IS A DEGREE IN APPAREL, MERCHANDISING, AND DESIGN YOUR BEST FIT?

A degree in Apparel, Merchandising, and Design may be your ticket to a lifelong career in the diverse and fast-paced apparel industry.

Apparel can be considered a mere necessity, a personal expression, and a reflection of the times. No matter what fashion means to you, where you live, or what you do, it is an integral part of our daily lives.

Hundreds of decisions and dozens of processes take place en route to the purchasing of a single garment. Fashion illustrators, trend forecasters, designers, product developers, merchandisers, and retail store owners all play a role in making that final sale. From the sketchpad to the retail rack, worlds of career options await.

CRAFT AN ADVENTURE THAT'S ALL YOURS
Craft your own college journey. Accessorize your classroom experiences and build your resume by stitching together a harmonious patchwork of extracurricular activities and applied learning. Launch your college career by joining the Common Threads Learning Community to fast track your socialization with other students and professors. Consider contributing to the award winning Trend Magazine, the MODA Fashion Club, and the Closets Collide sustainable retail project – or any of the other 800+ student clubs on campus.

Explore the fashion centers of Los Angeles, New York, and China on field studies; enhance your skills and your view of the world with a semester abroad at a partner school in London, Florence, Paris, or Glasgow. Pull off one of the largest student-produced fashion shows in the nation. Advise business owners in the Main Street Iowa project. Design costumes for a play or musical. Explore an academic career and conduct research. Staff the Textiles and Clothing Museum. Compete for $5,000 scholarships or submit your design work for an internship competition.

An internship or two will further refine your skill set – and differentiate you in the marketplace. With all Iowa State has to offer, it’s no wonder our students become trendsetters.

TO LAUNCH YOUR FASHION ADVENTURE, CONTACT:
Apparel, Merchandising, and Design
031 MacKay Hall
Ames, IA 50011-1121
Phone: 515.294.7474
Email: aeshm@iastate.edu
Website: www.aeshm.hs.iastate.edu

IOWA STATE UNIVERSITY
College of Human Sciences

Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries can be directed to the Office of Equal Opportunity, 3350 Beardshear Hall, (515) 294-7612.
EVERLASTING STYLE

America’s heartland is home to one of the world’s most comprehensive fashion programs. Long recognized for excellence, the Apparel, Merchandising, and Design (AMD) program at Iowa State University is among only 13 invited members of the American Apparel and Footwear Association’s education foundation. You can learn from and be inspired by our distinguished faculty – experts who wrote the widely used textbooks you will be reading.

Whether you aim for Seventh Avenue, Rodeo Drive, or your local main street, Iowa State’s AMD program can help you bring your dreams to life.

CUSTOMIZE YOUR STUDIES

As an AMD student, you will navigate essential core coursework. Learn why clothing and appearance is more important to some individuals than others. Continue by studying textiles, aesthetics, product development, merchandising, and the global structure and nature of your chosen industry. Build your portfolio with a professional internship – and even study abroad.

Chart your own future by selecting from well-designed options: Creative and Technical Design, Merchandising, and Product Development/Sourcing. You might even map out your electives to earn a minor in business, entrepreneurship, public relations, advertising, events, or design studies.

CREATIVE AND TECHNICAL DESIGN

As a designer, you will enjoy optimum learning conditions, accredited by the National Association of Schools of Art and Design. Your studies will traverse traditional hand methods and high-tech innovations in patternmaking, illustration, construction techniques, surface and structure design, technical design, and portfolio development. Scale multiple design technologies and technical processes. Draw inspiration from current fashion trends and objects around you. Tap the Textiles and Clothing Museum to study fashion history and global ethnic fashion culture. Commit your visual thoughts to paper and fabric – and enter your designs in Iowa State’s celebrated Fashion Show.

MERCHANDISING

As a merchandiser, you analyze your customers, then select products and presentations at a price and place. Move forward with an entrepreneurial business plan for a brick-and-mortar boutique or an online venture. Compete and learn by presenting your ideas to a panel of judges in Iowa State’s annual entrepreneurship showcase. Get savvy in the world of buying, visual merchandising, retail marketing, merchandise and brand management, fashion shows, magazines, public relations, customer experiences, and building customer relationships.

PRODUCT DEVELOPMENT AND SOURCING

Take a balanced approach to creativity and analytics. Apply fashion trends presented by your team of creative designers to the framework of your target market. Style a merchandise presentation. Learn to manage a product as you prepare each style for the production process. Manage style details, cost control, and timely deliveries to offer exceptional quality and value to your customers.