



Metropolitan Community College
New Instructional Program Proposal: Fashion Design

I. Descriptive Information

- **Institution Name:** Metropolitan Community College
- **Program Name:** Fashion Design
- **Degree awarded:** Associate in Applied Science
- **Other programs offered in this field:** Interior Design, Graphic Design
- **CIP Code:** 50.0407 Fashion/Apparel Design
- **Administrative Units:** The Fashion Design program would be a department within MCC's Humanities and Visual Arts academic area
- **Proposed delivery site(s) and type(s) of delivery:** The courses will be offered on campus at the Elkhorn Valley campus of MCC. Additionally, students will complete cooperative study courses with the design professionals tied to Omaha Fashion Week.
- **Date approved by governing board:** The MCC Board of Governors approved the program at its regular meeting on February 23, 2016
- **Proposed date the program will be initiated:** the program will be initiated beginning with the fall 2016 academic quarter.
- **Description:** Omaha Fashion Week has grown to become one of the premier fashion events in the Midwest if not the entire country in a relatively short period of time. OFW founders Nick and Brook Hudson approached MCC about starting a Fashion Design program at the College, because additional formal training will help the Omaha area fashion design community to even greater heights. The degree program is designed to provide students with fashion design principles, entrepreneurial skills and practical knowledge required to enter the fashion industry. This will be an open admissions program with 27 quarter credit hours in general education and 75 to 79.5 quarter credit hours in the major.

This is an AAS degree program and is designed to be a terminal degree, however, as with other AAS degrees at MCC, the College has had success articulating degrees and/or courses to Colleges and universities in the state and region. In the case of this degree, there is potential articulation with UNL and Iowa State University.

Nearly all of the courses in this degree already exist at MCC. The program will draw from existing Art and Design courses, business courses and interior design courses for much of the curriculum. New courses will be added in Fashion Design principles, History of Fashion and a series of Fashion apprenticeships. Here are some brief descriptions of the new courses:

Fashion Design Principles—this course is an introduction to basic design fundamentals in fashion. Areas of emphasis include the study of basic principles and elements of design as applied to fashion design, fashion terminology, the design process, and the structure of the industry.

Fashion Illustration—this course explores the use and techniques of free-hand sketching using a variety of media to communicate ideas, concepts, details and embellishments. Portfolio-ready projects explore sources of inspiration, drawing the fashion figure, rendering techniques for various fabrics and materials and garment detailing.

History of Fashion—this course is a survey of the evolution of costume and fashion design from the era of ancient Egypt to modern times. Students become familiar with and learn to recognize characteristics of various historic fashion silhouettes and their application to current design trends.

Fashion Apprenticeship—this is a series of three apprenticeship courses in fashion design. The student is given the opportunity to observe and take part in the process/industry of fashion design through a local fashion-oriented organization.

Special Topics in Fashion Design—this course permits instruction in or independent study of special content areas not included in other courses in the Fashion Design program.

Wearable Technology—this course explores the use and techniques to fabricate soft or wearable technology. Students are introduced to equipment, e-textiles, structure of simple soft circuits, and 2D/3D structures as they relate to textile production. A hands-on approach is used in the Fabrication Lab to bring movement and light of the senses into their designs and sketches.

Associate of Applied Science in Fashion Design

Total Credits 97.5 – 102

General Education Requirements		(27 Credits)	
Communication	(9 credits)	Quantitative/Numeracy Skills	(4.5 credits)
ENGL 1010 Composition I	4.5	MATH 1220 Business Math	4.5
ENGL 1020 Composition II	4.5	OR	
		MATH 1260 Geometry	4.5
		OR	
		Any Math Course numbered higher than 1260	4.5
		FINA 1000 Financial Literacy	4.5
Humanities/Social Science	(4.5 credits)	Other	(9 credits)
ARTS 1000 Intro to the Visual Arts	4.5	HMRL 1010 Human Relations Skills	4.5
		INFO 1001 Information Literacy	4.5

Major Courses		(70.5 – 75 credits)	
Required Courses			(57 credits)
ARTS 1050 Creative Careers			4.5
ARTS 1010 Drawing			4.5
ARTS 1020 2D Design			4.5
DIMA 1120 Vector Drawing			4.5
INTD 1260 Color Theory			4.5
INTD 1310 Fundamentals of Textiles			4.5
FASH 1000* Fashion Design Principles			4.5
FASH 1400* History of Fashion			4.5
FASH/INTD 2100 Rendering for Fashion/Interiors			4.5
INTD 2200 Digital Design Principles			4.5
FASH 2981* Fashion Apprenticeship I			4.0
FASH 2982* Fashion Apprenticeship II			4.0
FASH 2983* Fashion Apprenticeship III			4.0
Electives			(13.5 - 18 Credits)
(Select three courses from the following list)			
ARTS 2060 Elementary Jewelry			4.5
ARTS 2160 Intermediate Jewelry			4.5
DIMA 1230 Drawing for the Electronic Media			4.5
ENTR 1050 Introduction to Entrepreneurship			4.5
ENTR 2040 Entrepreneurship Feasibility Study			4.5
ENTR 2050 Marketing for the Entrepreneur			4.5
ENTR 2090 Entrepreneurship Business Plan			4.5
FASH 2900* Special Topics in Fashion Design			4.5
PHOT 1005 Basic Photography I – Digital			6.0
PHOT 1010 Basic Photography II—Film			6.0
PHOT 1020 Color Photography			6.0
INFO 1957* Wearable Art			4.5

*New course to be created

II. Review Criteria

- **Centrality to Role and Mission:** Metropolitan Community College provides relevant, student-centered education to a diverse community of learners. Thus, the proposed new program is consistent with the College mission, given the growth in popularity of Omaha Fashion Week, which has led to Fashion Design becoming a viable entrepreneurial endeavor in the Omaha metro area. Additionally, the Fashion Design program addresses the top two priorities for community colleges as defined in the Comprehensive Statewide Plan for Postsecondary education: First, to provide occupational and/or applied technology education and Second, to provide opportunities for academic transfer. With a Fashion Design program in place at the University of Nebraska-Lincoln, MCC would pursue an articulation agreement with UNL.

- **Evidence of Need and Demand.**
 - **Need for the program:** EMSI data indicates a 2.9% increase in job opportunities for fashion design and fashion design-related jobs between 2013 and 2015 in MCC's four-county service area. The EMSI report also indicates a median wage of more than 20 dollars per hour for fashion designers in the Omaha metro area, and projected job growth in Fashion design and related occupations for Omaha over the next ten years. Additionally, local fashion experts Nick and Brooke Hudson, founders of Omaha Fashion Week approached MCC about starting a Fashion Design degree. They cited, from their own observation, that many of the local designers who enter pieces in Omaha Fashion Week lack the formal design training that an Associate's degree program could provide. The Hudsons, in addition to Fashion Week, operate the Omaha Design Center, which provides exposure and workshop training to young (high school and younger) aspiring designers. MCC's Fashion Design degree program will partner with the Omaha Fashion Week to provide a series of fashion apprenticeships for students in the MCC program, a natural extension of the Fashion Week's own educational mission.

Additionally, there are several large retailers headquartered in the Midwest: The Buckle (Kearney, NE); Cabela's (Sidney, NE); Gordman's (Omaha, NE); Von Maur (Des Moines, IA); Target (Minneapolis, MN); BonTon (Milwaukee, WI). These retailers seek energetic, knowledgeable individuals for sales positions and management positions in their stores. They also seek support at their corporate offices for their e-commerce operations as well as other "behind-the-scenes" functions.

- **Demand for the program:** A survey instrument was sent to 146 student services staff including academic advisors, career counselors, and call center staff at Metropolitan Community College. Of the 146 employees, 24 completed the survey, a response rate of approximately 16.5%.

Key questions in the survey pertaining to Fashion Design Included:

1. "Have any new or returning students asked you about Fashion Design at MCC?" 16 (66.67%) reported yes and 8 reported no.
2. On a five point scale, with one being never and 5 being very often, "How often do students ask about Fashion Design?" 20 of 24 respondents indicated students do ask about fashion design. The weighted average was 2.38, near the midpoint of the scale.
3. Of the Arts programs available and potentially available at MCC, student services staff were asked to rank the most popular based on student inquiries. Of the nine programs on the list to be ranked, only Fashion Design does not currently exist as a degree program at MCC. Based on the aggregate score, Fashion Design ranked eighth, just ahead of Theatre. Based on these rankings and other survey results, we anticipate an unduplicated headcount of 50 students per academic quarter.

MCC's Industry partner for the Fashion Design program is Omaha Fashion Week and the Omaha Design Center, run by Nick and Brook Hudson. Omaha Fashion Week is now in its ninth year and in that time has grown into the fifth largest fashion event in the nation. Additionally, per the Omaha Fashion Week website, Omaha Fashion Week supports more independent designers than any other fashion event in the Midwest region.

Omaha Public Schools, the largest feeder of students to MCC offers Fashion Design courses at the high school level (in partnership with Omaha Fashion Week and the Omaha Design Center). An estimated 1000 OPS students are enrolled in high school fashion courses, creating a natural progression from high school to MCC in Fashion Design. Omaha South High Magnet School offers a Fashion Design program of study.

A February, 2015 article written by ranking Democrat Carolyn Maloney (New York 12th) for the U.S. House Joint Economic Committee, touts the Fashion Industry as a bright spot in America's new creative economy. The article notes that the fashion industry has evolved from apparel manufacturing jobs (many of which have been shipped overseas) to jobs requiring more education and training. "As with many industries in the manufacturing sector, the United States now concentrates on the high-value parts of the apparel global supply

chain: research and development (R&D), design and marketing. Jobs in these fields require more education and training—and they also hold the prospects of higher wages.” The entire article is attached for your review.

- **Adequacy of Resources**

MCC has adequate resources and will be able to maximize efficient use of existing resources and facilities to run the fashion design degree.

- **Faculty and Staff Resources:** The Fashion Design program will share faculty and staff resources with the existing Interior Design and Art and Design programs. Full time instructors from Interior Design (1 FTE), and Art and Design (4 FTE) will teach foundation courses in the Fashion program. Additionally, the College hired an adjunct instructor for Interior Design who also has a degree in fashion. Students in the program will take already-existing courses in Art and Design as part of the degree and no new full time hires are anticipated. Students will complete a series of apprenticeships with Omaha Fashion Institute and the College will pay the Institute for instruction provided at the current MCC adjunct pay rate.
- **Physical Facilities:** The primary location for Fashion Design will be at the Elkhorn Campus of Metropolitan Community College in the College’s existing Interior Design lab/studio space. The program will also make use of existing art studio space and classroom space. Students will be able to take courses in Art and Design at both Elkhorn and the Fort Omaha Campus as part of this program. The wearable technology course will be held at the Fort Omaha Campus upon completion of the new Center for Advanced and Emerging Technologies. Other general education courses and electives will be available at campus locations other than Elkhorn. As mentioned earlier, the apprenticeship series of courses will be housed at the Omaha Design Center, a 30,000 square foot facility in Downtown Omaha.
- **Instructional Equipment and Informational Resources:** Students in the Fashion Design program will have access to state-of-the art iMac computers and software at the Elkhorn campus visual arts lab. The Visual Arts lab has approximately 50 computers available for student use. The Elkhorn campus is also equipped with photography dark rooms, a color photo lab, art and design studios and general classrooms to support this program. The College computer network is carried on a fiber optic loop connecting all of the College’s campuses and centers. Internet access and other network functions are truly high speed. The MCC Fab Lab, at the Fort Omaha Campus, has all of the equipment needed to fabricate clothing such as sewing machines and fabric printers.

- **Budget Projections**

Budget projections have been developed on the attached tables.

- **Avoidance of Unnecessary Duplication**

In the state of Nebraska, only one fashion design program exists and it is at the University of Nebraska Lincoln. UNL offers Bachelor's, Master's and Doctoral degrees in textile and fashion design. Iowa Western Community College offers a fashion marketing Associate's degree. Iowa State University offers a degree in Apparel Merchandising, Design and Production. The IWCC and UNL and ISU programs are the nearest geographically to MCC. MCC graduates could potentially transfer credits to UNL or Iowa State towards a Bachelor's degree in the Fashion field.

Within the Midwest Higher Education Compact states there are fashion design and related programs as follows:

- Illinois: Eleven institutions including two community colleges
- Indiana: Seven institutions including one community college
- Iowa: Three institutions including one community college
- Kansas: Two institutions
- Michigan: Nine institutions
- Minnesota: Three institutions
- Missouri: Nine institutions
- Nebraska: One institution
- North Dakota: One institution
- Ohio: 13 institutions
- South Dakota: One institution
- Wisconsin: three institutions

- **Consistency with the Comprehensive Statewide Plan for Postsecondary Education**

The proposed Associate of Applied Science degree program in Fashion Design is consistent with the goals of the Statewide Plan for Postsecondary Education in the following ways:

- **Meeting the Needs of Students:** MCC offers affordable education in the most diverse community in the state of Nebraska. In spite of low tuition rates, the College is able to offer students access to cutting edge technology and exceptional instruction. The Fashion Design degree will be no different. As the statewide plan references, education is a lifelong learning opportunity. It is not unusual to see adult students returning to

Community Colleges to pursue second or even third careers later in life. Many artists and designers in the Omaha area have gainful, steady employment in all walks of life, and they look to MCC for art and design courses and careers to develop other outlets to supplement their income. This is a niche the Fashion Design program will serve. Many others start out thinking in terms of their art or design careers being a supplement to their “real” jobs. They can and do, however, find success to the point that they can devote their energies full time to their art. Still others will seek to transfer their credits from MCC to a state college or university, so it incumbent on the community college to establish solid articulation agreements with four-year institutions. MCC has a long, successful track record in the articulation arena.

- **Meeting the Needs of the State:** As mentioned earlier, Omaha Fashion Week has become the fifth largest fashion event in the nation. The idea of starting a Fashion Design degree at MCC came out of a series of meetings with Fashion Week organizers who are looking to making OFW (heading into its 10th year) an even more prestigious event than it is now. They believe the quality of the design entries from the Omaha area will improve dramatically with formal education and training at the postsecondary level.

This program also meets a need for improving the quality of life in the state. Communities with vibrant arts scenes provide a needed outlet for residents. Oftentimes, companies make location or relocation decisions based on the perceived quality of life in a community, and the level of art and design occurring in communities plays a big role. Some of the most dynamic cities economically have vibrant art scenes, including places like Austin, Texas where the arts, technology and higher education have blended together. Other cities are rebuilding their economies through the arts including Pittsburgh and Detroit. More importantly, the Omaha metro area, especially the downtown area has become a vibrant art and design community with the Bemis Center, Kaneko, Hot Shops and Mastercraft all contributing to the entrepreneurial art and design culture that is growing in the city.

- **Meeting Needs by Building Exemplary Institutions:** The Fashion Design program at MCC will further enhance the College’s reputation as an exemplary institution. The College will be able to provide a program that will be run efficiently and effectively and will feed directly into an existing, reputable fashion outlet in Omaha Fashion Week and the Fashion institute. The program will also contribute to the unique mission of the community college and further enhance MCC’s ability to serve a diverse student population. A comprehensive community college must look beyond traditional roles of two-year schools. Rather than existing

solely as a “trades” school or solely as a “junior” college, a comprehensive, exemplary two-year institution embraces career, technical and transfer education and includes degree programs that touch all of those areas.

- **Meeting Educational Needs through Partnerships and Collaboration-** Metropolitan Community College is prepared to establish collaborative partnerships on three fronts:
 1. **Industry partnership with Omaha Fashion Week and the Omaha Design Center:** After a series of meetings with Omaha Fashion Week/Design Center co-founders Brook and Nick Hudson, MCC has designed a degree program establishing a solid foundation in art and design coursework in the first year and a tremendous opportunity to apply learned concepts through a series of apprenticeships with Omaha Fashion Week/Design Center in the second year.
 2. **Dual Credit:** Having already established a wide variety of career academy programs for high school students in multiple school districts in the MCC four county service area, and having partnered with Millard South High School to establish an early college high school, MCC will be ready to pursue dual credit partnerships for the Fashion Design program. As mentioned earlier, Omaha Fashion Week already offers programs for area high school students, so an extension of our already established partnership will be to determine how to formalize the high school program already occurring into a dual credit career academy. As mentioned earlier, approximately 1000 OPS students are enrolled in fashion programs at their high schools, and there are multiple opportunities to partner.
 3. **Articulation:** MCC has recently shared this proposal with University of Nebraska-Lincoln Professor Michael James, Chair of the Department of Textiles, Merchandising and Fashion Design, anticipating the possibility of course articulation between a potential MCC Fashion Design program and the UNL program. The University is interested in scheduling conversations to address course articulations.
- **Facilities Planning to Meet Educational Needs** Metropolitan Community College is currently building three new academic buildings on the Fort Omaha Campus. The learning spaces within the new buildings will be flexible, interactive, and will support active application of learned concepts. The planning and design of these

new learning spaces is helping to drive conversations at all of MCC's campuses and centers around the future of on campus content delivery to our learners. The Fashion Design program will be no different in placing an emphasis on application and active learning when students are on campus or when they go to the off-campus apprenticeship site at the Omaha Design Center.

III. Conclusion

Fashion Design at Metropolitan Community College will be a viable career option for entrepreneurial-minded students seeking to be part of a growing fashion scene in Omaha, the Midwest, and nationally. It will combine aspects of design, business, technology and other related fields to provide a well-rounded education to aspiring fashion designers.

According to a briefing paper published by the American Planning Association (<https://www.planning.org/research/arts/briefingpapers/vitality.htm>) a thriving arts scene will have a positive economic impact for a community, will create jobs both within and outside of the creative industries in the community, will attract new visitors to the community to help build social and economic capital, and allow for deliberate community planning that links creative industries to other aspects of a community's economic engine.

So, while it may be difficult to quantify numbers of jobs created in traditional terms, the economic impact of Fashion Design and other arts industries in the Omaha area will be significant.

TABLE 1: PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

Personnel	(FY 16) Year 1		(FY 17) Year 2		(FY 18) Year 3		(FY 19) Year 4		(FY 20) Year 5		Total	
	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Faculty ¹	1	\$72,800	1	\$72,800	1	\$72,800	1	\$72,800	1	\$72,800	1	\$364,000
Professional ²											0	\$0
Graduate assistants											0	\$0
Support staff											0	\$0
Subtotal	1	\$72,800	1	\$72,800	1	\$72,800	1	\$72,800	1	\$72,800	1	\$364,000
Operating												
General Operating ³		\$10,640		\$6,320		\$2,000		\$2,000		\$2,000		\$22,960
Equipment ⁴		\$19,000				\$4,000				\$15,000		\$38,000
New or renovated space ⁵												\$0
Library/Information Resources ⁶		\$1,000		\$1,000		\$1,200		\$1,200		\$1,500		\$5,900
Other ⁷		\$500		\$500		\$500		\$500		\$500		\$2,500
Subtotal		\$31,140		\$7,820		\$7,700		\$3,700		\$19,000		\$69,360
Total Expenses	1	\$103,940.00	1	\$80,620.00	1	\$80,500.00	1	\$76,500.00	1	\$91,800.00	1	\$433,360.00

FOOTNOTES are for guidance only. Please provide your own footnotes where appropriate and delete ours.

- ¹ Anticipated enrollment will support one section of offered courses per quarter, equivalent to one FTE of instructor load
- ² No additional support staff will be required to manage the program.
- ³ Includes course development stipends in the first and second years and allocations for office/classroom supplies in all five years.
- ⁴ Additional computer hardware and software required in year one, a software upgrade in year three and a hardware upgrade in year five.
- ⁵ No new or renovated space is anticipated for the first five years of the program. Existing facilities will be sufficient.
- ⁶ Anticipated expenditures for library materials or other informational resources directly attributable to the new program.
- ⁷ Other expenses such as guest speaker fees, program promotion and special events.

NOTE: All items requiring explanation may be included on this page or in the proposal narrative.

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - NEW INSTRUCTIONAL PROGRAM

	(FY 16) Year 1	(FY 17) Year 2	(FY 18) Year 3	(FY 19) Year 4	(FY 20) Year 5	Total
Reallocation of Existing Funds ¹	\$25,560	51,120	53,000	53,000	53,000	\$235,680
Required New Public Funds						\$0
1. State Funds						\$0
2. Local Tax Funds (community colleges)						\$0
Tuition and Fees ²	\$109,800	\$109,800	\$113,400	\$113,400	\$113,400	\$559,800
Other Funding						\$0
1						\$0
2						\$0
3						\$0
Total Revenue ³	\$135,360	\$160,920	\$166,400	\$166,400	\$166,400	\$795,480

FOOTNOTES are for guidance only. Please provide your own footnotes, where appropriate, and delete ours.

¹ The reallocation represents estimated instructor pay allocations that may be transferred from other academic areas into the Fashion Design area. The reallocation is really a zero sum proposition, given that faculty load limits will keep costs contained.

² Anticipates 50 students, enrolling in 9 credits per quarter for four quarters. The increase in year three assumes a \$2.00 per credit hour tuition increase. The current tuition rate is \$56.00 per credit hour. Courses also include a \$5.00 per credit hour facilities fee.

³ **Revenues are not expected to match expenses.**

NOTE: Where appropriate, show calculations and/or formulas that were used to project new revenue; e.g. number of new students projected multiplied by tuition and fees.

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Feb. 6, 2015

The Economic Impact of the Fashion Industry

Overview

As the U.S. economy continues to grow and evolve, one of the many bright spots of our new creative economy is the fashion industry. With a growing number of high-value jobs that pay high wages, fashion is now having a big impact not only in fashion centers on the coasts, but also in smaller cities around the country.

Fashion is a \$1.2 trillion global industry, with more than \$250 billion spent annually on fashion in the United States, according to industry analysts.¹ Fashion and apparel industries employ 1.9 million people in the United States and have a positive impact on regional economies across the country.² New York City and Los Angeles are the two largest fashion hubs in the United States, with over two-thirds of all fashion designers employed in these cities.³ But they are not the whole story, and cities such as San Francisco, Nashville, and Columbus are beginning to reap economic benefits, including high-paying jobs in fashion design.⁴

Fashion is a structurally diverse industry, ranging from major international retailers to wholesalers to large design houses to one-person design shops. It employs people across occupations—including fashion designers, computer programmers, lawyers, accountants, copywriters, social media directors, and project managers. According to a report by the California Fashion Association, manufacturing is only a fraction of the modern apparel industry as “it is a highly sophisticated industry involving fashion and market research, brand licensing/intellectual property rights, design, materials engineering, product manufacturing, marketing and finally, distribution.”⁵

U.S. Apparel Manufacturing Produces High-Fashion, High-Value Products

The fashion industry in America has changed dramatically over the past century. In 1931, the Garment District in New York was home to the highest concentration of apparel manufacturers in the world.⁶ Many of these jobs have since moved offshore. Over the past two decades, U.S. employment in the apparel manufacturing industry has declined sharply, from almost 940,000 in 1990 to about 144,000 in 2013.⁷

However, while many apparel manufacturing jobs have left the United States, new high-value fashion industry jobs are being created in New York, Los Angeles, San Francisco and other U.S. cities. As with many industries in the manufacturing sector, the United States now concentrates on the high-value parts of the apparel global supply chain: research and development (R&D), design and marketing.⁸ Jobs in these fields require more education and training—and they also hold the prospects of higher wages.⁹

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The U.S. apparel manufacturing industry currently runs a trade deficit. In 2014, U.S. apparel exports totaled roughly \$6 billion, while imports were about \$82 billion.¹⁰ Over one-third of U.S. apparel imports come from China (36 percent), with Vietnam (11 percent), Bangladesh (6 percent), Indonesia (6 percent), and Mexico (5 percent) rounding out the top five.¹¹ While many apparel products are manufactured overseas, much of the value that goes into them is generated in the United States. Various studies note that conventional trade statistics may overstate the size of our trade deficit because they fail to fully capture the value added at different stages of the design and development process.¹²

Other consumer products, such as smart phones, electronics and toys, operate with similar business models. Profits in these industries derive more from establishing a strong brand name, researching market needs, and finding a niche than from scaling up production of a product and pushing it out to retailers.¹³ Recent studies focusing on Apple's iPod—an example of a product designed and distributed in this country but largely manufactured overseas—have found that many of the highest-value, highest-wage activities take place right here in the United States.¹⁴

While much apparel manufacturing now takes place overseas, what remains in the United States is focused on high-fashion, high-value, quick-turnaround, high-margin orders. Computer-aided design helps designers turn concepts into samples, and helps manufacturers move from prototype to finished product on an accelerated timetable.

Cities like New York and Los Angeles retain manufacturing bases that support the fashion industry. Apparel manufacturing represents three-in-10 manufacturing jobs in New York City.¹⁵ Nearly two-in-10 manufacturing firms in Los Angeles are in the apparel business.¹⁶

Fashion Industry Creates High-Paying Jobs

Overall, fashion- and apparel-related industries employ 1.9 million workers, in professions requiring a range of education and skills.¹⁷

The number of people working as fashion designers in the United States has grown by over 50 percent in the past 10 years to over 17,000.¹⁸ Fashion designers—the profession at the heart of the industry's creative process—are concentrated in apparel industries, namely manufacturing and wholesale merchandising. Across industries, fashion designers earn an average of \$73,600 annually (see Table).

The U.S. apparel manufacturing industry employs more than 144,000 workers. While there are still occupations such as sewing machine operators, tailors, and textile machine operators who earn lower wages, today's manufacturing jobs include a number of higher-paying occupations. These include market research analysts and marketing specialists, who earn \$59,750 annually on average, and computer professionals, who earn \$67,110 on average. Also within the production stages, fabric and apparel patternmakers earn an average of \$53,800.

The wholesale apparel merchandising sector employs roughly 141,000 individuals. These include graphic designers earning \$50,120 on average; production, planning and expediting clerks earning \$47,630 on average; and installation, maintenance and repair workers earning \$43,440 on average.

The majority of fashion and apparel jobs are in the retail sector, with nearly 1.5 million individuals employed throughout the country in retail establishments. These jobs, on average, pay \$26,000 per year, but even within the retail sector there are higher-wage jobs for accountants, auditors, buyers, purchasing agents and others. Marketing and sales managers, for example, earn over \$87,000 on average.

Table: Employment in Selected Fashion and Apparel Industries and Occupations			
	Number of Employees	Median Hourly Wage	Average Annual Wage
Fashion Designers (All Industries)	17,370	\$30.65	\$73,570
Apparel Manufacturing Industry (All Occupations)	144,410	\$11.21	\$33,610
<i>Selected Occupations</i>			
Market research analysts and marketing specialists	600	\$26.79	\$59,750
Computer occupations (such as information analysts, developers, and system administrators)	1,800	\$31.18	\$67,110
Industrial machinery mechanics, installers, and repairers	1,350	\$16.39	\$36,040
Fabric and apparel patternmakers	2,720	\$25.13	\$53,800
Tailors, dressmakers, and custom sewers	1,820	\$11.73	\$28,950
Textile bleaching and dyeing machine operators	680	\$12.28	\$25,540
Apparel Wholesale Merchandising Industry (All Occupations)	141,410	\$16.86	\$51,230
<i>Selected Occupations</i>			
Graphic designers	1,590	\$21.61	\$50,120
Merchandise displayers and window trimmers	260	\$16.31	\$37,130
Production, planning, and expediting clerks	2,300	\$21.26	\$47,630
Installation, maintenance, and repair workers	690	\$19.68	\$43,440
Apparel Retailers (All Occupations)	1,449,390	\$9.64	\$26,000
<i>Selected Occupations</i>			
Marketing and sales managers	4,640	\$30.60	\$87,050
Accountants and auditors	1,410	\$28.52	\$67,860
Buyers and purchasing agents	2,510	\$23.51	\$56,680
Source: JEC Democratic staff based on data from the Bureau of Labor Statistics, Occupational Employment Statistics (May 2013 data).			

New York City is the Fashion Capital of the World

New York City is considered by many to be the fashion capital of the world ahead of Paris, Milan, and London.¹⁹ According to the New York City Economic Development Corporation (NYCEDC), an estimated 900 fashion companies have their headquarters in New York City and the city is the largest retail market in the country, generating more than \$15 billion in annual sales.²⁰

According to NYCEDC, the fashion industry employs more than 180,000 people in New York City, approximately half of them work in retail.²¹ The industry pays nearly \$11 billion in wages and generates almost \$2 billion in tax revenue each year.²² Fashion trade shows, showrooms, and fashion shows attract more than half a million visitors annually to New York City.²³

New York City's pre-eminent role in the fashion world is showcased during the city's semiannual Fashion Weeks, which are held in February and September each year.²⁴ Fashion Week generates close to \$900 million in total economic impact each year, including an estimated \$532 million in direct visitor spending, according to an analysis by the NYCEDC.²⁵ The economic benefit from Fashion Week surpasses events such as the New York City Marathon (\$340 million), the 2014 Super Bowl in New Jersey (about \$550 million), and the U.S. Open (\$800 million).²⁶

New York is a hub for major fashion publications such as Women's Wear Daily, Vogue and Harper's Bazaar, and home to some of the largest advertising companies in the world. The city has sophisticated media and marketing resources that designers can utilize to promote their products and build their brands. New York is the headquarters of such internationally recognized brands as Ann Taylor, Brooks Brothers, Calvin Klein, Rocawear and DKNY.

Fashion Industry Expands Footprint in Cities Around the Country

In addition to New York and Los Angeles, which have the highest concentrations of fashion designers in the country, several cities are building their own reputations for fashion design. Columbus, Ohio, is home to a number of major apparel companies including Express, Abercrombie & Fitch, DSW and L Brands. According to an analysis by Economic Modeling Specialists International, Ohio's capital city has more than 500 fashion designers who earn an average of \$26 an hour.²⁷ In Nashville, Tennessee, more than 275 fashion designers earn an average of \$30 an hour, close to the prevailing wages for designers in New York and Los Angeles.²⁸ More than 500 fashion designers work in San Francisco, where Levi Strauss & Co. and Gap Inc. are based, earning an average of \$38 an hour.²⁹ Seattle and Dallas are also cities that have attracted a significant number of fashion designers.³⁰

Fashion is Part of the Creative Economy

More than 200 schools across the country offer fashion-related programs and prepare students for high-wage jobs in the fashion industry.³¹ These programs build skills that are marketable not only in fashion, but across industries. For instance, 5 percent of fashion designers worked in the motion picture and video industries in 2013.³²

Three of the most prominent design schools are located in New York City—Parsons The New School for Design, Pratt Institute, and Fashion Institute of Technology (FIT). Los Angeles is home to 14 private and public undergraduate schools with programs dedicated to apparel design and merchandising. Rhode Island School of Design and Columbus College of Art and Design also are well-known for their strong design programs. Some prominent schools report more than an 80 percent placement rate for recent graduates.

In addition to preparing students for careers in the fashion industry, many design schools have a significant positive economic impact in their areas. For example, FIT attracts more than 200,000 visitors each year to its Chelsea campus, including 105,000 visitors to the Museum at FIT, and generates more than \$280 million of spending in New York.³³

Fashion Clusters Promote Knowledge-Sharing and Efficiency Gains

The fashion industry is characterized by clusters of activity, whether in the large fashion hubs of New York or Los Angeles or in smaller hubs in a number of states. This mirrors trends in a range of industries, where clusters often develop in certain regions—for example, technology and computing in Silicon Valley, the film industry in Los Angeles, and life sciences in a number of areas including suburban Maryland and North Carolina's Research Triangle.³⁴

Research shows there are economic benefits when businesses in a particular industry cluster together in close proximity. This allows these businesses to take advantage of a skilled pool of labor and build relationships between suppliers and producers.³⁵ Local educational institutions may develop specialized curricula and partner with area businesses to prepare students to enter jobs in the industry. Knowledge-sharing across businesses can foster innovation and enhance productivity, helping to boost wages for workers in the industry cluster.³⁶ Successful industry clusters can also enhance economic opportunity for workers in other industries in the area by spurring demand.³⁷

Reshoring: Signs Show that Some Apparel Manufacturing is Returning to the United States

At the same time that the United States is specializing in the high-value-added parts of the supply chain, there are signs that companies may be bringing some production back home. In fact, according to the global strategy and management consulting firm A. T. Kearney, apparel was the third largest reshoring industry in the manufacturing sector in 2014 and accounts for 12 percent of manufacturing reshoring cases since 2010.³⁸ This may stem in part from an increasing recognition of the value of "fast fashion"—which is characterized by short production and distribution lead-times, smaller product runs, and a focus on trendy product design.³⁹ Fashion retailers may be better able to keep up with emerging trends and complete orders faster by shortening their supply chains and locating some production in the United States.

Conclusion

Fashion is a sophisticated, thriving industry employing people in a diverse set of occupations across the United States. Apparel manufacturing is only one piece of the industry. As the industry has evolved, U.S. employers have changed with it, focusing on the high-value parts—R&D, design and marketing. Jobs in these fields pay well, and demand for these skills is growing.

High fashion is big business. In New York City alone, it is a \$98 billion industry.⁴⁰ While much of the industry's impact is concentrated in New York and Los Angeles, where most U.S. fashion designers live and work, cities in the South, Midwest, and West are seeing positive economic impacts from growth of the fashion industry in their communities. As retailers and fashion designers cluster outside the traditional fashion hubs, this can help facilitate innovation in the fashion industry and benefit other industries in those regions as well.

Today's fashion industry looks very different from even 25 years ago. Fashion design schools are arming graduates with the advertising, design, Web, and other skills needed to compete in the rapidly changing global fashion industry. With the growing number of high-paying jobs in the industry, the United States should look to extend its leadership in the fashion world.

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² JEC staff calculations based on data from the Bureau of Labor Statistics, OES Survey, 2013. This includes employees working in the following industries: textile mills; apparel manufacturing; footwear manufacturing; apparel, piece goods, and notions merchant wholesalers; and clothing and clothing accessories sales.

³ JEC staff calculations based on data from the Bureau of Labor Statistics, OES Survey, 2013.

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⁵ California Fashion Association, "[The Los Angeles Area Fashion Industry Profile](#)" (November 2011).

⁶ Kenneth T. Jackson, ed., *The Encyclopedia of New York City* (Yale University Press, 2010); Gotham Center for New York City History, "[Garment Industry Historical Overview](#)" (accessed February 5, 2015).

⁷ JEC staff calculations based on data from the Bureau of Labor Statistics, OES Survey, 2013.

⁸ Gary Gereffi and Olga Memedovic, "[The Global Apparel Value Chain: What Prospects for Upgrading by Developing Countries?](#)" (United Nations Industrial Development Organization, June 2003); Gary Gereffi, "[International Trade and Industrial Upgrading in the Apparel Commodity Chain](#)" *Journal of International Economics* vol. 48 (1999), pp. 37-70.

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¹⁰ United States Department of Commerce International Trade Administration, [Office of Textiles and Apparel](#) (accessed February 5, 2015).

¹¹ *Ibid.*

¹² OECD, "[Trade in Value-Added: Concepts, Methodologies and Challenges \(Joint OECD-WTO Note\)](#)" (accessed February 5, 2015); Andrew Batson, "[Not Really 'Made in China'](#)" *The Wall Street Journal* (December 15, 2010); Michael Sposi and Janet Koech, The Federal Reserve Bank of Dallas, [Value-Added Data Recast the U.S.-China Trade Deficit](#) (July 2013), <http://www.dallasfed.org/research/eclett/2013/el1305.cfm>; Nadim Ahmad, "[Measuring Trade in Value Added, and Beyond](#)" (draft, OECD, February 2013).

¹³ Gary Gereffi, "[International Trade and Industrial Upgrading in the Apparel Commodity Chain](#)" *Journal of International Economics*, vol. 48 (1999), pp. 37-70.

¹⁴ Kenneth L. Kraemer, Greg Linden, and Jason Dedrick, "[Capturing Value in Global Networks: Apple's iPad and iPhone](#)," (July 2011).

¹⁵ New York City Economic Development Corporation, "[Fashion.NYC.2020](#)" (accessed February 3, 2015).

¹⁶ California Fashion Association, "[The Los Angeles Area Fashion Industry Profile](#)" November, 2011.

¹⁷ JEC staff calculations based on data from the Bureau of Labor Statistics, OES Survey, 2013. This includes employees working in the following industries: textile mills; apparel manufacturing; footwear manufacturing; apparel, piece goods, and notions merchant wholesalers; and clothing and clothing accessories sales.

¹⁸ JEC staff calculations based on data from the Bureau of Labor Statistics, OES Survey, 2013.

¹⁹ New York City Economic Development Corporation, "[Fashion.NYC.2020](#)" (accessed February 3, 2015).

²⁰ New York City Economic Development Corporation, "[Why NYC?](#)" (accessed January 29, 2015); New York City Economic Development Corporation, "[Fashion.NYC.2020](#)" (accessed February 3, 2015).

²¹ New York City Economic Development Corporation, "[Mayor De Blasio Marks Beginning of Fashion Week, Announces Winners of Fashion Manufacturing Initiative Grant Program To Promote Growth and Support Local Manufacturers](#)" (press release, February 6, 2014); New York City Economic Development Corporation, "[Fashion.NYC.2020](#)" (accessed February 3, 2015).

²² New York City Economic Development Corporation, "[Mayor De Blasio Marks Beginning of Fashion Week, Announces Winners of Fashion Manufacturing Initiative Grant Program To Promote Growth and Support Local Manufacturers](#)" (press release, February 6, 2014).

²³ *Ibid.*

²⁴ New York City Economic Development Corporation, "[Fashion.NYC.2020](#)" (accessed February 3, 2015).

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²⁸ *Ibid.*

²⁹ Fashion Up, "[The Top 5 Most Fashion Forward Cities in the United States](#)" (May 20, 2013); JEC staff calculations based on data from the Bureau of Labor Statistics, OES Survey, 2013.

³⁰ JEC staff calculations based on data from the Bureau of Labor Statistics, OES Survey, 2013.

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³³ Fashion Institute of Technology, "[FIT Economic Impact](#)" (accessed February 5, 2015).

³⁴ Council of Economic Advisers, "[Economic Report of the President](#)" (March 2013).

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