

FASHION MERCHANDISING

Western Kentucky University, Bowling Green, KY

Our Program:

- We have 164 Interior Design and Fashion Merchandising Students
- Prepare students to successfully compete for careers in the industry
- Our program offers hands-on learning in sewing, textile and computer labs

Program Outcomes

Students understand the roles of the merchandiser, designer and product developer

Students employ concepts in retail management, buying and promotion

Evaluate design elements and trends from key eras of fashion history

Combine innovative thinking and technological competence including research and social media. Gain proficiency in Photoshop, Illustrator and Excel

Program Distinctions

Graduates leave with an applied skill set of technology, problem solving and outstanding work ethics

Required internships where students gain important experience testing their classroom knowledge in a real-world experience

High employment rates

WKU Fashion Merchandising program is 1 of 3 programs being offered in Kentucky

Added Value

Faculty maintain a close relationships with alumni through social media tracking such as Facebook and LinkedIn. Our graduates frequently serve as guest speakers in our classes and evaluators for course project presentations.

"I got a call from Victoria's Secret PINK offering me a job to design swimwear." She designed for PINK for three years then for a growth opportunity she moved to PINK bra team in 2016.

-Katie Nordhoff

Fashion Merchandising Alum



Fashion Merchandising students wearing "Cop-Out Fashions." The fashions represent their final projects created by upcycling police officer clothing. Fall 2018

