

Week 11 – Career Kit: Fashion Industry Careers

Job Title: Apparel Design Associate

Employment Type: Full-Time, Entry Level

Company: RuffleButts, Inc

Salary: \$38,000-64,000 per year

Location: Flower Mound, Texas

Compensation: Potential bonus and 401k

RuffleButts, Inc. was founded in 2007, and has become a quickly growing girls and boys apparel brand and is available in a variety of retail stores throughout the world. They offer a dynamic and informal work environment with opportunity for advancement.

The Apparel Design Associate is responsible for designing and developing apparel styles for assigned product lines and projects. They will work in a collaborative effort with the design team, production team, merchants, and manufacturers throughout the product cycle.

Responsibilities include creating concept designs, color stories, graphics, and product specifications all the way down to completing a tech pack for each design. Other duties include market research on trends, fabrics, and techniques, as well as flat sketches, style directions for the manufacturers. The associate is also responsible for tracking manufacturing processes and progress, tracking samples, and any other related duties.

Requirements for this job include a 4-year degree in Fashion or Graphic Design and 1-3 years of industry experience in fashion design. Experience in eCommerce and apparel (especially children's) is a bonus. Skill requirements include proficiency in Microsoft Office (Excel) and Adobe Illustrator (and Photoshop). The candidate should also have experience in tech pack production. Candidate should also be organized, have project management skills, and relationship driven.

Job Title: Brand Ambassador

Employment Type: 1-year contract

Company: Rebecca Page, Ltd.

Salary and Compensation: Varies, free
patterns, 20% commissions off all sales

Location: Remote

Rebecca Page, Ltd. was founded in 2018, and has grown into a global PDF sewing pattern company featuring a variety of patterns for kids, women, men, home décor, and more.

Brand Ambassador is a “on commission” payment opportunity but offers some nice benefits to the avid seamstress looking to make some income, including free patterns before official pattern release dates, access to all available patterns, 20% commissions off all sales, opportunity for industry publicity when used in marketing campaigns, and participation in product focus groups. Having a large social media following helps increase overall earning potential.

Responsibilities of a brand ambassador include actively supporting the brand on social media and completing and submitting 2 pattern sews per quarter. Other duties include posting teaser posts on social media before each make is submitted, blogging or using social media to create content for each sew submitted, and tagging the brand on social media once a month.

Requirements include having at least 2 active and consistently used social media platform accounts, strong sewing skills and attention to details, both written and oral communication skills, ability to produce high quality photographs, and is deadline oriented. Having experience with sewing or sewing tutorial blogs is a bonus.