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M.DES.

## FASHION & MERCHANDISING



**M.DES.  
FASHION  
& MERCHANDISING**  
(2 Years)



### ABOUT THE PROGRAM

In the Fashion & Merchandising program, students learn from industry experts who provide mentorship, access to an incredible wealth of knowledge, and valuable networking connections. Executives from companies will play a crucial role in classes that prepare postgrads for dynamic merchandising careers.

Students gain real-world experience collaborating on Industry Partner Classroom Projects. Students go on tours of showrooms and retailers for an insider's perspective of the industry. After finishing the course, students leave the program having interned at retail companies, export houses, buying houses, fashion designers and multiple e-commerce platforms etc. and with a professional portfolio of work that illustrates real-world skills.

### CURRICULUM

This cutting edge program prepares students for a wide range of careers in the global fields of fashion merchandising, marketing, and brand management, and teaches students the skills to acquire knowledge of a target market; apply, analyze, and forecast trends; complete a seasonal buy plan using state-of-the-industry technology; create promotional campaigns to enhance brand strategy; implement strong leadership and managerial skills; and effectively present a business strategy.

The holistic curriculum is designed & planned in such a way that it touches upon the most crucial elements of Fashion & Merchandising domain. It enables students to get in-depth understanding of the relevant areas such as Global supply chain & logistics, Brand management, Marketing communications, Textile & product analysis, Merchandising strategies, Trend analysis & Styling Concepts, Applied Buying, E-Commerce Marketing, Merchandising Planning & Allocation etc.

## CAREER OPPORTUNITIES

Our Career Center has cultivated a database of thousands of employer contacts nationwide with the singular goal of providing industry-related internships and employment for our students and graduates throughout their careers.

### Buyer

Shop for the latest trends. As a fashion merchandise buyer, work closely with Planners and Allocators, Store Managers, and staff to select the merchandise sold in stores. Stay on the cutting edge of current and future trends by shopping the market and traveling to trade shows all over the world.

### Store Manager

Make fashion your responsibility. Hire, train, and manage employees, track sales, and work directly with Account Coordinators and Buyers. This fast-paced career brings a variety of day-to-day responsibilities in a department or speciality store.

### Merchandise Coordinator

Get maximum exposure. Use strong visual presentation skills to merchandise a product line and be a liaison between Manufacturer and Retailer.

### Showroom Manager

Display designer collections. Organize collections, show the line to Buyers, and handle various retail accounts. Manage costs and make sure the operation is profitable.

### Merchandise Planner/Allocator

Make fashion your business. Use strong computer, math, and problem-solving skills to support a company's objectives, identify store trends, develop financial plans, and forecast future merchandise needs.



## TOP RECRUITERS

Having robust institutional associations with some of the dozens of companies such as Zara, H&M, Forever 21, Tommy Hilfiger, Label Ritu Kumar, Manish Malhotra, Orient Crafts Ltd., Amazon, Myntra, Jabong, Flipkart, Aditya Birla Group, Reliance Trends etc. where our students build careers in Fashion & Merchandising.



MANISH MALHOTRA



RITU KUMAR



## TOP FASHION BUSINESS LOCATIONS IN INDIA

- Delhi NCR
- Mumbai
- Bangalore
- Chennai
- Kolkata
- Hyderabad
- Pune

## ELIGIBILITY CRITERIA

This program is open to graduates or equivalent from the relevant field.

## THE PU ADVANTAGE

- 150+ Acre Campus
- 25K + Students
- 2K + Faculties
- 50+ National Award Rankings
- 14k + Students placed in 1000 + Companies
- 110+ Professors from IITs, NITs, & IISc
- 1000+ International Students
- 50+ Foreign Partnerships
- 7k + In-Campus Residency



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