

Energise your **Graduation**

Give Power to your B.Sc, BA, B.Com, BBA, BBM,
BE & B.Tech Degree.

Open your **Heart** to The Prestigious **Post Graduation** courses.

Master of Design

M.Des Fashion Retail Management

M.Des Fashion Marketing and Merchandising

Duration 2 Years

Eligibility for M.Des: Any Degree

Full Time



McGAN's

**Ooty School of Fashion &
Design**

Residential Program

Affiliated to

Tamilnadu Music & Fine Arts University,

Government of Tamil Nadu and Recognized by UGC.

Instructional Design Support from NIFT

National Institute of Fashion Technology.



For course Information

Ooty Campus Scenic View

Indian Students Call +91 98404 51427 - Middle East & South East Asian Countries Call +91 91760 04999

Campus Address:

McGAN's Ooty School of Fashion & Design

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mcgansfashiondesign.com

M.Des - Fashion Retail Management

Stalwart & Speedy Career Strengthening Masters Program in Design

A Dynamic Masters Program for B.Sc, BA, B.Com, BBA, BBM, Graduates of Arts, Science & Commerce Stream.

Professional Degree Holders like BE, B.Tech Graduates & MBA, MCA Post Graduates can Join M.Des to Initiate a Stalwart Career in Fashion Retail Management.

Fortified with Specialized Textiles & Fashion Foundation Syllabus for Non Textile & Non Fashion Graduates, Precisely Tuned Fashion Retail Mercantile based Teaching Methodology.

Eligibility for M.Des – Any Degree

Limited number of Pupils Intake, There is a Reservation for NRI, PIO & Foreign Origin Students

Target Study Plan

Fundamentals of Textiles, Clothing & Fashion
Basics of Textiles & Clothing Manufacturing
Elements & Principles of Fashion Marketing
Woven & Knitwear Fashion Concepts
Introduction to Fashion Retail Merchandising
Introduction to Fashion Export Merchandising
Retail Buying Process
Overseas Clothing Sourcing
Fashion Retail Pricing Strategies
Competitive Pricing & Discount Strategies
Basics of Retail Operations Management
Supply Chain Management
Customer Relationship Management

Fashion Vendor Management
Foreign Trade Management for Fashion
Visual Merchandising & Retail Space Innovations
Advertising & Brand Management
Business Decision making for Fashion Retail
Leadership Qualities for Fashion Retail Managers
Advanced Market based Trend Forecasting
Business Communication for Fashion Retail Managers
Design Thinking for Fashion Retail Managers
Concept of Ethics in Fashion Retail
Planning for Seasonal Offers
Discount Forecasting

Classroom Based Industrial Activities

- + Understanding Clothing Brands and their Fashion Concepts
- + Observing Fashion Based E-Commerce Activities
- + Understanding Discount Strategies for Fashion Retail
- + Distinguishing between On Line & Off Line Fashion Commerce
- + Importance of Negotiation Skills & Retail Conflict Resolution

Off Campus Industrial Tasks

- + Exploring Top Ten Luxury Designers Fashion Brands at Front Row Fashion Stores & Hyper Market Stores
- + Fashion Evaluation of Indian, American & European clothing Brands
- + Field Study of Hyper Local Fashion Stores
- + Survey of Textiles & Apparel Manufacturing Units
- + Understanding the Textile, Clothing & Fashion objectives of Top 25 Hand Loom Clusters of India, Pan India survey
- + Indian & International Scenario of Fashion Retail, a 360 Degree Appraisal
- + Hurdles & Opportunities of Fashion Retail Management: An In-store Survey.
- + Consumer behaviour & Shoppers Perception Survey: On- Line Vs Off-Line Fashion Commerce

Long Term Industrial Internship

- + Full Time Internship with Clothing Brands Corporate Offices
- + Internship with Clothing Sourcing Offices
- + Retail Accounting Practise with Retail Buying & Merchandising Offices
- + Basic Merchandising Calculation Practise with Export Merchandising Offices
- + In-Store Internship, Respecting Fashion Retail Management principles
- + In-Store Visual Merchandising, Store Front Design & Retail Space Planning Activities

Career Liberty

Independent Fashion Retail Consultant
Fashion Sourcing Consultant
Fashion Retail Business Analyst
Clothing Discount Strategist & Offer planner
Fashion E-Commerce Product Manager
Fashion E-Commerce Business Consultant
Flagship Store In-charge
Retail Operations Manager
Fashion Vendors Manager
Visual Merchandiser
Fashion Retail Space Planner
Clothing Brand Manager

Fashion Retail Manager
Fashion Buying Manager
Clothing Concept Designer
Fashion Advertising & Brand Manager
Product Category Manager
Fashion Property Consultant
Fashion Trend Forecast Manager
Clothing Import Consultant
Retail Export Manager
Retail Data Analyst
Retail Customer Relationship Manager
Retail Supply Chain Manager

M.Des - Fashion Marketing and Merchandising

Solid & Sturdy Career Strengthening Masters Program in Design

A Promising Masters Program for B.Sc, BA, B.Com, BBA, BBM, Graduates of Arts, Science & Commerce Stream.

Professional Degree Holders like BE, B.Tech Graduates & MBA, MCA Post Graduates can Join M.Des to Initiate a Solid Career in Fashion Marketing & Merchandising.

Fortified with Specialized Textiles & Fashion Foundation Syllabus for Non Textile & Non Fashion Graduates Perfectly Balanced, Teaching Methodology to Produce Fashion Industry Ready Candidates.

Eligibility for M.Des – Any Degree

Limited number of Pupils Intake, There is a Reservation for NRI, PIO & Foreign Origin Students

Target Study Plan

Fundamentals of Textiles, Clothing & Fashion

Basics of Textiles & Clothing Manufacturing

Elements & Principles of Fashion Marketing

Elements & Principles of Fashion Merchandising

Communication for Fashion Marketing

Fashion Advertising & Clothing Brand Management

Advanced Creativity for Fashion Marketing

Fashion Marketing & Distribution Channels

Print, Electronic & Social Media Integration for Fashion Marketing

Fashion Trend Forecasting

Fashion Product Mix & Product Innovation

Fashion Range Planning

Woven & Knitwear Fashion Concepts

Basics of Apparel Costing & Consumption

Woven Garments Merchandising Concepts

Knitted Garments Merchandising Concepts

Basics of Retail Merchandising

Basics of Export Merchandising

Fashion Export & Import Documentation

Advanced Creativity for Visual Merchandising

Classroom Based Industrial Activities

- + Understanding Value Based Fashion Marketing
- + Strategies for Customer Centric Approach in Fashion Marketing
- + Understanding the Importance of Focused Marketing in Fashion
- + Analysing the Distinctive Elements of Luxury Fashion Brands
- + Contemporary Approaches in Fashion Communication.
- + Practising Apparel Costing & Consumption for basic Woven & Knitwear Articles
- + Understanding the Importance of Trend Forecasting
- + Practising Garments Export and Import Documentation procedures
- + Discussing Trends and Innovation in Visual Merchandising

Off Campus Industrial Tasks

- + Observing the Fashion Product Mix & Range Planning at Various Flagship Clothing Stores & Hyper Market Fashion Stores
- + Visit to Fashion Advertising Agency, Understanding the Process of Fashion Branding Techniques.
- + Comparative study of Visual Merchandising & Product Display Concepts of various Clothing Brands
- + Visiting National & International Level Fashion Shows & Ramp Walk events to Estimate Fast Fashion Concepts
- + Understanding the Process of Fashion Stage to Fashion Store, Conversion time of Trending Fashion Concepts.
- + Industrial Visit to Textile Weaving & Knitting Units
- + Understanding the Stages of Textile processing, right from Bleaching to Dyeing to Printing & Finishing.
- + Industrial Visit to Woven & Knitwear Garments Manufacturing Units

Long Term Industrial Internship

- + Full Time Internship with Garments Export firm's Merchandising Department
- + Full Time Internship with Fashion Distribution Channels
- + Practicing Fashion Advertising Design, Media Planning, Media Buying & Fashion Brand Campaign Tasks with an Advertising Agency
- + Visual Merchandising & Retail Space Design based In-Store Internship at Flagship Fashion Stores, Fashion Front Stores & Hyper Market
- + Clothing & Home Textiles Hand Loom Cluster based Internship
- + In-depth study of Garments Buying House Activities, an evaluation Based Internship
- + Internship at Weaving & Knitting Mills
- + Internship at Textile Processing Mills, Understanding the Industrial Process of Textile Bleaching, Dyeing & Printing

Career Liberty

Clothing Marketing Manager

Garments Merchandiser

Flagship Store In-charge

Fashion Line Consultant

Fashion Market Analyst

Clothing Pricing Strategist

Clothing Brand Revival Strategist

E-Commerce Fashion Product Line Planner

E-Commerce Fashion Segment Manager

E-Commerce Business Insight Analyst

Independent Fashion Sourcing Consultant

Garments Buying House Manager

Fashion Category Manager

Clothing Vendor Manager

Garments Export Import Liaisons Consultant

Hyper Market Fashion Floor Manager

Fashion Advertising & Brand Manager

Fashion Franchises Consultant

RECENT-Lab

Centre for Effective Fashion Retail Management

Fashion Retail Management is a High Voltage and Multifunctional Department, which emphasizes more particularly on Fashion Marketing, Retail Buying and Merchandising, along with Fashion Retail Operations Management.

Lab Activities & Tasks

1. Thoughts about Digital SCM, CRM & Customer Experience Management.
2. Responsive towards Consumer Insights and Intelligence.
3. Understanding Fashion Brand Analytics, Brand Audit & Brand Amplitude [Peak & Trough]
4. Debating Retail Property Trends, Visual Merchandising, retail Lighting & Plano-gram.
5. Discussing Global Retail Trends & Changes, Mass Fashion Forecast.
6. Responsive towards Digital Technology behind E-commerce, App Commerce & other Fashion Based On-Line Activities.
7. Understanding the Inventory & Taxing Principles of Fashion Retail Management.
8. Discussing the International Corporate Affairs, influencing Fashion Retail Trade
9. In Depth Discussion on Fashion Retail Discount, Cash Backs, End-of-Season Sale, Up to 50%, 70% Off, concepts.
10. Discussing Trends & Twists of Foreign Direct Investment in Textiles & Fashion Trade.

TARGET-Lab

Centre for Effective Fashion Marketing

Fashion Marketing is a Super Competitive Department, Sales Speaks Louder than Strategies...Achieving Sales Target is the only way to Salvation in Fashion Marketing.

Lab Activities & Tasks

1. Pinpointing Right Fashion for the Right Shopper
2. Communicating with the Shoppers, Understanding the Audience and Feedback Processing
3. Trend Prevision Analyse and Fashion Prophecy Techniques
4. Attentive towards Ecommerce, Social Media and Disruptive Trends in Fashion Retail
5. Understanding Influential Global Fashion Brands and Their Characters
6. Monitoring the Market Dynamics of Established & Powerful clothing Brands
7. Discussing the Launch Strategies of New Fashion Brands
8. Formulating Strategies for Fast Moving - Highly Urbanized Clothing & Fashion Concepts
9. Discussing the Rising Trends & Innovation in Fashion Advertising
10. Analysing the Price Indexes of Textiles Base Materials like Yarn, Fabric, Dyes, Ancillary Chemicals & Apparel Base Materials Sewing Thread, Essential Trims and Embellishments

MERCH-Lab

Centre for Effective Fashion Merchandising

Merchandising is the Nerve Centre of Garments Industry; Merchandisers must have a diverse set of skills, smart enough to network and navigate smoothly even during most Turbulent working environment.

Lab Activities & Tasks

1. Communication & Soft Skills for Merchandisers
2. Merchandising Mathematics – Apparel Costing & Consumption
3. Digital Innovation and Technology Trends for Merchandisers
4. Positive Psychology for Merchandisers
5. Understanding the Global Merchandising Practices
6. Distinguishing the Difference between Retail Vs Export Merchandising
7. Monitoring the Fashion Export and Import Index and Data
8. Analysing the Price Indexes of Textiles Base Materials like Yarn, Fabric, Dyes, Ancillary Chemicals & Apparel Base Materials Sewing Thread, Essential Trims and Embellishments
9. Discussing the Emerging Trends in Fashion Accessories & Junks
10. Stabilizing the Focus Balance between Woven & Knitted Garments

MSFD Delivers Fashion Industry Ready Managers

State of the Art Learning Experience

- + Proficient Fashion & Clothing Management Faculties
- + Innovative Teaching Methods & Instructional Design
- + Excellent Industry Connect
- + Short Term & Long Term Internship Resources
- + Real Time Students Assessment Techniques

Live the Vibrant On-Campus Life at MSFD

World Class Living Experience

- + Salubrious, Plush & Green Campus Ambience
- + On-Campus Knowledge Facilities
- + Perfect Location to Master the Techno Art of Fashion & Clothing Management
- + Enjoyable & Relaxed Students Hostel Accommodation
- + Yummy Students Mess & Chirpy Cafeteria