



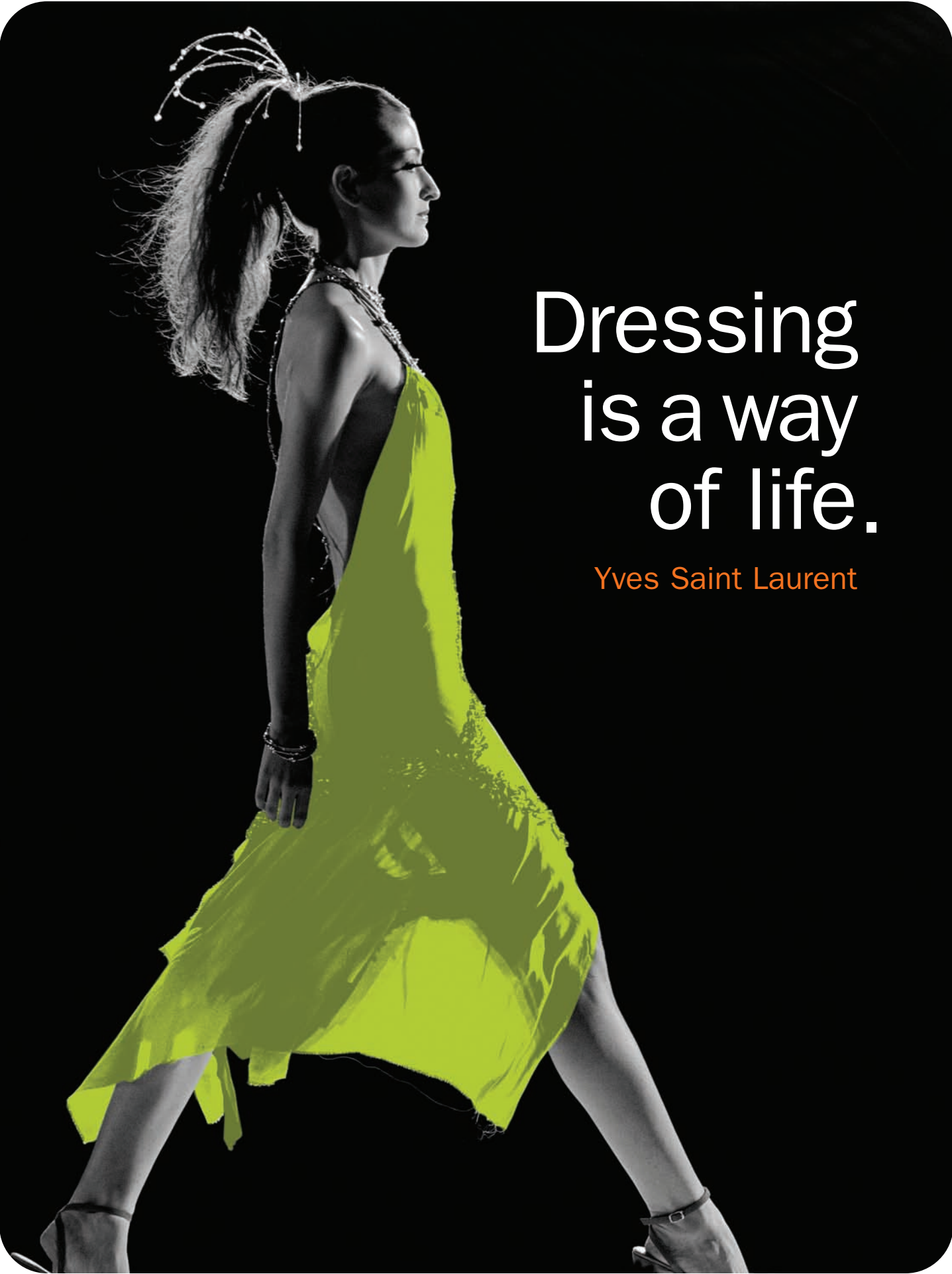
24|seven™

How to get a job in fashion

An entry level
guidebook

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Dressing
is a way
of life.

Yves Saint Laurent

Here's the deal

True to our name, we are always here for you.

This is 24 Seven's insider's guide for the fashion hungry. Written mostly with beginners in mind, we're set to help you land a job. By sharing our insight and explaining what you should concentrate on, we'll steer you toward your goal, show you how to connect the dots and put the big picture into perspective. Like we always say—no nonsense, no games.

Just ask yourself this question: how much do you understand it? Fashion we mean, and the scope of the industry. Do you have a grip on the real world? Have you considered the hundreds of opportunities? Are you sure you know what suits you best? Think. Do you want to design clothes? Shoes? Textiles? Work in technical design? Run the production side of things? Maybe retail thrills you? Or sales? What about marketing, publishing and PR?

If you love everything about fashion and want to learn more about how to go after it, then this guide is for you.

If you are serious about a career in fashion, go ahead, turn the page.



I don't
design
clothes,
I design
dreams.

Ralph Lauren

Chapter 1

Do you know what's out there?

to choose and build a career

Let's take a close look at the wide-ranging categories of work that are calling out for your talents, skills and finesse. By highlighting key positions within these categories:

- Design & Product Development
- Technical Design & Production Management
- Merchandising & Planning
- Retail
- Sales & Marketing
- Publishing & Promotion

we've gone for the hottest, most talked about jobs, as opposed to an exhaustive list.

Please read the activity profiles carefully; they could open up brand new horizons. Even if you think you already know what's up, don't second guess.

In an effort to be helpful and touch on what everybody always wants to discuss—the money—we've listed indicative ranges per activity profile: what your starting salary might be and what you might aim for in the long run. Remember, these are in no way done deals, just the salary ranges we see the market supporting. What you do get paid usually depends on a host of factors, including how much in demand you are and who is lucky enough to hire you.

Once you've zeroed in on your preferences, why not take a look at actual job postings? Visit us at www.24sevenalent.com and you'll find our latest vacancies. Talk about a reality check!

CAREERS

Design & Product Development

Apparel Design

Accessories/Footwear Design

Textile Design

CAD Design

Graphic Design Apparel

Merchandising

Product Management

Fabric/Trim Research & Development

ACTIVITY PROFILE

Apparel Design

Duties

- responsible for initial trend research to determine concepts, color, fabric, silhouette and trim details
- collaborate with product development and sales teams to determine product mix via past sales and current/future trends/forecasts
- execute initial sketches through to final sketches with all detail
- source fabric and trim
- communicate all ideas and information to technical and production teams
- present line internally and externally
- review pre- and post-production samples
- conduct preliminary fittings

Salary

start around \$28,000–to \$150,000+

**Attributes/skills/
credentials**

- creativity
- teamwork
- good communication skills
- determination
- strong illustration, flat and detailed sketching ability
- familiarity with technical packages and technical/fit know-how
- knowledge of fabrications/trims
- grasp of production process
- understanding of current market and competition
- computer literacy (CAD skills, especially Photoshop and Illustrator)
- Bachelor's Degree in Fashion Design

Step-by-step

- Apparel Design Director
- Apparel Designer
- Associate Apparel Designer
- Assistant Apparel Designer

Portfolio required

ACTIVITY PROFILE

Accessories/Footwear Design

Duties

- responsible for initial trend research to determine concepts, color, fabric/materials, silhouette and trim details
- collaborate with product development and sales teams to determine product mix via past sales and current/future trends/forecasts
- execute initial sketches through to final sketches with all detail
- source materials and trim
- communicate all information to technical and production teams
- present line internally and externally
- review pre- and post-product samples

Salary

start around \$28,000–to \$150,000+

Attributes/skills/ credentials

- creativity
- teamwork
- familiarity with technical packages and technical/fit know-how
- knowledge of materials/trims
- grasp of production process
- computer literacy (CAD skills, especially Photoshop and Illustrator)
- Bachelor's Degree in Fashion Design (specialization in footwear/accessories a plus)

Step-by-step

- Accessory Design Director
- Accessory Designer
- Associate Accessory Designer
- Assistant Accessory Designer

Portfolio required

ACTIVITY PROFILE

Textile Design (specialization options: print, wovens and knits)

Duties

- responsible for initial trend research to determine color, fibers, yarns, weaves of print direction
- execute design development on paper and computer
- communicate with overseas mills on specs and details
- review initial samples
- check strike-offs before production
- review post-production quality

Salary

starts around \$28,000–to \$120,000

Attributes/skills/ credentials

- creativity
- teamwork
- good communication skills
- technical understanding of production process
- color and pattern sense
- computer literacy (CAD skills, especially U4ia, Photoshop and Illustrator)
- Bachelor's Degree in Textile Design

Step-by-step

- Senior Textile Designer
- Textile Designer
- Assistant Textile Designer

Portfolio required

ACTIVITY PROFILE

CAD Design

Duties

- responsible for design and production of original artwork, recolorations and repeats in support of product development
- develop artwork for style illustrations, textile designs, as well as graphics for fabrics, screen prints, embroideries, appliqués and trims
- use CAD tools to execute design team's concepts comprising:
 - flat sketches
 - detail sheets
 - concept boards
 - print design
 - colorations/recolorations
- clean and scan artwork
- produce presentation materials for market

Salary

starts around \$30,000–to \$120,000

Attributes/skills/credentials

- teamwork
- good communication skills
- knowledge of repeat patterns, textile printing and yarn dye production
- strong color and pattern sense
- technical understanding of production process
- excellent computer skills (U4ia, Photoshop, Illustrator and PrimaVision)
- Bachelor's Degree in Fashion Design or Textile Design

Step-by-step

- CAD Manager
- CAD Designer

Portfolio required

ACTIVITY PROFILE

Graphic Design Apparel

Duties

- responsible for creating, designing and producing a range of graphic materials: garment applications (graphics for tee shirts, hats, sleepwear, etc.; trim detail; and labels), packaging, hangtags and logos
- formulate ideas and concepts for designs and layouts
- collaborate with various members of creative team
- execute concepts through knowledge of production process
- communicate all information to technical and production teams

Settings

- manufacturers' design teams
- retailers' design teams

Salary

starts around \$28,000–to \$100,000+

Attributes/skills/credentials

- creativity and strong sense of color and style
- teamwork
- good communication skills
- knowledge of printing/production process
- computer literacy (Photoshop, Illustrator and often other industry specific software)
- Bachelor's Degree in Design or Fine Arts

Step-by-step

- Director of Graphic Production/Art Director
- Graphic Designer
- Junior Graphic Designer

Portfolio required

ACTIVITY PROFILE

Merchandising

Duties

- responsible for establishing product direction and composition
- oversee research, planning and development of product
- collaborate closely with design, production and sales teams
- track and analyze market trends and forecasts
- study past sales
- understand customer preference
- interpret data to determine impact on product direction
- accountable for profitability

Salary

starts around \$40,000–to \$100,000+

**Attributes/skills/
credentials**

- analytical thinking
- teamwork
- willingness to travel frequently
- management skills
- research skills
- comprehensive industry knowledge
- customer awareness
- grasp of marketplace and sales history
- understanding of garment construction, costing and fabric sourcing
- computer literacy (Word, Excel, PDM and PLM)
- knowledge of merchandise math
- Bachelor's Degree in Fashion Design or Merchandising

Step-by-step

- Merchandise Director
- Merchandiser
- Assistant Merchandiser

ACTIVITY PROFILE

Product Development

Duties

- oversee completion of product from start to finish
- collaborate with design, sales, tech design and production teams
- insure timeliness of product lifecycle calendar
- involved with pre- and post-production process
- implement quality assurance protocols

Salary

starts around \$40,000–to \$150,000+

**Attributes/skills/
credentials**

- analytical thinking
- teamwork
- good communication skills
- detail oriented approach
- organizational skills
- design sense
- strong math skills
- understanding of fit
- knowledge of industry and trends
- computer literacy (Word, Excel, PDM and PLM)
- Bachelor's Degree in Fashion Design or Product Management

Step-by-step

- Director of Product Development
- Product Manager
- Assistant Product Manager

ACTIVITY PROFILE

Fabric/ Trim Research & Development

Duties

- responsible for research and development of fabrics and trims
- analyze colors and trends
- identify new fabrics, attend textile shows and work with textile suppliers
- collaborate with design, sales and production teams
- oversee sampling and production
- evaluate quality and cost
- develop global sourcing resources
- maintain line books, design boards/color boards
- keep records (reports, artwork, strike-offs, lab dips and handlooms)

Salary

starts around \$35,000–to \$125,000+

**Attributes/skills/
credentials**

- top notch communication skills
- detail oriented approach
- cost analysis skills
- knowledge of production process
- familiarity with textiles
- computer literacy (Excel, WebPDM and Style Manager)
- Bachelor's Degree in Design or Textile Design

Step-by-step

- Director of Fabric, Research and Development
- Fabric, Research and Development Manager
- Colorist/Fabric, Research and Development Assistant

CAREERS

Technical Design & Production Management

Technical Design

Design Technology Administration (PDM, PLM, PDS)

Production Management

ACTIVITY PROFILE

Technical Design

Duties

- responsible for proper construction and fit of garment from design through production
- collaborate with design team to develop garments through specific measurements, technical sketches and patterns
- execute technical packages (complete and accurate specifications for production)
- conduct fittings on live models or mannequins and issue corrections
- liaise with manufacturing to implement corrections and assure timely fit approval
- establish and review fabric and construction standards
- inspect samples to determine production readiness
- check post-production samples
- monitor testing issues
- provide care and labeling instructions

Salary

starts around \$30,000–to \$150,000

Attributes/skills/credentials

- strong communication skills
- first-rate sketching skills
- knowledge of product development
- excellent computer skills (Excel, WebPDM and Illustrator) considered a plus
- strong patternmaking, fit and grading experience
- Bachelor's Degree in Fashion Design

Step-by-step

 Director of Technical Design
 Technical Designer
 Assistant Technical Designer/Spec Tech

Portfolio required

ACTIVITY PROFILE

Design Technology Administration (PDM, PLM, PDS)

Duties

- spearhead the successful use of software systems to generate improved processes that manage the product lifecycle from sketch through to production and delivery
- responsible for the PDM process, including data input and reports
- maintain print, pattern and style numbers
- create data tables and art libraries
- function as system report and vendor resource
- execute system administrative tasks for upgrades and changes
- institute standardized manuals and training methodology for users
- provide ongoing support to users
- test new releases of software and streamline implementation




Salary

starts around \$60,000–to \$125,000

Attributes/skills/credentials

- excellent communication skills
- good sketching skills
- knowledge of fit (patternmaking experience a plus)
- computer literate (Word, Excel, PDM and PLM)
- Bachelor's Degree in Design or Merchandising

Step-by-step

 PDM Administrator/Systems Analyst
 CAD/PDM Coordinator
 Production Associate

ACTIVITY PROFILE

Production Management

Duties

- oversee entire apparel production process, including global sourcing
- responsible for timely delivery of product
- responsible for factory's operations and performance
- research and analysis of all costs associated with producing a garment (raw materials, labor, overheads, etc.)
- oversee quality assurance and quality control issues
- possess an understanding of international government regulations
- collaborate with design, product development, merchandising and sales teams

Salary

starts around \$30,000–to \$150,000+

Attributes/skills/
credentials

- strong communication skills
- analytical thinking
- negotiation skills
- willingness to travel
- knowledge of product development process
- computer literacy (Word, Excel, PDM and PLM)
- Bachelor's Degree in Apparel Production or Industrial Engineering

Step-by-step

- Director of Manufacturing
- Production Manager (Quality Control Engineer, Costing Engineer, Piece Good Buyer, Computerized Patternmaker and Grader/Marker)
- Production Coordinator
- Production Assistant

CATEGORIES

Merchandising and Planning

Retail Merchandising

Buying

Merchandise Planning

Allocation

ACTIVITY PROFILE

Retail Merchandising

Duties

- oversee the selection, buying and distribution of apparel/accessories
- determine and implement merchandising strategy and budget to meet sales goals
- responsible for maximizing profits
- collaborate with design, product development, marketing, promotion and sales teams
- research marketplace and forecast trends
- shop the market
- evaluate competitive intelligence analysis
- study and analyze customer preferences
- plan product categories (develop classification, line and item plans)
- analyze historical and current retail data
- determine price points, establish mark-up targets and plan mark-downs







Salary

starts around \$40,000–to \$150,000+

Attributes/skills/credentials

- analytical thinking
- good communication skills
- willingness to travel
- excellent organizational skills
- strong personnel management skills
- comprehensive industry knowledge
- understanding of trends
- computer literacy (Word, Excel, and often familiarity with industry specific software including: MMS, ARTHUR, Retail Links, E3, AS400 and Retek)
- knowledge of retail math
- Bachelor's Degree in Buying and Merchandising, Business Administration or the Liberal Arts

Step-by-step

 General Merchandise Manager (GMM)
 Merchandise Vice President
 Merchandise Manager
 Buyer
 Associate Buyer
 Assistant Buyer

ACTIVITY PROFILE

Buying

Duties

- responsible for the purchasing of apparel and accessories from manufacturers or wholesalers for retail sale to consumers
- collaborate with planning, merchandising and sales teams
- study trends and shop markets
- analyze historical and current retail data
- identify and plan buys based on plans/profits
- execute buys: negotiate prices, place orders and open letters of credit
- plan delivery timescales and receive buys
- devise and implement inventory plan and control
- monitor quality control
- develop and maintain vendor relationships





Salary

starts around \$40,000–to \$150,000+

Attributes/skills/credentials

- analytical thinking
- good communication skills
- willingness to travel
- ability to multitask
- excellent organizational and follow-up capabilities
- strong negotiating skills
- good budgeting and planning skills
- comprehensive knowledge of the industry
- insight into trends and ability to predict future inclinations
- understanding of customers' likes and dislikes
- computer literacy (Word, Excel, and often familiarity with industry specific software including: MMS, ARTHUR, Retail Links, E3, AS400 and Retek)
- Bachelor's Degree in Buying and Merchandising, Business Administration or the Liberal Arts

Step-by-step

 Divisional Merchandise Manager (DMM)
 Buyer
 Associate Buyer
 Assistant Buyer

ACTIVITY PROFILE

Merchandise Planning

Duties

- manage financial success by driving sales, margin and inventory turns
- develop per-season sales, margin and inventory plans by department and division
- work with merchandisers to develop strategies for maximizing bottom-line profitability
- identify product and promotional opportunities based on sales trends and consumer history
- create markdown strategies that align with monthly inventory goals

Salary

starts around \$40,000–to \$100,000+

Attributes/skills/credentials

- analytical mindset
- strong communication and organizational skills
- detail oriented approach
- strategic outlook and focus
- computer literacy (Word, Excel, and often familiarity with industry specific software including: MMS, ARTHUR, Retail Links, E3, AS400 and Retek)
- Bachelor's Degree in Buying and Merchandising, Business Administration or the Liberal Arts

Step-by-step

- Planning Director
- Planning Manager
- Merchandise Planner

ACTIVITY PROFILE

Allocation

Duties

- manage inventory to maximize store's profitability with attention to volume and physical space
- plan merchandise assortments for retail stores
- analyze historical and current data regarding store performance
- monitor distribution of merchandise and track product testing
- coordinate receipt flow from the distribution center to stores for effective inventory levels
- evaluate daily computerized sales

Salary

starts around \$40,000–to \$75,000+

Attributes/skills/credentials

- analytical mindset
- strong communication and organizational skills
- detail oriented approach
- troubleshooting headset
- computer literacy (Word, Excel, and often familiarity with industry specific software including: MMS, ARTHUR, Retail Links, E3, AS400 and Retek)
- knowledge of retail math
- Bachelor's Degree in Buying and Merchandising, Business Administration or the Liberal Arts

Step-by-step

- Allocation Director
- Allocation Manager
- Allocator (may also be called Merchandise Analyst or Distributor)

CAREERS

Retail

Visual Merchandising

Store Management

ACTIVITY PROFILE

Visual Merchandising

Duties

- develop and implement visual concepts and displays
- convey brand awareness, fashion and merchandising trends
- manage communication of window installations and interior visuals
- participate in seasonal floor sets
- collaborate with store planning and purchasing teams on interior lighting, furniture, fixtures and mannequins

Salary

starts around \$40,000–to \$75,000+

**Attributes/skills/
credentials**

- creativity
- good communication skills
- willingness to travel
- strong personnel management skills
- excellent organizational skills
- leadership abilities
- understanding of trends
- Bachelor's Degree in Fashion Merchandising, Interior Design, Applied Design, Graphic Design or Architecture

Step-by-step

- Visual Manager
- Visual Coordinator
- Visual Assistant

ACTIVITY PROFILE

Store Management

Duties

- maintain operating standards for total store including visual presentation, human resources, inventory/shortage control and customer service
- execute strategies and initiatives to achieve and exceed financial goals
- motivate daily selling and generate ideas for new business opportunities
- delegate and supervise daily plans and tasks of store associates
- train and develop associates by utilizing performance appraisals and coaching

Salary

starts around \$40,000–to \$100,000+

Attributes/skills/credentials

- outgoing personality
- self-motivation
- positive attitude
- leadership abilities and problem solving skills
- strong personnel management skills
- excellent customer service skills
- computer literacy (Word and Excel)
- Bachelor's Degree in Business Administration, Management or Marketing

Step-by-step

- ████████████████████ District Manager
- ██████████████████ Store Manager
- ██████████████████ Senior Assistant Manager
- ██████████████████ Assistant Manager
- ██████████████ Manager in Training (MIT)

CAREERS

Sales & Marketing

Apparel/Accessories Sales

Retail Marketing

Graphic Design

Copywriting

ACTIVITY PROFILE

Apparel/Accessories Sales

Duties

- market and develop retail accounts
- present manufacturer’s line to retail buyers
- interact with production and shipping to ensure timely delivery of merchandise
- communicate with retailers about delivery
- collaborate with design, product development and production teams to determine the right product mix
- monitor and track performance of products at retail
- evaluate historical and current retail data

Salary

starts around \$35,000–to \$125,000+

Attributes/skills/credentials

- analytical thinking
- good communication/relationship building skills
- self-motivation
- willingness to travel
- knowledge of trends
- great presentation skills
- strong negotiating skills
- computer literacy (Word, Excel and PowerPoint)
- Bachelor’s Degree in Buying and Merchandising or Business Administration

Step-by-step

- Senior Vice President (SVP) Sales and Merchandising
- Vice President (VP) Sales
- Sales Director
- Senior Account Executive
- Account Executive
- Sales Representative
- Showroom Sales
- Sales Assistant

ACTIVITY PROFILE

Retail Marketing

Duties

- work with media agency to plan and execute national media plans
- coordinate with advertising agency to plan and execute retail and national photo shoots from pre-production to post-production
- manage all marketing initiatives from concept through implementation in the marketplace for product, while maintaining marketing budgets and expenses for each segment
- act as primary contact for outside media and creative agencies to manage all issues related to national, regional and trade advertising and production of respective creative materials
- liaise between sales, design and visual/creative services teams to streamline communication
- collaborate with events team to develop and execute on-strategy retail programs to drive sales and deliver brand/trend right messages to the consumer

Salary

starts around \$40,000–to \$150,000+

Attributes/skills/credentials

- analytical thinking
- good communication skills
- self-motivation
- willingness to travel
- knowledge of trends
- great presentation skills
- strong negotiating skills
- computer literacy (Word, Excel and PowerPoint)
- Bachelor’s Degree in Marketing or Liberal Arts

Step-by-step

- Vice President (VP) Marketing
- Marketing Director
- Marketing Manager
- Marketing Coordinator

ACTIVITY PROFILE

Graphic Design

Duties

- responsible for creating, designing and producing a range of graphic materials: point-of-sale, presentations, signage, publications, brochures, leaflets, covers, advertisements, packaging, posters, illustrations, logos, exhibits, display, magazine layouts, interactive multimedia and websites
- develop innovative initial ideas and concepts that communicate core messages according to briefs
- formulate basic layout design, specify style and define approach
- confer and collaborate with varied stakeholders to incorporate their input into the development process
- steer and coordinate the production process to ensure quality

Employers

- manufacturers' and retailers' in-house advertising and/or marketing departments
- manufacturers' and retailers' corporate headquarters
- advertising and/or marketing agencies
- media companies (fashion magazines or websites)

Salary

starts around \$50,000–to \$200,000

Attributes/skills/credentials

- originality and fluency of ideas
- strong interpersonal, communication and customer service skills
- analytic thinking and problem solving
- ability to accept constructive criticism
- comprehensive knowledge of graphic design principles, media and production methods
- understanding of target audiences
- familiarity with photographic, print and electronic processes and techniques
- proficiency with design and presentation software packages (Illustrator, Photoshop, QuarkXpress, PageMaker and often other state-of-the-art software)
- Bachelor's Degree in Graphic Design, Fine Arts, Visual Communications or Advertising

Step-by-step

- Art Director
- Assistant Art Director
- Graphic Artist
- Assistant Graphic Artist

Portfolio required

ACTIVITY PROFILE

Copywriting

Duties

- develop concepts and write original and compelling text based on creative briefs for: advertisements, catalogs, promotional materials, websites, broadcast scripts, sales scripts, annual reports, press releases and executive speeches
- modify and edit copy
- develop copy versions for varying marketing strategies
- proofread copy for content and grammatical accuracy
- collaborate with graphic designers and other stakeholders

Employers

- manufacturers' and retailers' in-house advertising departments
- advertising agencies

Salary

starts around \$50,000–to \$150,000+

Attributes/skills/credentials

- exceptional capacity to explain complex ideas in a persuasive, engaging and concise manner
- teamwork
- strong communication skills, both written and oral
- ability to accept constructive criticism
- adept at creative wordplay
- knowledge of fashion trends
- close familiarity with consumer behavior and preferences
- understanding of print and electronic media
- capacity to manage multiple projects simultaneously
- computer literacy (Word, PowerPoint and internet savvy)
- Bachelor's Degree in Advertising, Marketing, Communications, Journalism or English (coursework in Fashion Design is a plus)

Step-by-step

- Creative Director
- Senior Copywriter
- Copywriter
- Assistant Copywriter

Portfolio required

CAREERS

Publishing & Promotion

Fashion Writing

Fashion Editing

Styling

Public Relations

Modeling (fit, print, runway)

ACTIVITY PROFILE

Fashion Writing

Duties

- responsible for conceptualizing, researching and writing articles, product reviews, editorials, features, books and press releases
- constantly keep abreast of industry coverage and its pulse
- attend fashion shows, press conferences and industry events

Employers

- fashion magazine/newsletters, trade magazines, newspapers, websites, television programs, research firms, trend consultants, book publishers, public relations agencies, etc.

Salary

starts around \$20,000–to \$100,000

**Attributes/skills/
credentials**

- creativity
- superlative written communication skills
- outstanding research capabilities
- innovative approach to story ideas
- self-motivation
- ability to cope with tight deadlines
- good organizational skills
- far reaching industry knowledge: all areas, processes, trend development, forecasts, news and players
- close familiarity with consumer behavior and preferences
- computer literacy (Word, PowerPoint and internet savvy)
- Bachelor's Degree in English, Journalism or Communications

Options for choice

There are many types of fashion writers: columnists, syndicated columnists, reporters, publicists, book authors, etc. Staff writers on magazines and newspapers often start off as editorial assistants or freelancers.

Portfolio required

ACTIVITY PROFILE

Fashion Editing

Duties

- responsible for the development of content, presentation and style of fashion specific magazine/newsletters, trade magazines, websites and television programs, as well as the fashion content for lifestyle magazines, newspapers, etc.
- content planning: conceptualizing and implementing fashion forward coverage that is new, now and first out
- staff management: assigning articles to editors and writers, editing and critiquing
- writing and newsgathering
- budget management

Salary

starts around \$35,000–to \$100,000

Attributes/skills/credentials

- creativity
- outstanding writing skills
- synthetic thought process
- good management skills
- excellent mentor skills
- competitive zeal
- determination and flexibility
- ability to thrive on tight deadlines and constant stress
- all inclusive knowledge: all areas, processes, trend development, forecasts, news and players
- close familiarity with consumer behavior and preferences
- computer literacy (Word, PowerPoint and internet savvy)
- Bachelor's Degree in English, Journalism or Communications

Step-by-step

- ██████████ Editor in Chief
- ██████████ Fashion Editor
- ██████████ Senior Editor
- ██████████ Market Editor
- ██████████ Assistant Editor

Portfolio required

ACTIVITY PROFILE

Styling

Duties

- responsible for implementing the vision of art directors, photographers and editors by creating the correct look, mood and tone for photo shoots (for print advertisements, magazine editorials, etc.) music videos, television shows, television commercials, fashion shows, etc.
- scout locations
- track down, acquire and arrange presentation of clothing, shoes and accessories
- prepare garments before use (steaming and fitting) and when finished, clean borrowed items before promptly returning to manufacturers and/or retailers
- find, build and assemble sets and props
- search for and book models
- define hairstyles and make-up direction
- develop a network of sources for props, clothing and faces

Employers

- magazines, newspapers, catalog houses, retailers, advertising agencies, websites, production houses, etc.

Salary

starts around \$20,000–to \$100,000+

Attributes/skills/credentials

- creativity
- sensitivity to the pulse of current trends: silhouettes, fabrics and colors
- business savvy
- excellent communication and people skills
- top notch organizational and follow-up capabilities
- multitasker and flexible problem solver
- ability to install sets and fit clothing on models
- comprehensive knowledge of industry: marketplace, history and forecasts
- Bachelor's Degree in Fashion Design, Fashion Merchandising, Art, Fashion History or Visual Merchandising

Step-by-step

- ██████████ Stylist
- ██████████ Assistant Stylist
- ██████████ Apprentice Stylist

Portfolio required

ACTIVITY PROFILE

Public Relations

Duties

- responsible for developing, managing, protecting and increasing the positive image of a brand in the eyes of varied stakeholders
- formulate and execute communication strategies that build and strengthen the brand image and awareness while upholding brand consistency
- align public relations effort with corporate initiatives to achieve profit, growth and brand recognition
- cultivate and maintain media relations and contacts to facilitate publicity and increase exposure
- pitch brand to, and answer requests from, stylists and editors for product placement, editorials and feature stories
- arrange endorsements, product shoots, media interviews and press conferences
- conceptualize, write, develop and distribute communication pieces such as press kits, press releases, talking points, branded magazines, educational publications, newsletters, websites, etc.
- organize logistical production and creative direction of promotional and corporate events, including fashion shows, launches, openings, etc.
- budget management
- crisis management

Employers

- manufacturers' and retailers' in-house marketing departments
- public relations agencies

Salary

starts around \$30,000–to \$130,000 +

Attributes/skills/credentials

- exceptional oral and written communication skills
- solid public speaking capability
- excellent people skills
- first rate analytical and problem-solving skills
- flexibility, persistence and versatility
- detail oriented decision maker
- understanding of media and consumer appetites
- computer literacy (Word, Excel, PowerPoint and internet savvy)
- Bachelor's Degree in Public Relations, Arts (Public Affairs), Communications, Journalism, Advertising or Marketing

Step-by-step

- Public Relations/Communications/Promotions Director
- Public Relations/Communications/Promotions Coordinator
- Fashion Publicist
- Promotions or Publicity Assistant

Portfolio required

ACTIVITY PROFILE

Modeling (options: fit, print, runway and specialty)

Duties

- fashion models are employed to display clothing and accessories
- fit models are living, breathing mannequins required to stand still while garments are draped and pinned on them by designers, moving about on command to test the accuracy of the fit
- print models pose for photographs destined for catalogs, newspapers, magazines, press kits, calendars, advertisements posters, billboards and websites
- specialty models pose for photographs of specific body parts like legs, feet and hands or hair and nails, usually for advertisements, but also for actors' body doubles
- runway models participate in fashion shows, performing at local department stores, malls and fashion exhibits, as well as on international fashion centers' catwalks

Salary

starts around \$10,000–to around \$100,000+

Attributes/skills/credentials

- physical appearance maintained to meet exacting specifications for standard height, weight and body measurements
- grace, poise and a positive attitude
- good communication and people skills
- determination
- confidence and self-discipline
- patience and stamina
- resilience in the face of criticism and rejection
- willingness to travel (print and runway models)
- many models enter the industry by sending their photographs to agencies in the hope of gaining representation
- some, not all, models attend modeling schools for training in makeup, catwalk movement techniques, posing, etc.

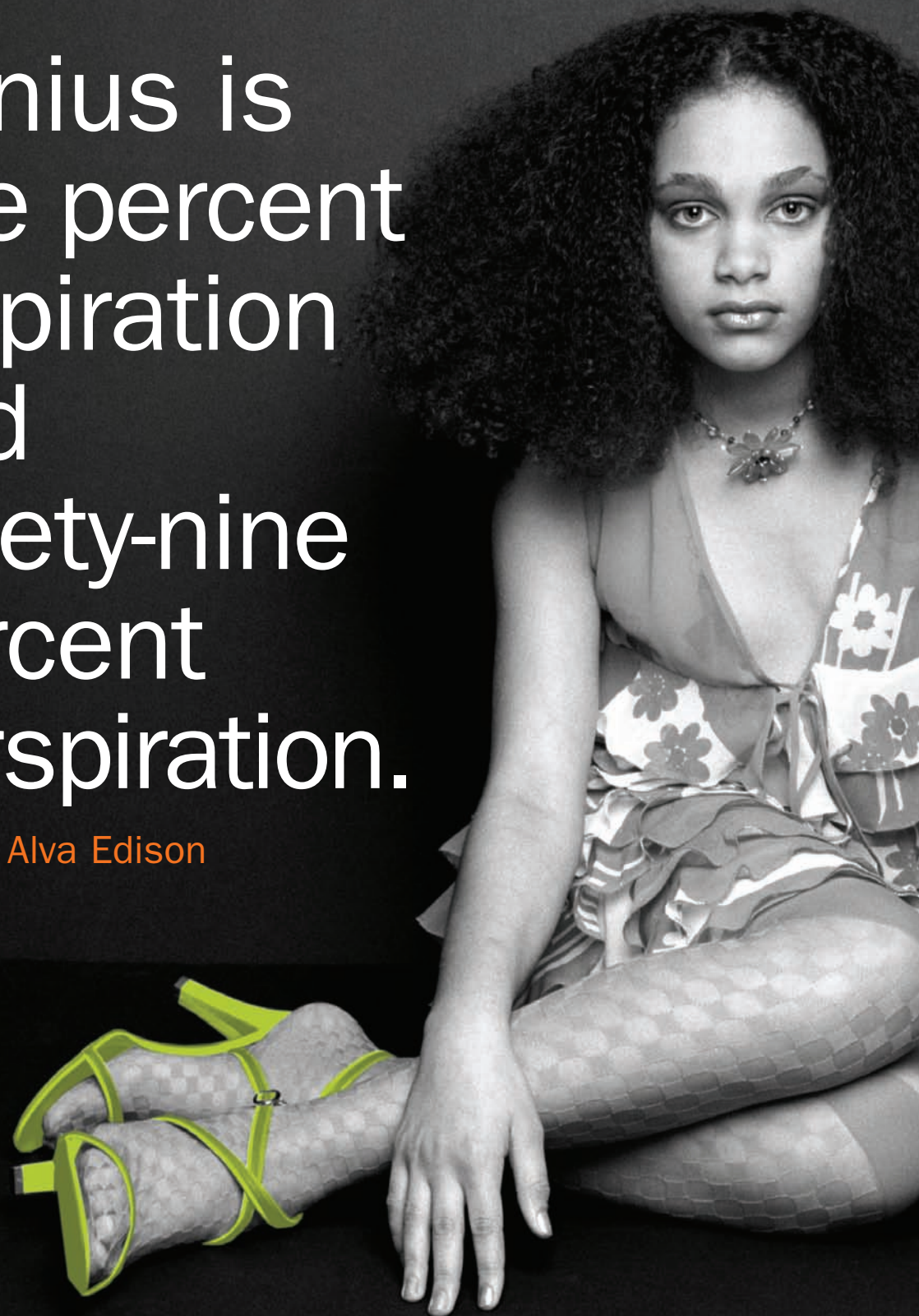
Step-by-step

runway models often begin their careers as print models

Portfolio required

Genius is
one percent
inspiration
and
ninety-nine
percent
perspiration.

Thomas Alva Edison



Chapter 2

Are you ready?

to make an impression

Take a good look at yourself, set your game plan and start preparing to wow.

Your resume, cover letter, interview and, if you are a designer, portfolio, need serious preparation. Try as you might, you cannot escape them! They are each an integral part of the job hunting process.

Follow our advice: start now and go slowly and steadily forward, taking care to check everything on the list. There are lots of details to sort out, but hey, that's the deal. Do your best. It'll pay back big dividends.

Resume

Your resume not only qualifies you, but can also disqualify you. We can't tell you how important it is to devote heaps of time and energy to the proper development of this indispensable tool.

Work on it until it really works for you. After all, it's your ticket into those interviews. We'd even go so far as to call it crucial.

Beforehand

Do yourself a favor. Make the time to sit yourself down and concentrate on you. As challenging as it sounds, to get this process rolling, you'll first need to focus on your life up until now and then turn your thoughts to the future.

On self-assessment

In the course of putting together your resume and cover letter, and as you prepare for your interviews, you will be forced to come up with a way of explaining your background, your education and your skills that makes you stand out.

You'll also have to face up to tough questions like: What am I really good at? What sort of job would make me happy? How much responsibility can I handle? What are my short and long term personal goals? What do I want to achieve career-wise?

How you eventually answer these, and a whole collection of other questions that are sure to pop up, will not simply shape your resume, but will also effect how you live your life.

How to start

On structure

- As a new graduate, your resume should not be in chronological order.
- List sections in this order:
 - Education—degree, courses, workshops (include dates)
 - Skills
 - Work experience (include dates)
 - Internships (include dates)
 - Honors & Awards
- You should focus on accomplishments that are related to the job you are trying to obtain—extracurricular activities, volunteer work, academic projects, etc.

On content

- A common error is trying to say everything about yourself in your resume.
- You should say enough for the interviewer to get a sense of your qualifications without learning your entire life story.
- Your resume should be success-driven or accomplishment-oriented.
- Include a maximum of 3 to 4 points per internship or job.
- Do not put an objective on your resume. If you're applying for the job, the objective is a given.
- Do include your name and contact information (name, address, telephone numbers and e-mail address).
- Remember, the title of the document is your name, not "Resume."

On language

- It is important to select key words for your resume as a lot of companies utilize an applicant tracking system that searches for key words.
- Use action verbs, like "created," "managed," "implemented," "designed," "upgraded," etc.
- Include quantitative achievements, such as "increased sales by 10%." Numbers always help!

Resume (continued)

On layout

- Your resume should be easy on the eyes.
- Use simple fonts like Times New Roman or Arial. Cursive and vanity fonts are harder to read and will distract the employer from the information on the paper.
- Keep the size of the font large enough to be read effortlessly. Generally speaking, 10 points is the smallest you should go and 12 points the largest.

How to perfect

If you want to get it right, run your eye over your first draft and ask yourself these questions:

Is it easy to understand?

Keep it simple. Keep it clean. This is not the time for long, poetic sentences.

If someone has to work too hard to comprehend your resume, it will probably be tossed aside. No joke.

Can I scan it quickly?

Stick to the 10 second rule.

If you cannot grasp the complete picture in that amount of time, nobody else will either! It means there is too much going on in your resume. Revise. Revise. Delete. Delete.

Am I formatting correctly?

Whether you're faxing or e-mailing, you've got to ensure that your resume will be readable to the recipients. Word documents are usually the most trouble-free e-mail attachments, while simply laid out faxes tend to transmit more easily.

What else

Designers always ask, "Should I attach samples of my work to my resume?" The short answer is yes, but the trick is to keep it uncomplicated. Think small. Stir up their interest by all means, just don't over-sell your talents.

ALWAYS

- Keep your resume to one page
- Spell check
- Proofread
- Attach a cover letter
- E-mail documents and snail mail original copies
- Fax copies only upon request

NEVER

- Fake dates or skills
- Send an outdated version

Resume (continued)

Sample

What should a new graduate's resume look like? Here's one for an Assistant Designer position.

	Ivanna Fashionjob 100 Anywhere Street Somecity, New York 11367 718-334-3030 ivanna@hotmail.com	
EDUCATION	Fashion Institute of Technology, State University of New York Bachelor of Fine Arts	DATE
SKILLS	Adobe Photoshop, U4ia, Microsoft Word, Excel Design, construction, fashion illustration, draping, flats, and patternmaking Fluent Spanish	
EXPERIENCE	Company Name , New York Retail Assistant Manager • Execute daily rectification/bookkeeping • Manage reservations department • Supervise new-employee training • In charge of supply procurement and management	DATES
	Company Name , New York Dresser • Seventh on Sixth Tent Shows: Dressed for: Betsey Johnson, Vivienne Tam, Bill Blass, Nordstrom and Michael Kors shows	DATES
INTERNSHIPS	Company Name , New York Fashion Design Intern • Fashion show assistant (Seventh on Sixth Tent Show) • Prepared market research for design team • Constructed presentation boards and assisted in model fittings • Assisted in preparation of showroom	DATES
	Company Name , New York Merchandising Intern • Prepared and organized spec sheets • Sourced color and trimming; researched trends and fabrics • Organized and maintained lab dip books	DATES
	Portfolio Available on Request	

Cover Letter

Convention has it that your cover letter is your big chance to individualize your presentation.

As far as we can tell, your cover letter is little more than a large business card! Not many people seem to spend much time reading them. For that reason, we don't recommend that you spend more time than is necessary preparing one. It's really pretty basic.

What to say

On content

- Address it to an individual with his or her correct title.
- Identify the job you are after by its title.
- If you have one, mention a referral by name. Emphasize this.
- Request an interview.
- If you don't permanently reside in the area where a potential interview would take place, note your availability in the locale.
- Promise to call during the next few days to confirm receipt and inquire about scheduling an interview.

ALWAYS

- Attach one to a resume
- Spell-check
- Proofread
- Sign your letter

NEVER

- Write a cover letter longer than 2 paragraphs
- Use the same letter twice

Cover Letter (continued)

Sample

Here is a cover letter to accompany a new graduate's resume:

	<p>Rich Style 37 Everywhere Lane Allcity, Ohio 45208 513-258-6792 richstyle@aol.com</p>
<p>Ms. Cameron Trendsetter, Design Director Fashion Central Ltd 245 Prince Street, Suite 6 New York, New York 10012</p>	
<p>DATE</p>	
<p>Dear Ms. Trendsetter,</p>	
<p>Hello!</p>	
<p>I was referred to you by friend and colleague (name).</p>	
<p>I am pursuing a career in Apparel Design/Product Development. As a recent graduate in the Design & Merchandising program at (UNIVERSITY/COLLEGE/SCHOOL) I am interested in any entry level or internship positions that may be available in your company.</p>	
<p>I will be in New York from (DATES) and would appreciate an appointment to meet with you at your convenience.</p>	
<p>Sincerely Yours,</p>	
<p>Rich Style</p>	

Portfolio

You weren't expecting a blueprint, right? We all know there is no magic formula for constructing a professional, entry-level portfolio. The most you can hope for is a tried and tested approach with useful clues about what to do and what to avoid. And, that, is exactly what is here.

If your resume is your ticket into the interview, your portfolio is that rabbit in the magician's hat: tangible proof—beyond any doubt—of talent. It's one thing to tell people what you can do and another thing to show them what you have done.

You, and only you, can make it happen. Attention to detail could turn a textbook attempt into a masterpiece you are proud to call your own.

What's the score

Types

There are two distinct types of design portfolios: one for technical design and the other for creative design. We will discuss both separately.

Size

Regardless of type, your portfolio has to be a manageable size. Practicalities should figure into your planning.

Consider how much space may be available when you present. Imagine opening your portfolio up on a small conference table or the edge of a desk. Get the picture? Your presentation will be hampered if you can't hold it comfortably in your hands, let alone carry it around to interviews. Too big is just too big.

Appearance

First rule: your portfolio must be clean. No smudges are acceptable. No glue should be in evidence. Torn pages are simply not okay. Aim for perfection.

Second rule: your portfolio must be neat. This goes for organization of thought, as well as page layout. Aim for clarity.

Lowdown

Your portfolio can only get you a job if you do your homework correctly. Customizing it to meet the expectations of the company you are hoping to interview with is the only way to go.

How to assemble: for creative design

Your portfolio is a very personal and intimate matter—or at least it should be! It allows a peek into how you orchestrate the creative process: from what inspires you to how you carry it through. You're letting the world know how you tick and how your antenna picks up on trends. Creativity matters a lot. So does originality.

On approach

A lot of new graduates make the mistake of presenting an avant-garde portfolio. Why is this a no-no? It won't sell; won't land you the job.

We don't mean to discourage you. You should and must do your own thing, but if you are looking to be employed, you need to gear your approach towards what is considered commercially viable.

Portfolio (continued)

On the pages of your portfolio do highlight the span of acquired skills at your finger tips, your level of expertise with varied techniques, as well as your know-how with any and all computer technology.

While we're laying down the law, make a mental note to proceed with caution as far as the amount of material is concerned. Our advice is to go for detailed work rather than bulk; too much stuff is confusing. You won't have the space to accommodate it and your interviewers definitely won't take the time to look at it.

On developing content

Start with your school portfolio. You are after a series of fresh concepts, all of which are targeted at one particular customer profile in a specific market. Reading between the lines, this means you should forget about including all your favorite sketches from the last three semesters! Zero in on the design category (or a combination of categories) you choose, whether it's kidswear, womenswear, menswear or others. That's the professional approach you have to build towards.

On final content

The portfolio you show must strike a chord with the company you are presenting it to. They should be able to relate to your work regarding price point, fit and distinctive style. You want to stretch their imaginations without blowing their minds!

It's no secret that you don't show evening wear to active sportswear manufacturers, but to really focus your portfolio correctly, you have to know a thing or two about the company you are interviewing with. That's why researching is vital. You won't be capable of meeting their preferences if you don't know who they are!

On structure

This portfolio contains a cohesive series of stories or groups, say a minimum of three to a maximum of six, all geared toward the same end customer. The basic components of each group are:

- an inspiration board
- illustrations with fabrications and trims
- flat sketches, both stylized and technical.

If you do CAD work, you must include it either as a chosen medium for illustrations or flat sketches, or as an extra section following the last group.

On components

- Inspiration board
Sometimes referred to as a mood or trend board, this is the first glimpse potential employers will have of your ingenuity. You introduce the color palette here, tying it into the theme and suggesting the feel. A collage of photographs is the norm and any other material—from a candy wrapper to a silk thread or a strip of tree bark—that feels right and adds atmosphere or texture can work. The more intriguing these layouts of your design concepts are, the better. You might want to come up with an alluring title. It's your call.

See page 53 for samples.

- Full figure illustration spread
This is how you present the correct proportions of the designs. Normally drawn two to three to a page, full figures allow you to show how the garments drape and fit the body. They also serve as a means for communicating your interpretations of the look by giving you a chance to mix and match coordinated separates. Each spread tells a story.

Portfolio (continued)

The poses, attitudes and appearances of the figures you use will certainly influence how people perceive your story. The arrangements of the figures on each page and even how the pages themselves relate to each other can make or break a strong story idea.

Fabric swatches and trims are quite effective when attached to the illustrations; it is handy to show design, color and texture all at once. Of course, if you prefer, you may dedicate a page specifically to fabrics and trimmings.

See page 54 for samples.

- Flat sketches—both technical and stylized
Although there are many styles of flat sketches, the 2 most commonly used are the technical flat sketch and the stylized flat sketch. Flat sketches, or flats, are just that: flat, two dimensional sketches of items. The function of a flat is to show a quick, black and white representation of a design.

In the real world, companies depend on them throughout the production process from design to product development, and always during manufacturing. The samples in your portfolio must be drawn as perfectly as possible because they will be examined critically. It is best to show a nice mix of both types.
 - Use technical flats in your creative portfolio to illustrate the functionality of your designs. These sketches include all the necessary elements to show how a garment opens and closes—how it works. Clean lines and correct proportions are necessities, but the design concept and feel still have to be obvious. Your technical flats should reference details like stitches, buttons, box pleats, hidden zippers, etc.
 - Use stylized flats in your creative portfolio to provide a more animated view of your designs. These two dimensional representations of garments call to mind draped figures. Drawn in correct proportions, stylized flats should also include all of the specific fine points for construction of a garment like collar details, sleeve length, buttons, stitching, etc. Make sure yours are detailed enough.

See pages 55-56 for samples.

On sequence

This is straightforward enough. To hold the attention of the viewer it is essential that your portfolio unfolds in a consistent manner. Our preferred sequence on the following page is by no means the only way to proceed. You could, for instance, slip in introductory pages for each group or you could decide to dedicate a page here and there to fabric swatches and trimmings. Admittedly, there is no right way, but to avoid going wrong, regard this as your basic template—at least for now.

Portfolio sequence for creative design

	COVER					
First Group	Inspiration Board 1	Inspiration Board 2	Full Figure Illustrations 3	Full Figure Illustrations 4	Flat Sketches 5	Flat Sketches 6
Second Group	Inspiration Board 7	Inspiration Board 8	Full Figure Illustrations 9	Full Figure Illustrations 10	Flat Sketches 11	Flat Sketches 12
Third Group (minimum)	Inspiration Board 13	Inspiration Board 14	Full Figure Illustrations 15	Full Figure Illustrations 16	Flat Sketches 17	Flat Sketches 18
Fourth Group	Inspiration Board 19	Inspiration Board 20	Full Figure Illustrations 21	Full Figure Illustrations 22	Flat Sketches 23	Flat Sketches 24
Fifth Group	Inspiration Board 25	Inspiration Board 26	Full Figure Illustrations 27	Full Figure Illustrations 28	Flat Sketches 29	Flat Sketches 30
Sixth Group (maximum)	Inspiration Board 31	Inspiration Board 32	Full Figure Illustrations 33	Full Figure Illustrations 34	Flat Sketches 35	Flat Sketches 36
	CAD Samples 37	CAD Samples 38	CAD Samples 39	CAD Samples 40	CAD Samples 41	BACK COVER

Portfolio (continued)

On page formatting

To ensure that the easy-to-follow continuity of the portfolio does not run the risk of becoming boring, or worse, predictable, you'll need to find a way to introduce the unexpected. You should vary one inspiration board spread from another, one set of illustrations from another and the flats of one group from those of every other. Push all your buttons to raise the interest level by coming up with an assortment of layouts.

You could also try using one or two fold-out pages to break things up. We would like to add however, that although you may find fold-outs a great formatting solution, some people complain they are cumbersome to look through and don't stand up to wear and tear.

On style

How you boldly stamp your portfolio with your unique style will take some consideration on your part. What you decide to go with will, one way or another, be influenced by your target market. Choosing a technique that you excel at would make your task of drawing the illustrations and creating a particular garment silhouette that much easier.

Think about what tools you are going to use. Perhaps you'll try markers, pencils or watercolors? It could be that you feel more comfortable using CAD for your full figure illustrations, as well as flat sketches. You could even come up with some sort of combination of CAD and freehand.

What else

On the croquis book

If your croquis book is interesting enough, then take it along to interviews with you. How do we define interesting? As long as this sketchbook underscores your potential and offers insight into how your ideas zip along from one ground-breaking moment to another, it is worthy of attention. A croquis book doesn't have to be neat and tidy. It should be teeming with thumbnail sketches where you captured a split second of brilliance and bounced the concept around in innovative ways.

On the leave behind

Some designers, though by no means all, like to leave a little something behind to keep their names on the lips—or at least in the heads—of their interviewers. For you it might take the shape of a compact mini portfolio, say page by page in a much reduced size, or it could be as simple as just one or two color copies from your portfolio. There is no way this could possibly hurt your chances. In fact, if you come up with a super idea, it could help to reinforce both your resolve and your originality. Just don't forget to put your name on it. And your contact information.

How to assemble: for technical design

Though we admit it is not as labor intensive as a creative portfolio, a technical portfolio is still equally worthy of careful planning. It is, above all, a showcase for perfect execution. While a creative portfolio strives to make a memorable individual statement, a technical portfolio's worth lies in the intricacy of its work.

On approach

If you're thinking it will take more than an hour to piece together correctly, you are absolutely correct! The pages of your portfolio should accomplish one goal: highlight your level of expertise. Go ahead and show them what you've got. You must take care to present your complete skills mix, especially your familiarity with industry specific software.

Portfolio (continued)

But please make a point of keeping it short and sweet. Just as we warned against a creative portfolio that runs too long, we have to do the same here. Too many pages will give the impression that you don't know how to distinguish between what is important—and what is not! Oops!

On structure

This portfolio contains a number of different garments. Actually, the more varied the pieces are, the more successfully you will show off your range. You might go with a dress for womenswear, a shirt for menswear and a pair of pants for kidswear.

There is no ultimate solution, but we suggest that you select three to six garments and ready three slightly varied types of sketches for each:

- a clean flat sketch
- the same flat sketch including all technical detailing (the more complex, the better)
- a close up sketch of one complicated detail of the garment like a neckline, a pocket, a zipper, a waistband, etc.

We think of these sketches as snapshots because the three of them combined provide a clear image of exactly what a garment looks like. Your total number of sketches could run from a minimum of nine to a maximum of 18.

On components

Flat sketches, or flats, are just that: flat, two dimensional sketches of items. The function of a flat is to show a quick, black and white representation of a design.

One style of flats, a technical sketch, is at the heart of the manufacturing process in the real world. Think of them as instructions for exactly how a garment functions: how it opens and closes—how it works. They include all the necessary measurements. Nothing can be left to chance. Technical flats are used on the spec (specifications) sheets that make up technical packages which factories overseas rely on to correctly produce a garment. That's why complete accuracy is vital and detail is key. Clean lines and correct proportions are necessities, but the design concept still has to be obvious.

The flats in your technical portfolio should look like the real thing. Your portfolio samples must be drawn as perfectly as possible because they will be examined critically.

See pages 58-61 for samples.

On sequence

See our preferred sequence on the following page.

On layout

If you go for a sleek small binder with your flats slipped inside sheet protectors, you'll probably want to enlarge your sketches to fit one to a page and certainly no more than two. That way you'll ensure that your work—sketches and technical annotations—can be viewed with ease.

Portfolio sequence for technical design



Portfolio (continued)

How to stay current

On tomorrow

Your portfolio has to be a work in progress. Whenever you show it, it must contain what you are pursuing at that moment in time. People hire creative designers for their interpretation of the newest trends and technical designers for their ability to speed today's manufacturing process. That's what they want to see.

The first year down the road, when you are a few months into your job, revise your portfolio by including selections from the work you've produced.

After a year or two, you'll notice that you have outgrown parts of it. You can leave the heart of the portfolio intact and update what seems stale.

Over the years, add what's new and subtract what's old. Needless to say, the front of your portfolio should be reserved for your latest work.

In the long term, you'll probably be spurred on to update when you are pushed to search for a new position. The best scenario is to give it some time every year or so. Then it will keep up with you and your changing tastes and capabilities.

On alternatives

By the way, although it's too soon to call it a massive trend, some designers are choosing to present a digital portfolio in addition to the traditional paper one. You should be aware of this, especially if your skills are computer oriented. Think about it.

ALWAYS

- Keep your portfolio fresh
- Use your pages either all vertical or all horizontal—don't mix

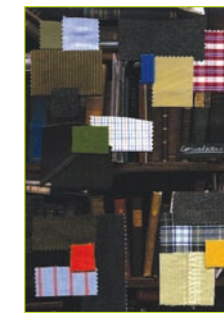
NEVER

- Include someone else's work
- Date the spreads

Creative portfolio sample

One complete group

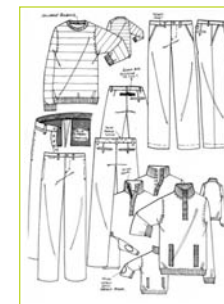
Inspiration Board



Full Figure Illustrations



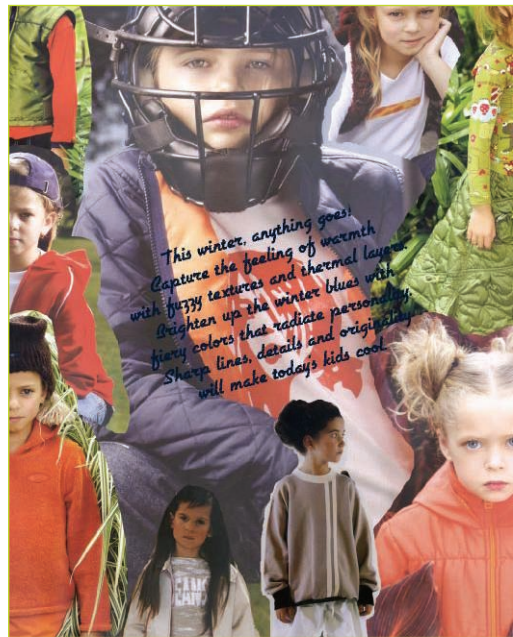
Technical Flats



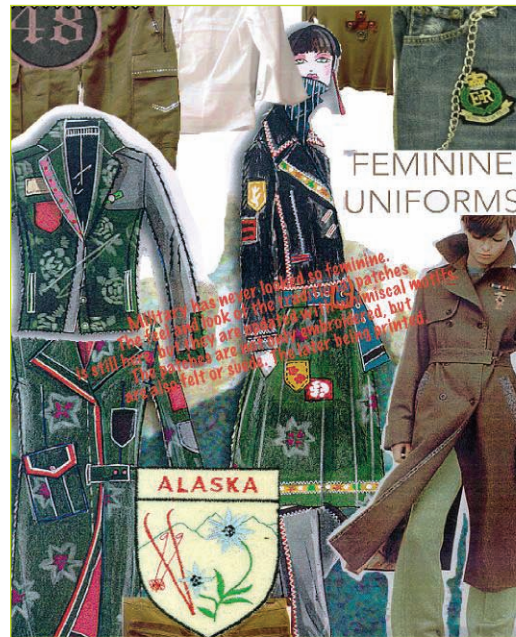
Stylized Flats



Creative portfolio samples Inspiration boards



Roger Kulak



Roger Kulak



Juri Yun

Creative portfolio samples Full figure illustrations



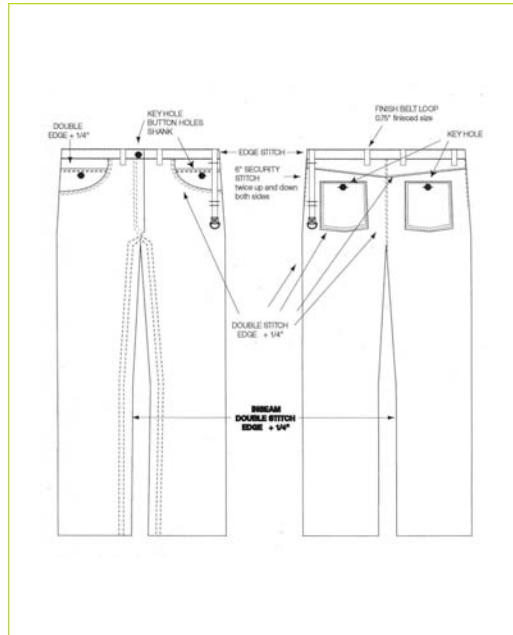
Najat Madry



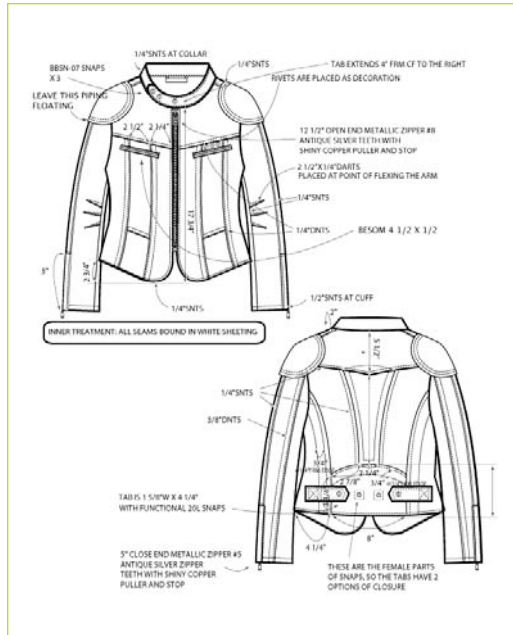
Kevin Slovickowsky

Creative portfolio samples

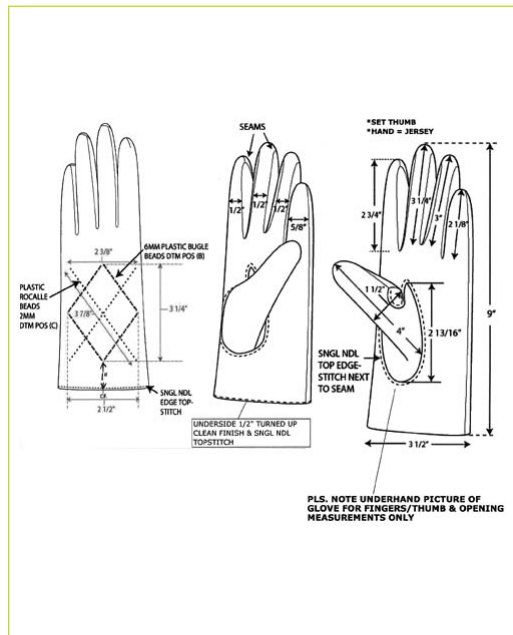
Technical flats



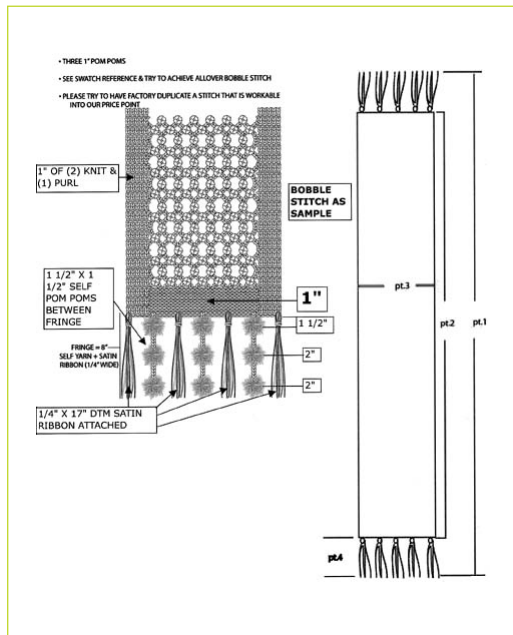
Ricardo Halac



Ricardo Halac



Stephanie Sellers



Stephanie Sellers

Creative portfolio samples

Stylized flats



Bruce Lewis



Ian Heath



G.J. Michaels

Creative portfolio samples CAD



Michael Chew Shaw



Lindy Archer

Technical portfolio sample One complete group

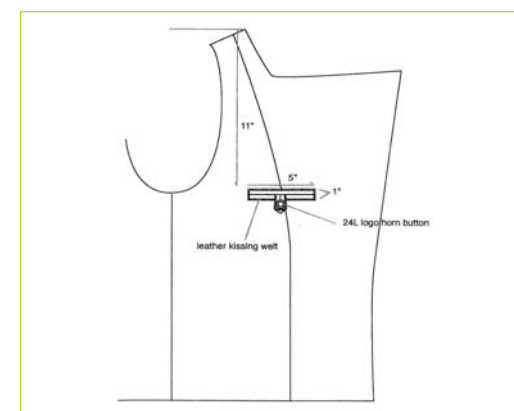
Clean Flat



Technical Flat



Close Up Detail



Linda Nader

Technical portfolio samples Clean flats



Carlos Loreto

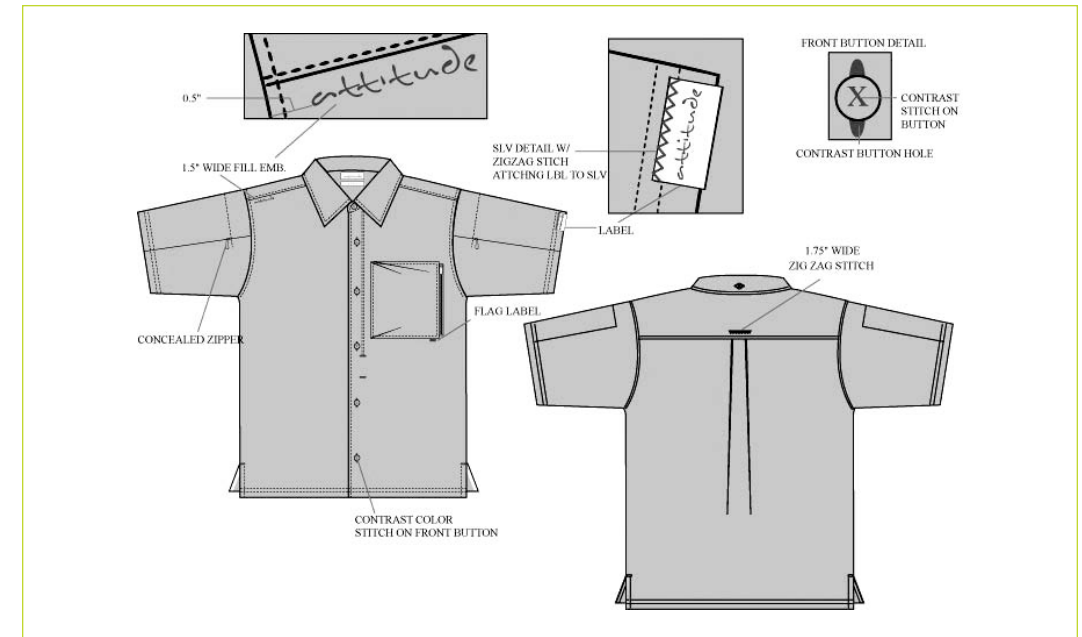


Sydney Rankins

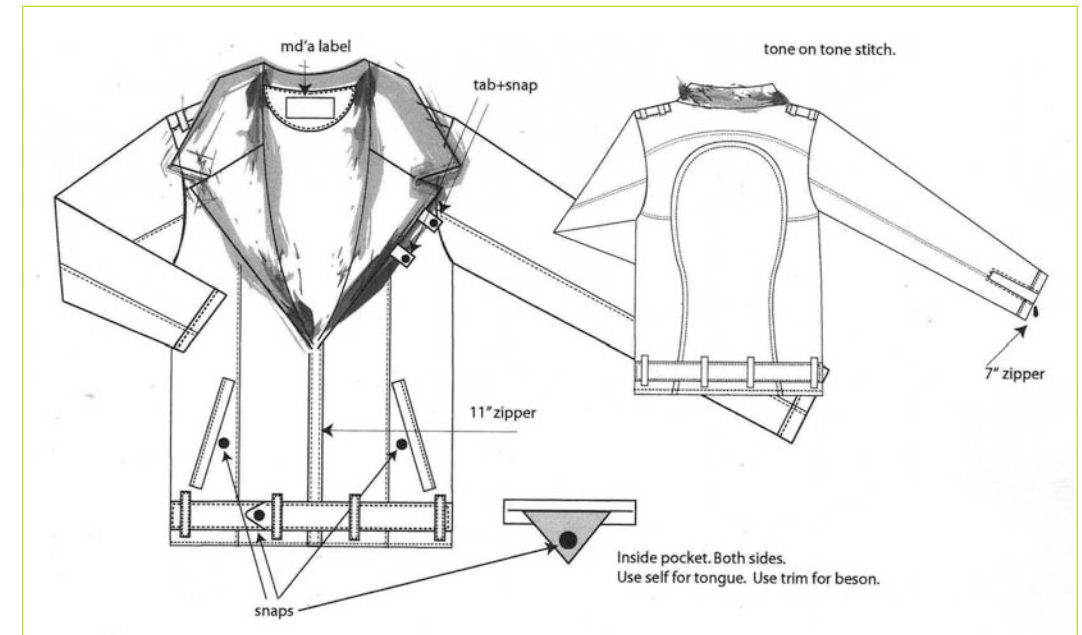


Najat Madry

Technical portfolio samples Technical flats



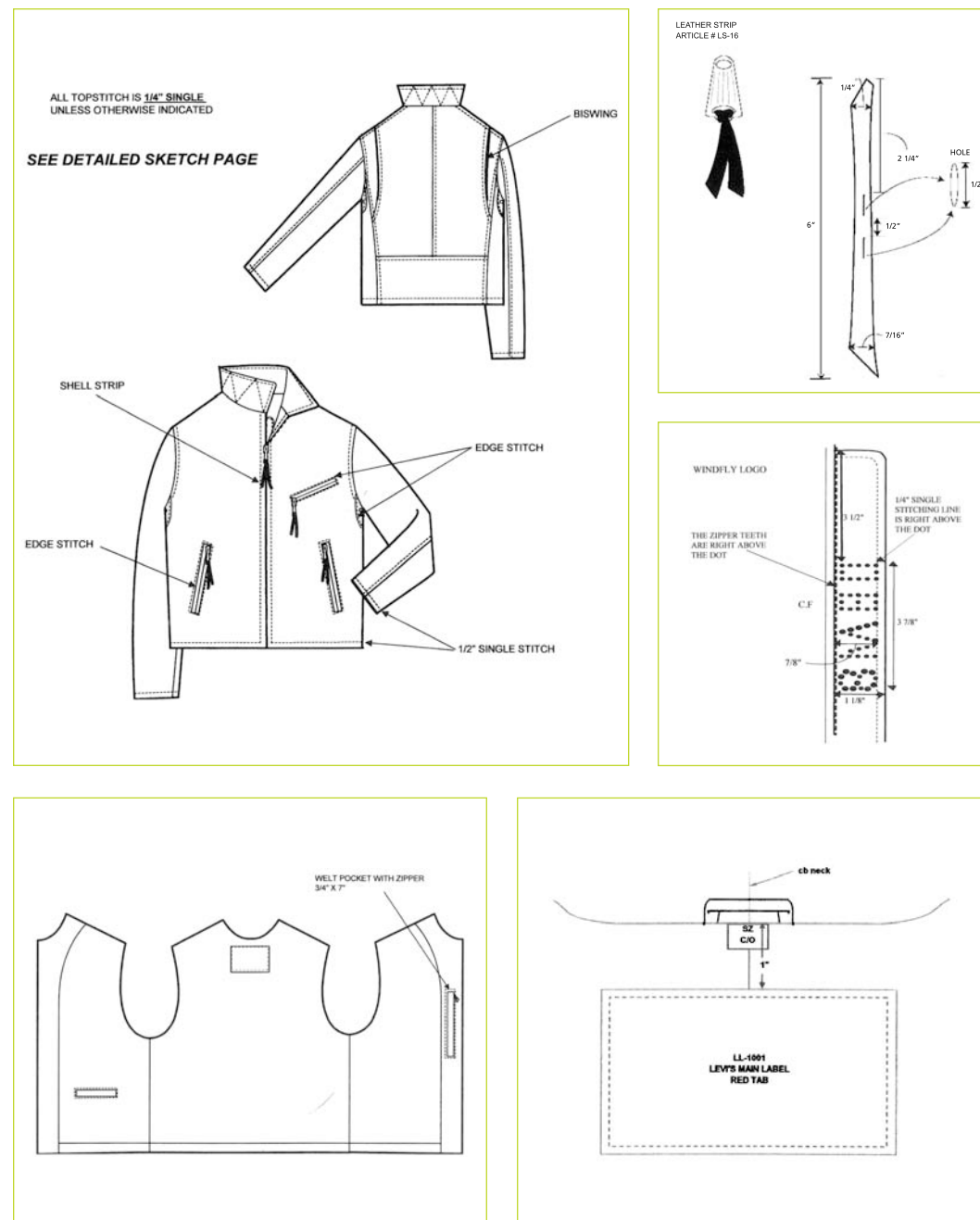
Swati Soni



Alessandro Poddi

Technical portfolio samples

Close up details



Dillone Alleyene

Interview

The only thing we can say for certain about interviews is that the more you get under your belt, the better you get at acing them. What does this mean for you? You'd better start interviewing as fast as you can. But first, you'd better read below.

How to prepare—before

On information

- Learn as much as possible about the company.
- Visit their website and be able to speak about their products and services.
- Know who is going to interview you and what their position is.
- Figure out what the job entails.
- Get clear directions to the location of the meeting.
- Think about how you are going to answer the interviewer's questions. Decide how you will explain your goals, achievements, unique points and why the job appeals to you.
- Practice delivering your answers.

How to act—during

On attire

- Neat grooming is a must. Do a personal hygiene check.
- Make certain your clothes are clean.
- Careful on make-up and scent.
- In fashion, looking the part is especially important. This is your chance to showoff your originality and fashion sensitivity. Enjoy it.
- Do your own thing, for sure, but aim for professional.
- Dress for the position you ultimately want, not the position you have.
- Sexy is a definite no.

On logistics

- Be on time.
- Leave a little early in case you run into traffic.

On body language

- Feeling nervous? Of course you are. It's only natural.
- Channel this energy to turn the interview into a positive experience for yourself.
- Take deep breaths to relax—5 to 10 at a time should do the trick.
- Greet the interviewer with a warm smile, a firm handshake and direct eye contact.
- Watch the interviewer's body language throughout for clues to how you are being perceived. Is she bored? Interested? Try to respond appropriately.
- Remember your posture. Sit up and project confidence.
- Stay positive and upbeat.
- Continue to look your interviewer in the eye while you speak.
- Leave the interviewer with, you guessed it, a warm smile, a firm handshake and direct eye contact.

Interview (continued)

On conversation

- Be ready to discuss your strengths and weaknesses, prior responsibilities and what you think you could contribute to the company.
- Make a point of mentioning how glad you are to be interviewing.
- Listen very carefully to the interviewer's questions.
- Stick to the topics in hand.
- Ask how to proceed after your interview. Would it be best for you to call? Or should you expect to be contacted? When?

How to follow-up—after

On etiquette

- Send a short thank you note to the interviewer as soon as possible.
- Say how much you appreciated being given the time to introduce yourself.
- Express your interest in the job.

A L W A Y S

- Be prepared
- Get some sleep the night before
- Psyche yourself
- Take the address and phone number with you
- Show enthusiasm

N E V E R

- Turn down an interview
- Gab
- Interrupt
- Dress provocatively
- Talk yourself down

24 Seven

let us introduce ourselves

24 Seven is a premier, full-service talent resource, customizing staffing solutions for the biggest names and best brands in Fashion, Beauty, Retail, Marketing, Advertising, Creative Services, Interactive, Entertainment, Home Furnishings and Action Sports. Our expertise lies in providing global talent through four distinct offerings: Freelance (just-in-time talent); Freelance to full-time (try before you hire); Full-time (up through line levels); and Executive Search (Director through C-levels). With offices in New York, Los Angeles, San Francisco, Orange County, Seattle and London, and a state-of-the-art intelligence center in Syracuse, we truly are the global face of recruitment.

We lead in the Fashion Industry...

24 Seven is committed to both our fashion client base and our candidates and we treat both with respect and honesty. Virtually every 24 Seven Account Manager came from the industry we serve, therefore we can be strategic in navigating the needs of our clients. We studied at Parsons, FIDM and FIT. We've been backstage and front row. We understand where our clients are coming from, and most importantly where they want to go. We also understand that talent plays a key role in achieving ideas and strategies across the board. We have placed over 20,000 professionals since our inception.

For more information on registering with 24 Seven, visit www.24seventalent.com.

To partner with 24 Seven for freelance or full-time talent, visit www.24seveninc.com or call any of our office locations.

New York
120 Wooster Street
4th Floor
New York, NY 10012
212.966.4426

Los Angeles
325 Wilshire Boulevard
Suite 202
Santa Monica, CA 90401
310.587.2772

Orange County
2901 West Coast Hwy
Suite 250
Newport Beach, CA 92663
949.258.6540

San Francisco
49 Geary Street
Suite 402
San Francisco, CA 94108
415.989.2424

Seattle
1525 4th Avenue
Suite 200
Seattle, WA 98101
206.340.0247

London
Medius
Ground Floor
2 Sheraton Street
London, W1F 8BH
44.20.7025.8057

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