

Fashion Merchandising: The Role of a Retail Buyer

In the retail industry it is very imperative for major department stores, exclusive boutiques and lucrative fashion companies to provide clothing that propitiates target populations. A retail buyer is someone who selects what items will be stocked in a store, based on demographics and predictions about what is popular amongst consumers. The purpose of this project is to provide supplemental educational material that will explore the buying habits and daily routines of retail buyers. There is a lack of first-hand information that will allow students to explore the “behind the scenes” information about buying that can only be retrieved by interviewing the actual routine of a buyer. By conducting these interviews I, the interviewer Brandi Robinson, was able to collect methods that retail buyers use to seek new trends. This method of measurement (interviews) exposes the thought process of buyers in the fashion industry and display behaviors that produce effective results. An educational CD was made that features the interviews.

Three interviews were conducted with buyers from Kohl’s Department Store, including:

1. Brian Fowler, Senior Buyer for Junior Tops and Sportswear
2. Jason Stevens, Senior Buyer for Young Men’s Tops
3. Jen Serra, Senior Buyer of Home Goods