

# MIZZOU

## Textile & Apparel Management



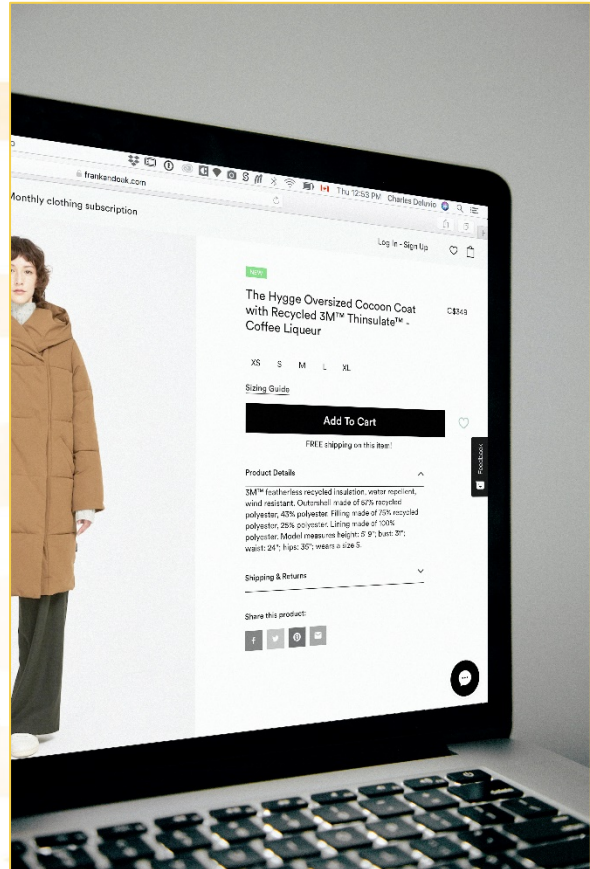
### Learn to Be a Digital Fashionista!

#### Retail

Did you know that the retailing sector contributes over \$4 trillion dollars to the US economy, and employs over 52 million people, about a quarter of the total US workforce)?

#### Industry Highlights

**Inclusivity**  
**Thrill of the bargain hunt**  
**Sustainability**  
**Subscription-based**  
**E-rental**  
**Resale revolution**  
**Digitalization of clothing**  
**Athleisure**



#### Retail Innovation

Despite the challenges facing fashion retailing right now due to the COVID 19 pandemic, many experts project that fashion retailing will experience a V-shaped revenue growth from -7% in fiscal year 2021 to +6.8% in fiscal year 2022 (CFRA Research, 2020). Traditional retailing will transition into the “next normal” in retailing, led by various retail innovations.

## About Mizzou TAM

Over **90% of TAM graduates** secure jobs in fashion and related areas within 6 months of graduation.

According to [College Factual](#), the TAM program is **#7** in overall quality and is in the **top 15%** of all fashion programs in the nation.

A career in the fashion industry also means a solid financial start to your future with the median starting salary at **\$39,700 (about \$6,200 higher than national median)**.

With the TAM program, you are a part of a nationally recognized fashion program but offered to you at a reasonable rate!

The TAM program offers a [Bachelor's degree in apparel retailing and digital merchandising](#) and [apparel product development](#).

Students can also earn a [minor](#) in textile and apparel management as well as a [certificate in digital merchandising](#).

We offer a program of study that fits the needs of all students who have a passion for the fashion industry.



## Art and Science of Fashion

People still need and want clothing, and they still love shopping! What will be different is what they wear and how they shop. Digital commerce is the future! That means apparel brands are looking for different ways to merchandise their products, and they need innovative leaders to join their ranks and make that happen. If you want to be part of this exciting next generation of fashion industry innovation, come join us! The [Mizzou TAM program](#) highlights creativity, sustainability, leadership, technology, and inclusivity! You gain knowledge and skills in both the art and science of fashion!

## Contact

Dr. Jaime Mestres at  
[mestresj@missouri.edu](mailto:mestresj@missouri.edu)

Follow [#mizzoutam](#) on [Facebook](#),  
[Instagram](#) and [Linked In](#)