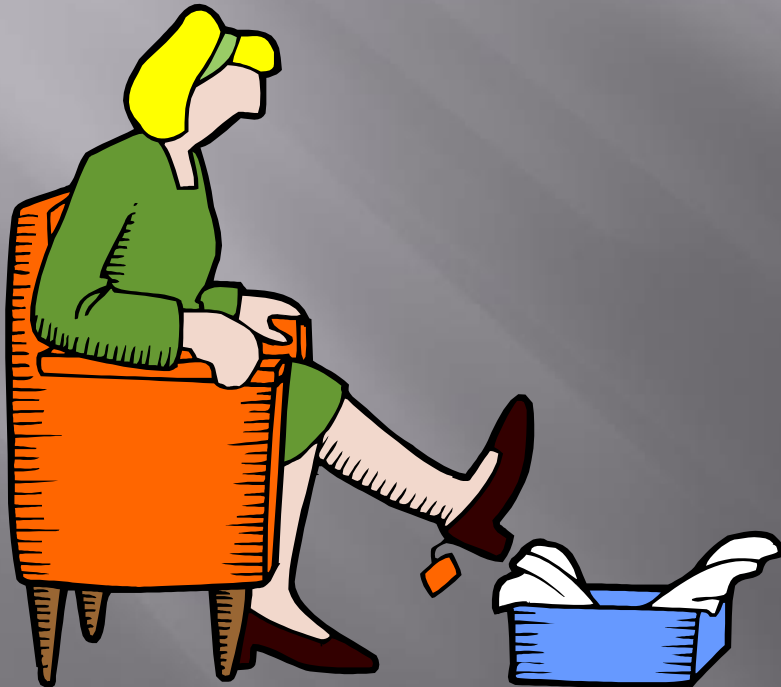


# Women's Apparel Size

- ▣ Misses dresses/separates
  - Evens 0-20
- ▣ Junior dresses/separates
  - Odds 3-15
- ▣ Double-ticket sizes combine misses and juniors
  - 5/6, 9/10
- ▣ Sportswear, activewear, or less-fitted styles
  - XS, S, M, L, XL



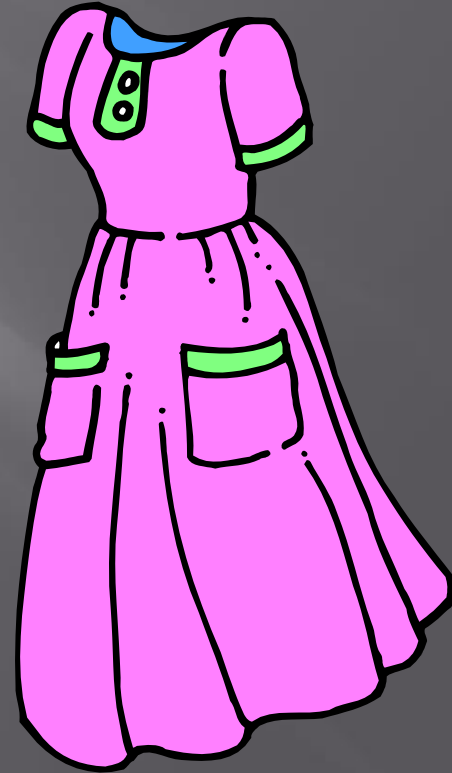
# Women's Sizing (cont.)



- ▣ Women's (large sizes) dresses, separates, and sportswear
  - Evens 14-46 ("W" may follow size) or 1x, 2x, 3x
- ▣ Petite dresses/separates
  - Evens 2-14 ("P" may follow size)
- ▣ Shoes
  - From 5-12
  - Widths AAA-C

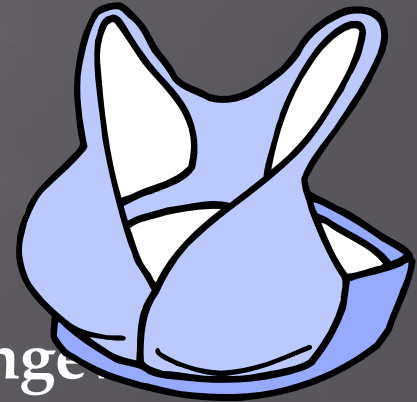
# Women's Apparel Merchandise Classifications

- ▣ Dresses
  - Single or 2-piece
- ▣ Evening and bridal
- ▣ Sportswear
  - Tops and bottoms priced separately
- ▣ Suits
  - Jackets, skirts, slacks
- ▣ Outerwear
  - Coats, rainwear, jackets



# Women's Apparel Classifications

- ▣ Maternity
- ▣ Swimwear/beachwear
  - One and two piece, cover-ups
- ▣ Activewear
  - Leotards, jogging suits
- ▣ Intimate apparel or lingerie
  - Foundations, shapewear, sleepwear, lounge
- ▣ Accessories
  - Scarves, hats, belts, handbags, hosiery





# Examples of Women's Style Categories

- ▣ Necklines
  - "V", round, square...
- ▣ Collars
  - Shawl, band...
- ▣ Shirts
  - Tank, fitted, shell...
- ▣ Sleeves
  - Long, set-in, short, raglan...
- ▣ Pants
  - Capri, jean...

**Classification:**  
**Outerwear**  
**Category:**  
**Coat Style:**  
**Trench coat**

- ▣ Dresses
  - Shift, line...
- ▣ Skirts
  - Dirndl, straight...
- ▣ Coats
  - Polo, ...
- ▣ Jackets
  - Blazer, breasted...
- ▣ Shoes
  - Mule, sandal, boot, pump...



# Men's Apparel Merchandise Classifications

- ▣ Sportswear
  - Sport shirts, sweaters, shorts, and khakis
- ▣ Tailored clothing
  - Suits, sport coats, and dress slacks
- ▣ Work clothes (denim)
- ▣ Furnishings
  - Sleepwear, underwear, shoes, shirts, leather accessories



# Men's Apparel Sizes

- ▣ Dual sizing

- ▣ Shirts

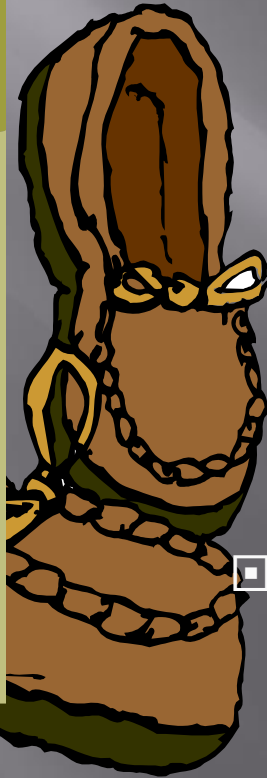
- Neck size (listed first)
- Sleeve length (listed second)
  - ▣ 15" x 33" or 15" ss (short sleeve)

- ▣ Pants

- Tailored or dress slacks
  - ▣ Waist only
- Casual or sport slacks
  - ▣ Waist (listed first)
  - ▣ Inseam length (second)



# Men's Apparel Sizes (cont.)



- ▣ **Sportswear**
  - S, M, L, XL, XXL, XXXL
- ▣ **Tailored Jackets**
  - Dual sizing
  - Even numbers according to chest sizes (34-48)
  - “T” for tall, “L” for long, or “R” for regular for body type
- ▣ **Shoes**
  - Sizes 6 to 13 at half-size increments
  - Widths from B to EEEE

# Examples of Men's Styles

- ▣ **Jackets and Blazers**

- Double or single-breasted...

- ▣ **Coats**

- Trench coat, pea coat...

- ▣ **Pants**

- Dress slacks, jeans, cargo...

- ▣ **Shirts**

- Oxford, dress...



**Classification:**  
**Tailored clothing**  
**Category: Sport coat**

**Style: Single-breasted blazer**

- ▣ **Shoes**

- Loafer, wing-tip...

- ▣ **Sleeves**

- Long, short, set-in...

- ▣ **Cuffs**

- French, barrel, banded...

- ▣ **Collars**

- Notched, convertible...

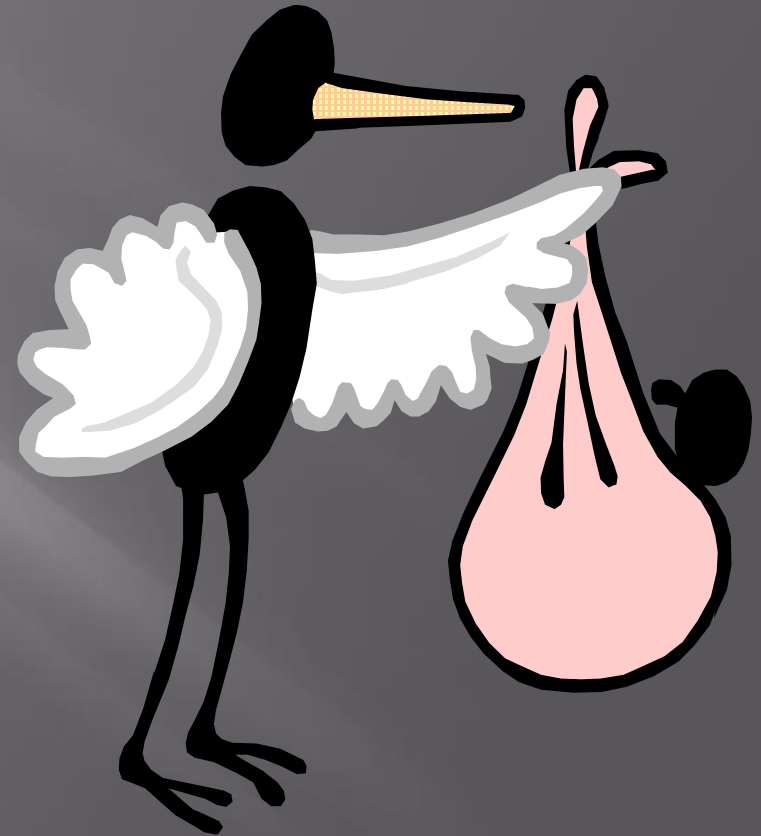
# Infants' and Children's Apparel



- ▣ Industry typically sells three lines at market
  - Spring/summer
  - Fall
  - Holiday
- ▣ Many manufacturers specialize in infants, toddlers, children, or preteen

# Infantswear

- ▣ Sizing originally designed to correspond with age
- ▣ Infants sizes
  - ▣ Premie/Newborn
    - ▣ Sizes 0-3 months
  - ▣ 3, 6, 9, 12, 18, 24 months
  - ▣ Or small, medium, large, and extra large
- ▣ Features assure comfort and practicality
- ▣ One-piece items with snaps down the legs and front openings are best



**Shoppers should be encouraged to buy using baby's height and weight, not age.**

# Toddlers', Children's, and Older Children's Sizes

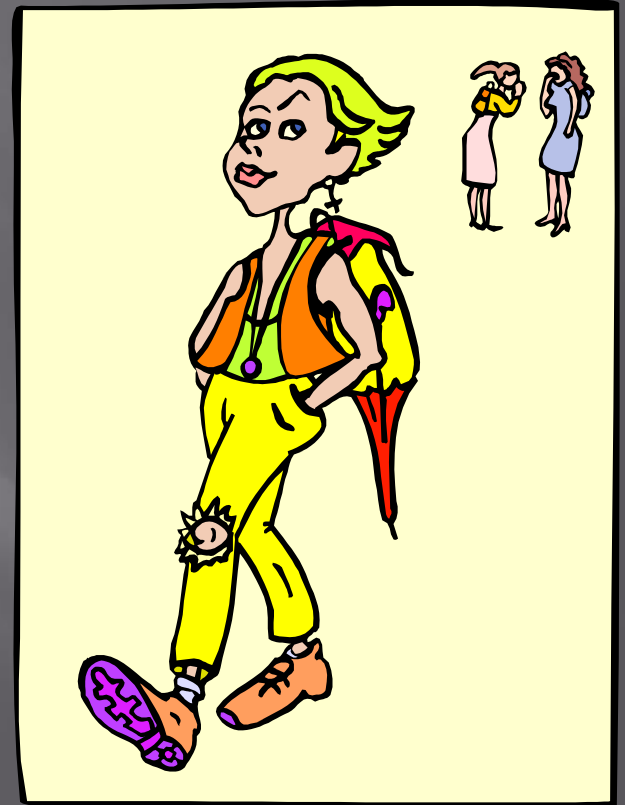


- ▣ Toddlers (ages 1-3)
  - 1T, 2T, 3T, 4T
- ▣ Children (ages 3-6)
  - 4, 5, 6, and 6X or 7
  - longer than toddlers
- ▣ Girls (ages 7-16)
  - 8, 10, 12, (some 14 and 16)
- ▣ Boys (ages 7-16)
  - 8-22, slim and husky



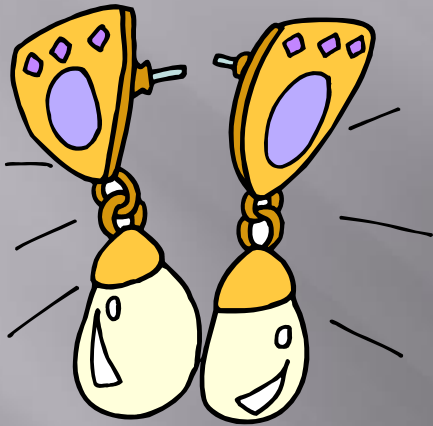
# Older Children and Preteens

- ▣ Not as easy for girls to jump to junior sizing
- ▣ Styles and cut make a big difference
- ▣ Preteen offers more “teen” styling in the larger children sizes
- ▣ Boys sizes 14+ made by menswear companies



Style category names are the same for children's wear as for women and men's wear

# Accessories



- ▣ Often impulse purchases
- ▣ Can extend or update a wardrobe
- ▣ Two seasonal lines offered at market
  - Spring/summer
  - Fall/winter



# Accessory Classifications

- ▣ Footwear
- ▣ Hosiery
- ▣ Handbags and small leather goods
- ▣ Belts
- ▣ Jewelry
  - Fine
  - Bridge
  - Costume
- ▣ Headwear
- ▣ Scarves
- ▣ Neckties
- ▣ Handwear



# Cosmetics Categories



- ▣ Cosmetics
  - Applied to face, skin, or hair
- ▣ Toiletries
  - Grooming products
- ▣ Fragrances
  - Products that add a pleasant scent to body or bath

# Do You Know . . .

- ▣ The men's department for accessories is called men's furnishings. What items are found in men's furnishings that are not found in women's accessories?
- ▣ The "jump" from girl's sizing in children's to junior or preteen sizing can often be difficult. What needs to be considered when trying to fit young girls into preteen sizing?

