Discussion Questions

Fashion Merchandising: The Role of a Retail Buyer

The purpose of this CD is to provide supplemental instructive material that will explore the buying habits and daily routines of successful retail buyers in the fashion industry. The following are discussion questions pertaining to the video recordings of buyers from Kohl’s Department Store.

1. After listening to interviews and the responses given by each buyer, do you have a different outlook about the current fashion trends? If so, what new outlook do you have? And how have the interviews changed your perceptions about the development of fashion trends?

2. What skills are important to be a successful buyer? After listening to the job responsibilities from each buyer, do you feel that having a job in the fashion industry is something that you can see yourself doing? Why? Why not?

3. How do you feel about retail buyers having to abide by a specific budget when shopping for merchandise to sell to consumers? Does it put a restriction on the creative abilities of retail buyers? Do you believe that having to maintain a company budget might hinder the quality of merchandise seen in stores or does it provide structure to the product selection process?