Merchandising Workshops for Fashion & Textiles
Course Code: S350313

The Program

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RMIT University’s School of Fashion and Textiles is a major provider of education, training and research for the Textiles, Clothing and Footwear industry, both in Australia and internationally.

The School’s research, education and training programs incorporate all stages of the supply chain, including fibre production, textile technology, textile and fashion design, garment production, and TCF merchandising and marketing.

The Location
‘RMIT – Brunswick Campus’, Melbourne, Victoria

What it costs
You may register for any one day or any combination of days.

- 1 day - $350
- 2 days - $660
- 3 days - $960

Your investment also covers printed notes, buffet lunch and tea/coffee.

Who should attend?
These workshops have been prepared with the following group of Textiles, Clothing and Fashion personnel in mind: Current employees with merchandising, colour, fashion and design skills, retail buyers, product developers and new entrants into the fashion and textiles industry requiring an overall view and understanding of the specifics associated with Visual Merchandising, Assortment Planning and Customer Segmentation Strategies.

Enquiries and Booking Details
There is a 10% discount for prepaid bookings of 10 or more total day enrolments.

Class sizes are limited. Enrolments will be prioritised according to receipt of application.

For bookings and enquiries please refer to the booking form attached or email shortcourses.fashionandtextiles@rmit.edu.au
Day 1
Introduction to Visual Merchandising

The importance of Visual Merchandising in the retail environment to promote sales and increase profit will be explored in this Workshop. Current Visual Merchandising techniques are discussed to identify target markets and enhance brand awareness. Visual Merchandising, not only in the window display but rather throughout the store, is used to create a whole shopping experience for the consumer. The Workshop will also explore how to differentiate a brand or company operating in a cluttered retail market.

- The function of Visual Merchandising
- Window and In-Store Presentation
- VM and the Planogram

Day 2
Introduction to the Assortment Plan

A collection of garments is a physical, complex system of communication between a brand and its audience. A brand usually reflects a signature (Design Imperative) forming the silhouette and direction for a pre-defined period of time. The assortment plan offers the consumer the appropriate mix of goods to satisfy product desire.

- Researching and Interpreting Trends
- Range Planning (To Theme)
- Colour Planning
- Assortment Planning (To Item, Consistent to the Theme)
- Width/Depth Options Planning
- Managing Global Lead Times and Drop Dates
- Price Architecture and Ratios

Day 3
Introduction to Consumer Segmentation in relation to the Marketing of Fashions

The marketing of goods and services within the TCF & L environment is highly competitive. Awareness of your segment/s in the market is paramount when developing a Promotion and Advertising Plan. Differentiation is vital to maintaining a competitive edge over existing and emerging competitors.

- Researching and Segmenting your Customer Base
- Developing Advertising and Promotional Tools to Capture the Attention of your Segment/s
- Developing the Brands Marketing Plan that reflects the Seasonal Fashion Concept and the Communication Strategy

Workshop presenters

Mrs Glenda McNeill has over 30 years experience as a Visual Merchandiser in the Fashion Textiles and Clothing industries. She embarked upon her career working for several large retail companies, with various responsibilities after studying Visual Merchandising at The Melbourne College of Decoration. With several years experience in this area, her freelance business grew with clients ranging from retailers to wholesalers covering various types of merchandise. She is well acquainted with Visual Merchandising techniques in the retail and wholesale sector, including showroom, exhibition and trade fair displays. Styling merchandise for catalogues and promotional material is another area of expertise and experience.

Glenda has been teaching Visual Merchandising in the Fashion and Textiles Merchandising program at RMIT for 4 years, and more recently is also teaching Product Ranging. She has also been involved in the Young Essentials Project with the Diploma level students, and still maintains a position in industry, as Visual Merchandiser for a clothing company in their retail stores by ensuring industry standards are implemented.

Ms Beverley Chamber has over 15 years global retail experience in buying and product development with blue chip companies in the UK and Australia, including, Marks & Spencer, Next, the Burton Group (Arcadia), Mothercare, Spotlight and Coles Group. Beverley now combines consulting across a wide range of retail and business clients with lecturing at RMIT University. Beverley specialises in range development and range planning, supplier management and negotiation. She brings an exceptional creativity to the team and is extremely results focused.

Beverley’s global experience in supplier sourcing strategy, product development and people management for large corporations at a senior level, has allowed her to utilise these skills with a wide range of SME’s in a variety of projects.

Her qualifications include BA (Hons) Fashion Marketing. More recently she has gained a diploma in Sustainability from Swinburne University and has undertaken research into the difference in their approaches to Sustainability between UK and Australian retailers.