

DEPARTMENT OF FASHION MERCHANDISING



LEAD ON®, CREATIVELY.

Located in the heart of North Texas' thriving fashion scene, the **TCU DEPARTMENT OF FASHION MERCHANDISING** offers direct access to one of the nation's fastest-growing apparel markets—a \$351.3 billion industry and a top destination for global fashion innovation, retail giants and entrepreneurial talent.

YOUR FUTURE IN FASHION STARTS HERE

Gain hands-on experience, leverage strong industry connections and join a thriving alumni network to launch your success in the fast-paced fashion world.

WHERE INNOVATION MEETS CREATIVITY

The Fine Arts Building is a state-of-the-art facility offering students hands-on opportunities to experiment, innovate and excel—preparing students for the real-world environments they'll enter after graduation.

INDUSTRY PARTNERSHIP JURY ROOM

SEWING AND APPAREL CONSTRUCTION LABS

TECHNOLOGY-DRIVEN COMPUTER LABS

TEXTILE AND MATERIALS TESTING LABORATORY

BACHELOR OF SCIENCE IN FASHION MERCHANDISING

WE'RE EDUCATING TOMORROW'S CREATIVE LEADERS

ALUMNI WORKING AT INDUSTRY LEADERS, INCLUDING:



Neiman Marcus



BOSS HUGO BOSS



100%

INTERNSHIP PLACEMENT WITH LEADING FASHION COMPANIES

90%+

CAREER PLACEMENT RATE WITHIN SIX MONTHS OF GRADUATION

96%

OF ALUMNI WORKING IN FASHION RELATED FIELD AFTER FIVE YEARS

Graduates entering roles with competitive salaries.

MERCHANDISING:

account executive, buyer, planner, merchant, sales director, visual merchandising coordinator

PRODUCT DEVELOPMENT:

designer, technical design, production assistant, trend forecaster, supply planning, sustainability coordinator

FASHION MARKETING:

public relations specialist, brand strategist, influencer marketing manager, event management

RETAIL INNOVATION:

content developer, e-commerce specialist, director of digital operations, fashion tech entrepreneur

SEE THE WORLD, SHAPE YOUR FUTURE

30% of students received a total of over \$30,000 in departmental scholarships for summer internships (2024)

50+ study abroad programs available

60% of students study abroad (2022-2024)

Department-specific opportunities in trade and fashion centers:

NEW YORK

PARIS

LONDON

#1

IN TEXAS FOR RETAIL GROWTH AND CAREER OPPORTUNITIES IN THE FASHION SECTOR

LEARN IN THE HEART OF THE FASHION INDUSTRY

24% GROWTH IN TEXAS' FASHION INDUSTRY OVER THE PAST DECADE

\$15B

IN PROJECTED DFW RETAIL SALES BY 2030

50+

CORPORATE HEADQUARTERS OF TOP FASHION AND RETAIL COMPANIES ARE BASED IN DALLAS-FORT WORTH

1K+

FASHION STARTUPS LAUNCHED IN THE LAST FIVE YEARS

INTERACTIVE LEARNING

STUDENTS PARTICIPATE IN SEMESTER-LONG INDUSTRY COLLABORATIONS WITH TOP BRANDS, INCLUDING:

Neiman Marcus

CHIEFFALO americana

MILA & Rose

ARIAT

The TCU Historic Costume Collection features over **2,500 ICONIC FASHION PIECES** from the late 1800s to the present, showcasing significant design elements and influential designers.

The **BEVERLY YATES REILLY FASHION MERCHANDISING DISPLAY WINDOW** is a collaborative space where fashion merchandising and architectural lighting design students create real-world brand designs, simulating client-designer interactions.

APPLY NOW