

# FASHION MERCHANDISING AND DESIGN

PROGRAM OVERVIEW



**CMU**  
CENTRAL MICHIGAN  
UNIVERSITY

College of  
Education &  
Human Services



You're a trend setter, and your creative skills will lead to a great career

CMU's Fashion Merchandising and Design program's award winning faculty, staff and students are on the cutting-edge of education through a challenging program that integrates design and merchandising. Hands-on experience with state-of-the-art tools facilitates your creative growth. The availability of advanced technology, including a 3D body scanner, adult and child size thermal manikins, and industry software in the CAD labs gives CMU grads the edge when seeking internships and employment. Graduates go on to careers in apparel design, buying, store management, visual merchandising, product development and more.

The annual student produced Threads fashion show brings more than 1,000 attendees to CMU's campus.

## EXPERIENCE MAKES THE DIFFERENCE

FMD students complete a 300 hour internship. You may find yours anywhere in the U.S. or internationally.

Recent Internship Locations:

- » Anthropologie, Detroit, MI
- » Bruno Pieters, Antwerp, Brussels
- » Fossil, Dallas, TX
- » Global Mamas, Cape Coast, Ghana
- » Levi Strauss, San Francisco, CA
- » Louis Vuitton, Chicago, IL
- » Nordstrom, Miami, FL
- » Saks Fifth Ave, NYC
- » Urban Outfitters, Philadelphia, PA

# This could be you

read about the experiences of some of our alumni and students

## Find your dream job

93% job placement rate.  
Alums are located across the U.S. and internationally



The FMD program at CMU, and faculty within, supported my established aspirations by challenging me to prepare a narrowed and competitive body of work. They also assisted in developing my work ethics, skills and portfolio specific but not limited to my field of interest."

**Zach Stoner**  
Assistant Designer  
WRKSHOP



The CMU Fashion Program opened a lot of unexpected doors for me as a student. I had a unique opportunity to obtain both my bachelor and master's degree through the accelerated program within the span of only five years. The program offered me exposure to a wide range of career paths within the fashion industry through unique courses, workshops, competitions, networking events, and study abroad opportunities. CMU's faculty members also invested a lot of time and resources in me to help grow and support my career interests. They often pushed me out of my comfort zone to compete in competitions, nominating me to represent our program at special events, and even study abroad at Seoul National University.

**Alexis Jones**  
Global Merchandising  
Merchandising Coordinator  
Gap Japan



The Fashion Program fast-tracked my career, by teaching me industry standards and giving me real work experience through internships. The program helped by providing career resources and the course work allowed for application within my career path. I was able to become a Creative Lead within 4 years of graduation, a position I attribute to the Fashion Program."

**Karla Schulze**  
Creative Director  
Q Swimwear

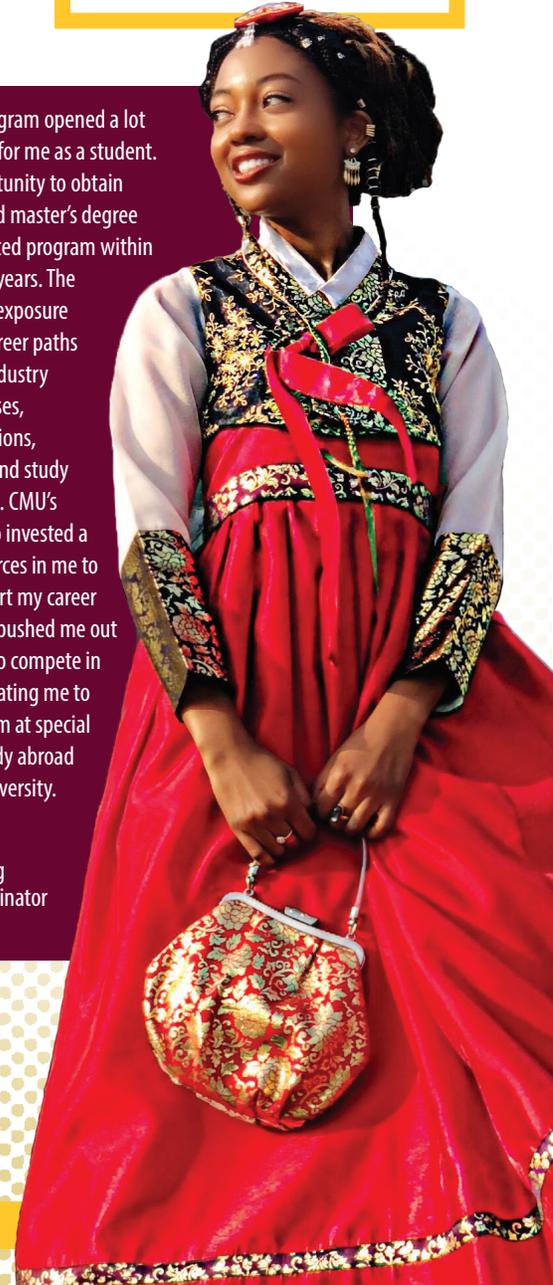


The FMD program at CMU has played an important role in my professional development. While being part of this program I learned to network with others in the fashion industry, earned hands-on experience with advanced technology, and most importantly expanded my creativity. I always felt supported by the faculty members as they are always there when you need them."

**Emily Mobley**  
CMU APDMT Graduate Student  
FMD Graduate 2019



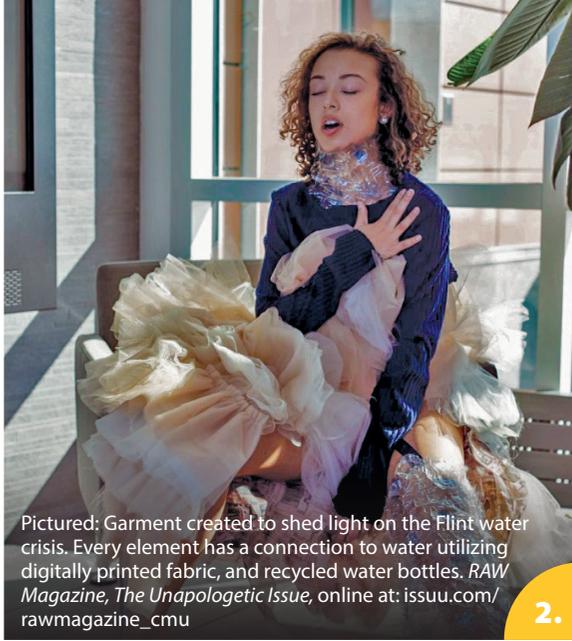
VISIT [ehs.cmich.edu/fmd](https://ehs.cmich.edu/fmd) to find out more





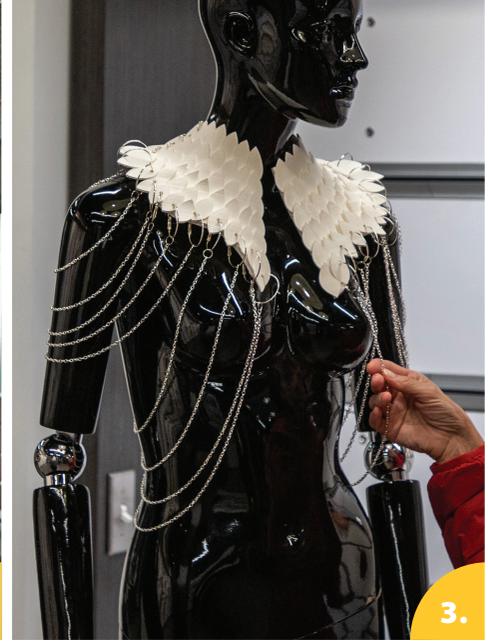
The CMDT is home to our adult-size thermal manikin and the only baby thermal manikin in the U.S.

1.



Pictured: Garment created to shed light on the Flint water crisis. Every element has a connection to water utilizing digitally printed fabric, and recycled water bottles. *RAW Magazine, The Unapologetic Issue*, online at: [issuu.com/rawmagazine\\_cmu](http://issuu.com/rawmagazine_cmu)

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**TECHNOLOGY AND INNOVATION** are the fabric of the program that contribute to your success and employability

- 1. THE ART AND SCIENCE OF FASHION** - The Center for Merchandising and Design Technology (CMDT) is a highly specialized research facility where students can utilize technology and learn about human centered design processes.
- 2. RAW MAGAZINE** - Student produced *RAW Magazine* features student work inspired by current events and issues to create awareness.
- 3. 3-D PRINTING** - Student designed and 3-D printed body accessory sized using body scan technology.
- 4. MAKE YOUR PRESENCE KNOWN** - Students and faculty exhibit and receive honors nationally and internationally.
- 5. VISUAL MERCHANDISING LAB** - Create real-world environments that are enticing to consumers.
- 6. PROJECT RUNWAY CHALLENGE** - Students compete in this TV inspired challenge.
- 7. DIGITAL TEXTILE PRINTING** - Original design developed digitally and printed direct to fabric with our digital textile printer.

# Choose your concentration



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## MAJOR

The Fashion Merchandising and Design major includes core coursework that provides all students with competency related to the merchandising, design, culture, history, and production of fashion related products.

### FASHION MERCHANDISING

This concentration prepares students for careers such as buyers, planners, retail managers, and product managers.

### FASHION DESIGN

This concentration prepares students for careers as apparel designers, and product developers.

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## Join this \$3 trillion

global industry with more than \$292 billion spent annually in the United States.

In addition students can choose a minor in Fashion Merchandising and Design from either Fashion Design or Visual Merchandising. This ability to major and minor prepares students for a variety of future careers in fashion. Some credits are double counted for those that major and minor in the program.

## MINOR

## ONLINE

Online course offerings provide students with flexibility in scheduling and condensed time to program completion.

Two online concentrations for students without access to our main campus:

### VISUAL MERCHANDISING

This concentration includes strategies and techniques for display, branding and advertising in retail and virtual environments. The work of art directors, display artists, stylists and event planners is evident in three-dimensional displays, store windows, lighting, special effects, websites and trade shows.

### PRODUCT DEVELOPMENT

Product developers work at some of the biggest retailers including Macy's, Kohl's and Target. You'll work through the full lifecycle of a product from initial design to sourcing, production, marketing and sales. Students use the latest technologies including computer-aided design (CAD), 3D printing and product lifecycle management (PLM) software.





## STUDY ABROAD

Expand your understanding and get a behind the scenes look at the global textile and apparel industries. Study abroad opportunities have included trips to Asia, Paris, New York, Chicago, and Las Vegas. Trips are generally available annually and locations vary.



### 3D PRINTING

and Queer Fashion are two classes that are unique to CMU.

## OUR STATE OF THE ART FACILITIES AND TECHNOLOGY

- » CAD Labs, Visual Merchandising Lab, and Textile Lab
- » Center for Merchandising and Design Technology
- » Lectra apparel industry specific software including Kaledo and Modaris
- » Digital textile printer allows you to design and print your own fabric
- » 3D printing center equipped with 30 3D printers
- » Eye-tracking equipment used to evaluate product placement in displays
- » Laser cutter
- » Vinyl print shop with cutting machine allows students to design and print in-house graphics for window displays

## GET YOUR MASTERS DEGREE IN APPAREL PRODUCT DEVELOPMENT AND MERCHANDISING

Through a creative and collaborative approach to the study of apparel and textiles, students who pursue a master's degree in Apparel Product Development and Merchandising will learn the high-tech cutting edge of fashion. **Take advantage of our accelerated program and earn both your Bachelor's and Master's degrees in five years.**



**CHECK OUR WEBSITE:**

[ehs.cmich.edu/fmd](https://ehs.cmich.edu/fmd)

to find out more

## DISCOVER MORE

We invite you to visit us for the day to discover why CMU feels like home.

### UPCOMING EVENTS:

#### Behind the Curtain

A behind the scenes look at the student-produced fashion show, Threads, a signature event for students pursuing a fashion merchandising and design at CMU. Tour our state-of-the-art facilities, attend interactive sessions led by faculty and current students, and more!



To find out more and to register: [ehs.cmich.edu/events](https://ehs.cmich.edu/events)

#### Fashion Camp

Fashion Camp is seeking aspiring fashion designers and creators! For one week in June, high school students will put on a fashion show, collaborate with professionals, work with CMU students and get to know CMU's Fashion Merchandising and Design facilities on campus.



To find out more: email [fmd@cmich.edu](mailto:fmd@cmich.edu)

See **what** our students are doing and **where** they are going

 @CMUCEHS

 @CMUCEHS

 @FIDMCENTRAL

CMU, an AA/EO institution, strongly and actively strives to increase diversity and provide equal opportunity within its community. CMU does not discriminate against persons based on age, color, disability, ethnicity, gender, gender expression, gender identity, genetic information, height, marital status, national origin, political persuasion, pregnancy, childbirth or related medical conditions, race, religion, sex, sex-based stereotypes, sexual orientation, transgender status, veteran status, or weight (see <http://www.cmich.edu/ocrie>).