

Into a fascinating occupation—Fashion buyer

What's will be an advanced occupation of being fabulous, full of pleasure and the most important is that it meets the modern requirements . Maybe you are wandering so much. Here I am telling you the special job—fashion buyer. It sounds pretty cool and fascinating right?

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Fashion buyer is a kind of fascinating occupation to the forefront of fashion, originated in the 60's of the last century in Europe. However, it still be a new job in China. What buyers usually keep in mind? They always concern about the newest popular information, grasp the epidemic trend, the pursuit of perfect fashion and hold amount of orders— they generally pick up clothing, shoes, jewelry and other basic goods for the company they work for from suppliers to meet the different needs of varies of people, so-called consumers. They must stand in the forefront of the fashion, to understand the industry norms, timely earn a profit in it.



There is no easy task in the world. Let alone it's so fascinating. As a good fashion buyer, you should have such

feature. Paying attention to fashion information most of your time, having a keen sense of “smell” the trend and design talent. What’s more you need certain professional quality, can quickly and accurately mining hot; be able to work under high, frequent travel the world, pick the goods; be good at business negotiation and interpersonal communication.



Wow! Are you kidding me? What a long list you show! I know you gonna say that to me. But if you are really into fashion, you

just imagine it for a moment first. Is there will be a occupation fascinating more than this? In my mind, I guess not.

An elegant Japanese woman fashion buyer Kitayama Yoshiko, as the major suit set store art direction, walks in Japan, Hangzhou, Shanghai and American, is shuttling back and forth in the D&G, Giorgio Armani, Jimmy Choo, Versace, through her own eyes to find a good way to unite the individuality strong major suit. She once said, "Selling clothes is also selling the feeling, we must understand the life and habits of the consumer, if she is smiling and her eyes twinkled with happiness, so now she is willing to try. This is why every time I see some anxiety woman entered, we will chat with her first, excepted her happiness tuning out". That's it! Taking an fascinating occupation is necessary to make others feel the same too.

Jiuxiao who is at last the first one as a fashion buyer in China, is out of crazy when she knew that there is a job related to shopping. However, there is no any course about the major in China at that time. In her eyes, it was a chance to go abroad to learn. Now she is an excellent buyer with passion for fashion and culture and has the sensibility to grasp the fashion trend accurately.

Good news is coming. I intend to introduce a institute—HongKong Institute of Fashion Buying, which is established in Hongkong, a culture of fashion creation institution, its subject mainly relates to fashion buyer, display design, fashion MBA and fashion design and other international fashion highly recognized post-graduate courses and research courses. Have received a cutting-edge art edification and practice and new fashion buyers from here to the society every year, becoming the new fashion. Hongkong Fashion Institute (IFB) purpose is to teach business acumen and creativity. If you have any interests, you can visit the website. <http://www.smd.hk/index.html>



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Shenzhen, Hongkong, Shanghai, Suzhou, China. <http://www.smd.hk>

If you are a shopping lover, maybe you should have a look in our inner self to find out whether the fascinating occupation is in line with your appetite. As for me, I wish to be a fashion buyer someday.