About the program

A serious interest in the fashion industry could lead you to an exhilarating career buying, presenting or even developing clothing lines for some of the nation’s hottest brands. At Mercyhurst University, our curriculum prepares you to succeed in every aspect of the fashion industry. That’s because, in addition to a strong curriculum that teaches you the essentials, you’ll also have plenty of opportunities to gain real-world, hands-on experience through internships, portfolio development and the optional FIT Visiting Student Program in New York City.

The success of our program is evident in the success of our graduates, some of whom have been hired by well-known companies, such as: Calvin Klein, Dolce & Gabbana, Macy’s, Nine West, Levi Strauss and Co., Express and American Eagle.

For a complete overview of the fashion merchandising program, please visit mercyhurst.edu/fashion.
ALEX NEES VAN BAALLEN
CLASS OF 2009

ASSOCIATE BUYER
MEN’S DENIM COLLECTIONS (BRANDS INCLUDE GUESS, BUFFALO, CK JEANS AND DKNY) AT MACY’S INC.
NEW YORK, N.Y.

I generate seasonal plans to achieve corporate targeted goals in sales, demographic research, store layouts and floor productivity to optimize sales; and I partner with merchandise/visual merchandise planning to select appropriate products for marketing and business needs.

Mercyhurst’s Fashion Merchandising program is well respected; it helped me gain full comprehension of the industry, which gave me the direction and focus that I needed to start my professional career.”
“The well-rounded curriculum in the Fashion Merchandising program at Mercyhurst allowed me to explore all aspects of the fashion industry and develop the necessary knowledge and skills to prepare me for a career in fashion. Courses about apparel, product line development and textiles taught me the skills needed to perform daily tasks in my current position. I definitely left Mercyhurst more prepared for the ‘real world’ than I had realized when I first graduated.

I currently facilitate information between the buyers and vendors related to style, fit, garment construction, quality, size specs and grading. I also approve color and fabric specifications.”
I establish and maintain vendor relationships to purchase products while utilizing negotiating skills. I also manage merchandise assortment while optimizing sales, inventory and gross margin dollars.

Mercyhurst not only provided me with the education to succeed in my career, but also prepared me with confidence. Mercyhurst also led me to my post-graduate degree at FIT, which was an opportunity of a lifetime. Without the support of Mercyhurst and the Fashion Merchandising program, I would not be where I am today.”
The most important class I took at Mercyhurst was Product Line Development; it taught me how to create seasonal product assortments and work through each step of the development process, starting with a sketch or a concept to making that garment a final product to sell in store. While I was not ready for the transition to New York City right out of high school, Mercyhurst’s agreement with FIT gave me the opportunity to have a ‘real college experience’ while also being able to attend the Fashion Institute of Technology my senior year.

I enter data and create purchase orders and detail sheets; manage samples on a seasonal basis; manage and distribute product information; interact with a cross functional team; and present and analyze metrics of past seasons to create roadmaps for moving forward.”
Practical Learning

I manage the marketing team’s responsibility of landing page optimization and bringing new products to the market—essentially, I deal with ecommerce visual merchandising.

As much as I would have loved a program full of design classes, the business courses at Mercyhurst University prepared me best for my career. The time management, organization and merchandising skills I learned can all be attributed to the Fashion Merchandising program and my time spent at Mercyhurst.”
Meet the faculty

(From left)
Jennifer Craven, M.S.
Fashion Lecturer

Erin Magorien, M.S.
Fashion Instructor
Admissions and Advising Assistant

Abbey Mollo, M.A.
Fashion Instructor

Amy Weaver-Kaulis, M.S.
Department Chair
Assistant Professor

Find out more.

For more information about the fashion merchandising program, visit mercyhurst.edu/fashion, or contact:

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