

Career: Fashion

A career in the fashion world can take you anywhere from the beginning stages of concept and design to product marketing where you might deal directly with the consumer. Although the majority of opportunities lie within the apparel industry, fashion related jobs are also found in accessories, cosmetics or home furnishings. Designers work on the creative end of making the product and merchandisers become involved in the presentation of the product line. Fashion design grads usually begin as assistant designers and then move to design positions involving styling or sourcing materials. Graduates may also become involved in the technical aspects of the field such as sample making, pattern making or new fabric development and research. Careers can, for the very committed, lead to the development of a designer's own line, perhaps initially for a prominent firm and eventually for their own design house. Merchandising careers become involved with forecasting trends, buying and marketing, and while retail buying remains the most common point of entry, graduates choosing this path can be found throughout the fashion industry in public relations, marketing, and retailing.

Some Employers of Pratt Alumni

Lord & Taylor	Russel Newman	Calvin Klein
Vera	J. Crew *	Levi Strauss & Co
Halston	Macy's	Carolina Herrera
MJ Marcasiano	Daniel Coros	Bill Blass
Emilio Pucci	Barney's	Polo Ralph Lauren
Anne Klein	Liz Claiborne	Betsy Johnson
Estee Lauder	Perry Ellis	DKNY
Ann Taylor	Benetton	

Profile of a Successful Graduate

While still in school, Gabriel participated in an internship with Leo Narducci working with the assistant designer in the firm. After graduation, he accepted an Assistant Designer position with his intern employer, then moved on to design womenswear at Sue Young Dresses. He became a designer with Givenchy menswear and then went on to Van Heusen as a private label Designer. Ten years after graduation, he opened his own business of surface design for textiles, servicing major manufacturers and assisting with coloring concepts, original designs and swatching. His studio now employs 50 artists and embraces both the apparel and home furnishings markets.

Liz started out after graduation with two positions as an assistant designer, both with swimwear companies. Her third and current position is with a dancewear company. She was initially hired as a designer and later promoted to Head Designer. She has been with this company for ten years and about four years ago she launched a new line. She describes her current position as similar to managing a small company within a larger company. She designs the line, resources fabrics and vendors, makes the first pattern, does fit corrections, gives approval for production, costs out the garments, set wholesale prices, does projections for sales estimates, and determines catalog and ad designs.

Bottom Line

Entry Level Salary Range:

BFA: \$34,000–45,000

Special Characteristics: This is a fast, demanding field with jobs that are often 6-days a week and require travel. Entry-level salaries may be low, but the long-term outlook is rewarding.

Most jobs will be located in large urban centers, primarily New York.

The Office of Career Services lists over 4000 jobs annually. We offer career counseling and job referrals for those entering their professional

field as well as general art-related jobs for those still developing portfolios. A few companies come each year to interview students for internships and jobs.
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