

Interior Design & Fashion Merchandising

The Interior Design and Fashion Merchandising major combines creativity and business acumen to prepare students for careers in designing functional, aesthetic spaces and managing fashion retail operations. Students learn about design principles, space planning, color theory, textiles, and consumer behavior, as well as merchandising, marketing, and trend forecasting in the fashion industry. Graduates are equipped for careers in interior design, fashion retail, merchandising, and product development. Typical industry sectors include interior design firms, retail fashion, home goods, textiles, and event planning, offering opportunities to shape both the physical and visual aspects of consumer environments.

Job Title Examples:

- Interior Designer Assistant
- Fashion Retail Associate
- Visual Merchandiser
- Design Consultant
- Product Development Assistant
- Merchandise Planner
- Textile Designer
- Showroom Assistant
- Fashion Buyer Assistant
- Home Staging Specialist

Hard and Soft Skills Needed:

Hard Skills:

1. Space Planning
2. Color Theory
3. CAD (Computer-Aided Design) Software
4. Trend Analysis
5. Visual Merchandising

Soft Skills:

1. Creativity
2. Communication
3. Attention to Detail
4. Time Management
5. Team Collaboration

Further Education/Training Required and/or Suggested:

A BS in Interior Design/Fashion Merchandising qualifies students for entry-level roles, but additional training or certifications can enhance career prospects:

To Enter the Field:

1. Certified Interior Designer (CID) or National Council for Interior Design Qualification (NCIDQ):
 - For those pursuing a career in interior design.
2. Certified Fashion Merchandiser (CFM) or Fashion Retail Certification:
 - For roles in fashion merchandising and retail management.

To Advance:

1. LEED (Leadership in Energy and Environmental Design) Certification:
 - For roles focusing on sustainable and eco-friendly design practices.
2. Master's Degree or Specialized Certifications:
 - For advanced roles in design, management, or niche areas like sustainable fashion.

Summary:

Certifications like NCIDQ for interior designers and specialized certifications in fashion merchandising can enhance job prospects and career growth.

Professional or Student Associations:

- Fashion, Inc.
- American Society of Interior Designers/International Interior Design Association at WKU
- American Society of Interior Designers (ASID)
- Fashion Group International (FGI)
- The Fashion Design Society (FDS)