

Fashion Marketer Interview Questions And Answers Guide.



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Fashion Marketer Job Interview Preparation Guide.

Question # 1

Tell us why do you love fashion?

Answer:-

Get creative! Instead of saying something like, "Because I like to experiment and try new things," focus on some of the other key attributes of fashion such as the fact that working in fashion requires you to be analytical and understand market trends.

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Question # 2

Explain me what according to you is a favourite part of being a fashion designer?

Answer:-

The interviewer asks the queries to interviewee to know the interest of an individual. This is because if an individual has more interest in a particular part, then there will be more chances of getting a job in an area of interest and specialization.

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Question # 3

Tell us what is the qualification required for a fashion designer career?

Answer:-

Such type of queries are judged on the basis of the degree the candidate has acquired. This will include the qualification like fine arts with fashion and design. One can also describe the work experience, show work portfolio and so on.

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Question # 4

What are accessories?

Answer:-

Extraneous items including jewellery, hats, bags etc

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Question # 5

What is bag?

Answer:-

Bags come in all shapes and sizes. Made from leather, plastic or fabric; bags can be worn over the shoulder, across the body, on the back or carried in the hand. Although largely practical bags have evolved into a fashion statement all their own - stemming into clutches, totes, satchels, backpacks, purses, shoulder bags, messenger bags and many more. Designer bags are an easy accessible designer item.

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Question # 6

What is epaulettes?

Answer:-

Ornamental strip of fabric on the shoulder. Traditionally used on military uniforms as a device to hold shoulder belt and protect shoulder during wartime.

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Question # 7

What is jacquard Weaving?

Answer:-

A versatile weaving method that allows a wrap thread to be raised independently of the other wrap threads.



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Question # 8

Tell us what three adjectives would you use to describe our company?

Answer:-

This is a fun question and one that gives you a chance to show that you understand the brand and can represent it well to others. "Whether you say something like fun or girly or super modern, we want to know that you know our brand. In order to ensure that you come up with a great answer, spend some time on the company's website and social channels and take notes on the key phrases the brand uses to describe itself. Then make a list of 3-5 relevant adjectives so that you have a selection of descriptors to choose from during the interview.

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Question # 9

Tell us what do you consider the important facets of the fashion industry?

Answer:-

Here the candidate must answer relating the characteristics of the fashion industry.

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Question # 10

What is androgynous?

Answer:-

Androgyny refers to a look that is of indeterminate gender. Most commonly this look features garments and style traits that are commonly associated with the opposite gender to the wearer . i.e. women wearing ties, brogues and oversized dress shirts.

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Question # 11

What is bell Sleeve?

Answer:-

A bell sleeve is a standard sleeve that flares out from the elbow or upper arm to create a bell shape.

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Question # 12

What are darts?

Answer:-

A sewn in fold designed to give garments shape. In particular around the bust, waist and hip areas.

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Question # 13

What is harris tweed?

Answer:-

A soft thick tweed woven from hand dyed woolen yarns. Popular fabric for coats and suits for both men and women.

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Question # 14

What is inseam?

Answer:-

The seam in a trouser/pants or short that runs from the crotch to the hem. Leg length is measured based on the inseam. Most often refers to the inside seam of pants. It also refers to the measurement from the pant crotch down to where the pant leg falls on the shoe; the inner seam on the legs of a pair of pant

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Question # 15

Can you tell us who are our main competitors?

Answer:-

When interviewers ask this question it's because they "want to know that you've done your research. In fact, being able to talk about a brand's competitors is a great way to show that you know both the industry and the brand.

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Question # 16

Tell us why did you decide to choose fashion designing as a career?

Answer:-

This question is asked to know the interest behind this field. Fashion designing is a type of field where a person has to have in depth knowledge of the field. The candidate while answering this question must explain the reason clearly so as no doubt is left in the mind of the listener.



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Question # 17

Tell me how do you stay up to date regarding fashion?

Answer:-

The candidate must answer this question by keeping the points like magazines, browsing internet, attending fashion shows and so on. Studying the history of fashion greatly helps to know the ins and outs of fashion.

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Question # 18

Explain me how will you contribute the best for the company?

Answer:-

Tell the best qualities and your strengths to the interviewer. This will give you an advantage in the selection process.

Tell all, what best can you do for the company, also relate all your answers to the last job experience. This will also give an impression that you actually have an experience may be of one or two years.

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Question # 19

What is apparel?

Answer:-

Apparel is a common term used to describe clothing, attire, clothes and/or garments.

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Question # 20

What is bellow Pocket?

Answer:-

A large gusseted pocket that is often featured on jackets, pants and skirts. Often seen on safari inspired garments.

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Question # 21

What is bandana?

Answer:-

A piece of cloth worn tied around the head or neck.

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Question # 22

What is bib Necklace?

Answer:-

A necklace that features a large front section that is often decorated, embroidered or beaded.

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Question # 23

What is fabric?

Answer:-

Any material made by weaving, knitting, crocheting, or bonding yarns or threads to form a textile.

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Question # 24

What is gunmetal?

Answer:-

A color that refers to an Alloy popular in the 1890's which is a mixture of 90% copper and 10% tin.

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Question # 25

As the designs you created are no doubt good enough, but who and which things were your inspiration while creating such designs?

Answer:-

This query will describe the interviewers about their inspiration, their role model.

While answering this query, the candidate must know how to reply as sometimes they end up saying they copied the designs. Make sure not to use the word copied, as it will act as a barrier in getting selected.

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**Question # 26**

What is ascot Collar?

Answer:-

Typically worn with a cravat. An Ascot Collar is a tall collar with points turned up over chin.

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Question # 27

What is aviator Sunglasses?

Answer:-

An oversized style of sunglasses, popularized by pilots.

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Question # 28

What is bandeau?

Answer:-

A narrow piece of fabric worn around the bust as a strapless alternative to a bra.

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Question # 29

What is bertha Collar?

Answer:-

A deep flat collar that falls from neckline to shoulder opening at front or back.

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Question # 30

What is fishnet?

Answer:-

Open weave knit, more often associated with hosiery and became a defining feature of Punk dress in the late 1970s.

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Question # 31

Tell us how was your experience in our store?

Answer:-

One of the key parts of being a fashion buyer is understanding the customer experience and being able to suggest changes that will help the brand improve. The main things interviewers like Chrissy want to know when they ask this question is, Do you know who our customer is and have you been to our stores?

To nail this answer, we recommend visiting at least one (but preferably two) of the company's stores and taking note of things like layout, customer service and window displays. In your interview, you can talk about how these factors shaped your experience, making sure to end on a positive note.

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Question # 32

Tell us are you a literate regarding computer and technology for designing? Or what kind of softwares you use while designing. If no, then also be frank?

Answer:-

In such type of questions, the candidates are tested on their ability to use technology for designing. It also portrays how truthful a candidate is about himself and his or her abilities.

Be frank and clear regarding the technology you use because if you lie on using the technology, you may be caught in the following questions. So be true while answering every query.

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Question # 33

Tell us being a fashion designer? What kind of clothes will you prefer during an interview?

Answer:-

The candidate before going for an interview must check the attire properly and should be well dressed. Otherwise the interviewers will not take much time to find out the fault in the candidate.

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Question # 34

Tell us about a time that you negotiated?

Answer:-

"There's a lot of negotiation in the fashion world and we want to know that you're comfortable with that. This includes negotiating payment terms and rates with distributors and designers and being able to make deals that are beneficial to the company. To answer this question effectively, focus on a previous experience where you negotiated a deal or a contract and be sure to explain both your thought process and the outcome.

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Question # 35

Basic Fashion Marketer Job Interview Questions:

Answer:-

- * What made you decide to pursue a career in fashion?
- * What do you consider the most important facets of the fashion industry?
- * What do you think are the current and future trends in fashion?
- * How do you think your education has prepared you to work in fashion?
- * Define "Fashion."
- * What were your daily tasks at [Fashion Company]?
- * How do you handle stress?
- * How comfortable are you working hands on with models and designers?
- * What qualifies you for a career in fashion over other candidates?
- * Do you consider yourself a people person?
- * How do you handle conflict?
- * How would you describe your personal style?
- * Where would you like your career in fashion to lead you?
- * How would you deal with an arrogant client?
- * What hobbies do you have that relate to the fashion industry?

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Question # 36

Explain me what do you think about work ethics and what kind of ethics you believe in following while working with fashion?

Answer:-

This again is a question which will probably relate closely to what motivates you to be a better designer and from your normal life what kind of ethics you follow and put up in your work.

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Question # 37

Can you say something about your background?

Answer:-

This query seems easy but the interviewers tend to ask the queries which confuse the candidate in the successive step. Asking about a person's background is fine but when an interviewer asks about the background of a particular designer, then a candidate might get confused and it can give a red signal during the selection.

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Question # 38

What is argyle?

Answer:-

Derived from the tartan of a West Scotland clan. Argyle is a knitted or woven pattern made from diamond shapes in two or more colours, on a solid background.

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Question # 39

What is batwing?

Answer:-

Popularized in the 1930's and 1980's. The batwing sleeve designed from a large triangular piece of fabric that connects the shoulder to the wrist and the wrist to the waist.

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Question # 40

What is cableknit?

Answer:-

Knit in a raised loop stripe resembling a twisted cable. A popular style of knitted sweater.

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Question # 41

What is garment?

Answer:-

A piece of clothing made up of various pieces of fabric and fastenings. It is the variation in the style of these elements that defines different fashions.

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Question # 42

What is fad?

Answer:-

A fashion that becomes popular in a culture or subcultures relatively quickly, remains popular, often for a rather brief period, then loses popularity dramatically



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Question # 43

What is breton Stripe?

Answer:-

Breton stripes consist of a thin blue horizontal stripes on a white background. Popularized by Coco Chanel in the 1930's and based on the traditional French sailor top.

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Question # 44

What is hipster?

Answer:-

Style for skirts and trousers where the waist band fits low on the hip rather than the waist. Made popular in the 1960s where they were often worn with a large belt.

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Question # 45

What is fedora?

Answer:-

Popular hat shape of the 1950s, made from a soft felt and noticeable by it's center crease on the head. A pinched front and a snapped brim.

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Question # 46

Tell me what is bias?

Answer:-

A diagonal cut made against the grain of a fabric. Garments cut on the bias have a fluid movement and drape; following the curves of the body.

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Question # 47

What is aviator Jacket?

Answer:-

A leather jacket typically with a sheepskin collar. Styled around the leather jackets worn by fighter pilots in WWI and WWII.

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Question # 48

What is activewear?

Answer:-

Activewear refers to any type of clothing that is designed to be worn during an active sport, such as yoga pants, track pants, swim shorts, rugby shorts etc.

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Question # 49

Do you know what skills according to you are necessary for a successful fashion designer?

Answer:-

This question would be judged on the points like marketing intelligence, artistic vision, focus on the art, demand in the market, supply in the market, and so on.

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Question # 50

Tell us how would you deal with an arrogant client?

Answer:-

Dealing with all clients is vital and especially the arrogant clients are given a person experience in handling clients of heterogeneous nature. These types of questions are asked to confuse the candidate and this is an important tip to answer smartly without getting confused.

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Question # 51

Explain me bout your internship period?

Answer:-

This is again the biographical interview question which directly relates him or her back to designer's career that tells from where does he or she has received his training.

Some fashion designers have received professional training with high profile internships while others have received little to no training. This answer of candidate will tell them of how little you have developed as a professional designer.

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Question # 52



What is a-Line?

Answer:-

A dress or skirt silhouette that is narrower at the top, flaring gently out to make an 'A' shape silhouette. Flattering on most figures in particular pear shapes.

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Question # 53

What is cardigan?

Answer:-

A knitted, woolen garment similar to a jacket with button or zipper fastening down front. Worn by men or women and named after James Thomas Brudenell, 7th Earl of Cardigan.

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Question # 54

What is haute Couture?

Answer:-

Exclusive custom-fitted fashions that are the pinnacle of the fashion industry. French for high sewing or dressmaking.

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Question # 55

Can you tell us what is fashion?

Answer:-

This question will directly give the leaders an insight of how much knowledge you have about fashion designing. Also it will give them the idea of your personal views about the world fashion and all about the fashion industry.

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Question # 56

What is anorak?

Answer:-

An anorak is a hooded sports jacket specifically designed for extreme weather conditions. (i.e. windy, snowy etc.) An anorak is also known as a Parka, Windbreaker or Windcheater

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Question # 57

What is capri Pants?

Answer:-

Women's slimly pants finishing just below the knee. Capri pants were first created by Emilio Pucci in 1949 and sold in his boutique on the island of Capri.

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Question # 58

What is fit and Flair?

Answer:-

Refers to a dress style characterized by a form-fitting Bodice with a skirt which flairs out towards the hemline, often with pleats or folds.

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Question # 59

Tell me what are your greatest strengths and weaknesses?

Answer:-

Answering the strengths is good but directly telling the weaknesses are obviously not good. Always keep in mind to highlight your strengths and to hide your weaknesses, especially during an interview for a job. Telling your weaknesses will give interviewers a chance to raise a point for no selection.

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Question # 60

What is beret?

Answer:-

Closely associate with French culture, a beret is a soft round hat traditionally made of felt or knitted wool.

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Question # 61

What is extra Wide Leg?

Answer:-

A type of style of pant which is designed with an extra wide fit around the hip, thigh, knee and hem that helps to balance out curvy hips.



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Question # 62

What is baby Doll?

Answer:-

Popularized by Carroll Baker 1956 film of the same name - A Baby Doll dress is a short dress typically worn as a night dress, that has progressed into everyday wear. Often made of light chiffon fabrics and decorated with lace, ribbon and bows. A baby doll style consists of an empire neckline and micro skirt.

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Question # 63

Tell me how would you describe your personal style?

Answer:-

Personal style means what one personally like to wear and what kind of style you follow. This will show your personal skills in styling and designing. The candidate must answer the questions confidently because any flaw while answering will create a doubt in other's mind.

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Question # 64

What is asymmetric?

Answer:-

An asymmetric design is a garment in which one side is long than the other. Asymmetric cuts are common in necklines, collars and hems.

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Question # 65

What is cocktail Dress?

Answer:-

A shorter style of evening dress worn to formal, semi-formal and cocktail events. Cocktail Dresses usually fall to mid-thigh or to the knee.

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Question # 66

Where do you see yourself in next ten years as Fashion Marketer?

Answer:-

This question will let others know your far sighted vision. Tell frankly, what you aspire to be in the next coming years. It will also showcase them your passion related to this field.

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Question # 67

What is belt?

Answer:-

A strip of flexible material made of various materials such as leather, cloth, woven fabrics or chain. Traditionally worn around the waist to support trousers - belts have grown into a fashionable accessory often worn around the waist or under the bust.

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Question # 68

What is coat?

Answer:-

Outwear worn over a garment to provide protection from the elements. Coats come in varying lengths and styles. Some popular coat styles include Duffel Coats, Trench Coats and Great Coats.

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Question # 69

Tell us in which area of fashion design jobs, do you wish to work?

Answer:-

The areas are divided into three groups like street fashion wear, ready to wear and haute couture. Never try and impress employees what you are not. If you are an expert in one field stick to that only and speak flawlessly.

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Question # 70

Tell us how will you handle stress?

Answer:-

Handling stress is an another quality of a worker. Stress is a part of the work, in whichever field you work. The stress will make a person expert in his or her work, so this is why stress is important as it works as a catalyst for a candidate.



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Question # 71

What is brocade?

Answer:-

Originating in the 17th Century Brocade is Italian for embossed cloth. A rich, ornate fabric with elaborate design - often reversible and featuring motifs such as flowers, foliage and scrollwork. Made with a jacquard loom.

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Question # 72

What is acrylic?

Answer:-

Acrylic fabric is a synthetic man-made polymer fabric. Acrylic Fabrics are lightweight, soft and tend not to crease. Acrylic is often used as a substitute to wool in jackets, jumpers, tops and scarves etc. However it is not as warm.

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Question # 73

Tell us what is applique?

Answer:-

Applique is a method of decorating garments in which one fabric is applied to another, often with floral and leaf patterns, but can be of any design and are stitched around the edged.

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Question # 74

What is bermuda Shorts?

Answer:-

Also known as Walking Shorts or Dress Shorts. Bermuda Shorts are semi-casual short trouser that falls to the knee. Bermuda shorts can be worn cuffed or uncuffed. The name is derived from the country Bermuda - where it was considered acceptable for business and military men to wear short trousers due to the heat.

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