**Labor Market Information**

Many of the jobs that are related to this certificate are entrepreneurial or one aspect of a job so finding LMI was a bit challenging. I was able to find labor market data on a Media Specialist. I also included articles about the need for Fashion Bloggers and the trend of Fashion Designers using sales sites like Etsy. Finally, I included a current job announcement for a store in Rocklin that is looking for social media skills (please see Drive For Results Sections.)

Public Relations Specialists in California

**May also be called:** Account Executives; Communications Specialists**; Media Specialists**; Press Secretaries; and Public Relations Coordinators

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Hourly Wages for 2018** | **Low (25th percentile)** | | **Median (50th percentile)** | | **High (75th percentile)** | | |
| California | $23.11 | | $32.16 | | $45.29 | | |
| **Estimated Employment and Projected Growth Public Relations Specialists** | | | | | | | | | |
| **Geographic Area (Estimated Year-Projected Year)** | | **Estimated Employment** | | **Projected Employment** | | **Numeric Change** | **Percent Change** | | **Job  Openings** |
| California  (2016-2026) | | 26,500 | | 29,500 | | 3,000 | 11.3 | | 29,800 |

SHEI Magazine- University of Michigan.

**Why Fashion Bloggers Matter**

New York Fashion Week remains the most important holiday for all of those obsessed with fashion and nothing appears to have the ability to change that. However, what has changed is the way in which Fashion Week is presented to us, thanks to the rise in power of fashion bloggers. No longer do we have to wait for print fashion magazines or designers to release photographs of their work, now we have non-stop coverage on the Instagram, Twitter, and Snapchat accounts of these individuals. Fashion bloggers aren’t just important for their immediate coverage of high end events, but also for the position they have as the middle ground between designers and the everyday fashion lover.

With the rise of social media and blogging, the power of fashion bloggers has finally been validated by editors and designers. The recognition of the capability that bloggers have to persuade consumers has led to unique privileges. Sadly, no matter how hard we try, not all of us are invited to sit front row for New York Fashion Week, but many bloggers are. These individuals are the newest form of labor used by designers, as their potential to spread the word about up and coming lines has been quickly recognized. Not only does this benefit the designer directly, but it also brings a new form of connection to us fashion addicts. Now, we can scroll through post after post, pretending that we, too, were five feet away from Marc Jacobs.

Fashion bloggers also matter because they make street style mainstream and resurrect old trends. In current years, street style has started to become recognized as high fashion and has recently been reflected on the runway. This is only happening because fashion bloggers mediate the relationship between high end designers and the public, getting old vintage trends or lower end pieces revolutionized and turned into something that can be worn on the runway. The fashion industry has been profoundly influenced by the rise in bloggers, especially in regards to street style, as high end brands have been almost forced to incorporate edgier styles. Street style, and its recognition in the sphere of high fashion, is an important change because it gives more people the ability to reflect their personal style in a way that can now be instantly labeled as “fashionable.”

Perks of being a fashion blogger include: front row seats to runway shows, glamourous trips around the world, and free products. Of course, bloggers spend a countless number of hours collecting their content and forming relationships with designers, but the bonuses they receive don’t hurt. The life that they depict through their social media is almost contagious. Who wouldn’t want to be front row at Oscar de la Renta’s show or spending the night in a hotel that looks over Big Ben?

In our modern world, we see almost everything through a screen. The fashion industry has learned to adapt to this by focusing its attention on bloggers. These individuals have the perfect position between the public and high end designers and are, therefore, able to relay trends and opinions in both directions. This has helped street style, which was formerly seen as low bar, transform into something reflected in different Fashion Week runway shows around the world. If you’re looking for some inspiration from fashion bloggers and don’t know where to turn, here are three that I have found to be some of the best; [Atlantic-Pacific](https://the-atlantic-pacific.com/), [Hello Fashion](https://www.hellofashionblog.com/), and [MyFashDiary](http://myfashdiary.com/).

# Etsy looks to next generation of fashion designers

By [Teresa Novellino](https://www.bizjournals.com/newyork/bio/14011/Teresa+Novellino)  – Entrepreneurs & Enterprises Editor, Upstart Business Journal, New York Business Journal

Feb 11, 2016, 7:56am

New York Fashion Week kicks off today, and as editors and bloggers, designers and photographers converge on the city [through Feb. 18](http://nyfw.com/schedule-feb-11), there will be plenty of media coverage of glamorous attendees, over-the-top runway shows, and fashion designers.

Many fashion grads start their careers working for well-known designers, but Etsy has another idea for aspiring designers: set up a shop on its e-commerce platform and work for themselves. In late January, the Brooklyn-based company collaborated with education portal Qubed along with fashion experts from Parsons The New School for Design, and Teen Vogue on [an instructional video](http://enroll-teenvogue.parsons.edu/forge-forward-in-fashion/) that explains how young designers might use Etsy as way to open businesses of their own.

One of the featured Etsy (Nasdaq: ETSY) designers in the Qubed video is [Reuben Reuel](https://www.bizjournals.com/newyork/search/results?q=Reuben%20Reuel), 30, whose Brooklyn-based company [DemestiksNewYork](https://www.etsy.com/shop/DemestiksNewYork) specializes in African prints made of Holland wax cotton fabric, which is manufactured in Holland and the Netherlands. He sources material from the Garment District, and makes everything in New York.

Reuel said he was proactive in getting marketing help from Etsy, but was surprised at how quickly his handmade apparel business took off on the platform.

“From the start, it was a very easy for me to sell directly to customers, to sell nationally and internationally all over the world,” Reuel said. Rather than go the traditional route and try to attract buyers and use a PR agent, he liked the opportunity to interact directly with the people buying his designs.

“My approach with my line was to see how people reacted,” he said. The business has grown to the point where he was able to bring in an assistant to handle administrative duties, and while he cuts and designs everything himself, he has seamstresses help with the sewing to keep on top of orders.

Reuel took fashion construction in high school in Norfolk, Virginia, and came to New York to attend the Art Institute of New York City. He has been working as a designer for about 10 years, including for startups. He launched his own label on Etsy in August 2012.

Etsy is not his only sales channel. He also sells wholesale to a Bedford-Stuyvesant, Brooklyn boutique and another in Kuwait. He also is starting to sell via another Etsy-like platform that specializes in goods made out of the cotton he uses. But in general, he prefers to be on a platform where he can see customer’s reacting to and wearing his designs, and he wants to be there if something gets returned.

Etsy is banking on similar-minded millennials and younger people to feel the same way.

“More than a third (37 percent) of Etsy sellers are under 35, and we’re really trying to empower the next generation of creators, and this audience in particular, because they are students and they’re savvy,” said [Lauren Hayes](https://www.bizjournals.com/newyork/search/results?q=Lauren%20Hayes), seller development partnership manager at Etsy.

There are more than 3 million items in the clothing category for sale, and they encourage the designers to form partnerships with retailers via Etsy Wholesale.

One of the biggest such opportunities is with Macy’s. In late January, an Etsy Shop launched within Macy’s new “One-Below” store in the basement of the Herald Square flagship, which [underwent a $400 million renovation last fall](http://www.bloomberg.com/news/articles/2015-09-25/this-is-macy-s-idea-of-a-millennial-wonderland) to turn it into a magnet for younger shoppers ages 13 to 22. Macy’s team of buyers hand-selected more than 50 products from eight designers for the new Etsy Shop, which will be refreshed with new products every six to eight weeks to focus on a different theme for each selling cycle.

Etsy helps designers get to that point with instruction on how they can build their customer base, figure out who their target consumer is, and how to use that information to expand the business further, Hayes said.

“It’s all about establishing yourself in the industry,” Hayes said.

It is working for Reuel, who has been discovered by a few celebrities. One of the recent ones was actress and comedian Mindy Kaling, who found him last fall on Etsy and placed an order. His assistant told him the name of his latest customer and he couldn’t believe it.

“She literally bought it through Etsy.com and she posted [it on her Instagram page](https://twitter.com/mindykaling/status/670640558025543681),” he recalled. “I didn’t ask her to do these things.”

In 2014, Beyoncé posted an Instagram photo of herself in one of his designs. That landed him an [interview and article in Harpers Bazaar.](http://www.harpersbazaar.com/fashion/designers/a3071/domestiks-reuben-reuel-interview/)

Despite the buzz, Reuel enjoys staying low-key and working from his home in Brooklyn.

“I always wanted to have my hands on whatever I’m doing,” he said.

Aerie - Merchandise Manager - Stores

[American Eagle Outfitters](https://www.indeed.com/cmp/American-Eagle-Outfitters)[4,785 reviews](https://www.indeed.com/cmp/American-Eagle-Outfitters/reviews) - Roseville, CA 95678

[Apply On Company Site](https://www.indeed.com/rc/clk?jk=2a147497f8f1a0a0&from=vj&pos=bottom)

The Merchandise Manager supports the Store Manager and is responsible in achieving sales goals, ***meeting merchandising brand standards*** and delivering operational excellence through effectively leading a high performing team. The Merchandise Manager is expected to role model AEO values and AEO Customer First behaviors in all actions and interactions in order to create a positive Customer First experience.

**POSITION TITLE:** Merchandise Manager - Stores  
**REPORTS TO:** Store Manager  
**STATUS:** Full Time Non Exempt  
**SUPERVISES:** Store Associates

**ESSENTIAL FUNCTIONS:**

Put the customer first through Visual Merchandising by delivering flawless execution in Windows, Floorsets, ***Marketing*** and 5 Standards to drive Traffic and deliver our seasonal brand and product message.

**RESPONSIBILITIES:**

**Visual & Operational Execution**

* Maintain 5 S standards on the sales floor, cash wrap and fitting room ensuring store environment is safe for employees and customers.
* Manage all visual directives, mapping and floorset are properly planned, scheduled and executed seamlessly within allotted timeframe.
* Generate and analyze merchandise reports and make necessary brand appropriate merchandising moves to maximize presentation and drive sales.
* Supervise and participate in the efficient and productive handling of all merchandise from shipment receipt and processing, floor-sets, markdown optimization, Flex Fulfillment and replenishment systems while maintaining backroom Standard Operating Procedures (SOP).
* Oversees and ensures efficiency of all daily operational procedures.
* Executes all daily operational procedures and supports the management team to ensure the store audit compliance and shrink results meet  
  company loss prevention standards.

**Leadership**

* Motivate and inspire the team by developing and delivering a compelling vision and purpose which encompasses American Eagle Outfitter’s Core Values.
* Act as the leader on duty and consistently models the brand customer service standards and Customer First selling behaviors.
* Hold the store team and self accountable for achieving all brand, performance and behavior standards.
* Build effective relationships with associates, peers and supervisor to develop a high performing team and customer-centric culture.
* Lead and participate in productive weekly leadership meetings that align with and drive the business strategy.
* Proactively seek personal learning and development opportunities to build leadership skill set and enhance individual performance.
* Comply with all AEO Inc. Loss Prevention standards and provide a safe environment for associates and customers.
* Ensure all associates training and development initiatives are executed in a timely manner.

**Drive for Results**

* Analyze reporting and daily sales trends to make real-time strategic business decisions to drive results.
* ***Lead the use of technology to enhance customer engagement and drive KPI results (BOSS, Store to Door, Social Media).***
* Evaluate store sales and payroll goals on a daily basis using payroll reports and tools; make scheduling adjustments to meet business needs.
* ***Builds customer loyalty through in-store experience, utilization of social media and email capture.***
* ***Support the Store Manager in the execution of the short and long term store business plans to drives KPI results and maximizes business opportunities to include CRM, Loyalty and technology.***
* ***Effective use of technology to enhance customer engagement and drive KPI results (BOSS, Store to Door, Social Media).***
* ***Contribute to the achievement of all store financial, revenue and expense targets.***
* ***Builds customer loyalty through in-store experience, utilization of social media and email capture.***

**Talent Management**

* Recruit, hire, develop and retain sales associates to ensure the store is sufficiently staffed to meet the needs of the business.
* Train, develop and coach the associate team; provide appropriate level of performance feedback to increase confidence and capability.
* Drive employee engagement by recognizing and rewarding employees for outstanding performance.
* Ensure that all associate team adheres to all employment practices and policies.
* Consistently assess and provide ongoing performance feedback through real-time coaching, scheduled touchbases, individual development planning and the performance review process.
* Develops succession plans to ensure career paths for all associates; encourages associates to pursue internal opportunities