Textile development and marketing professionals know how to create fabrics both high-tech and traditional, what they should be tested for, and where to market them. These fabrics are used for everything from runway fashions to high-quality, wear-resistant upholstery. How do you measure warmth? How is fabric created? What makes upholstery flame-retardant? Where does my jeans come from? How did Lycra change the way we dress? How is fabric made? In my jeans a sleeping bag? Fashion Institute of Technology, a world-renowned institution for creative business professions, will help you to learn about Textile Development and Marketing, introducing you to all aspects of the international textile industry, from pricing to quality assurance, and providing the knowledge and skills you need to turn your ideas into tomorrow's fashion materials. As a college of the State University of New York, FIT offers unmatched value and a strong commitment to professional education. At FIT, you'll learn from faculty who are experts in their field, on a campus located in the heart of Manhattan. Join a diverse community of students from New York City, across the country, and around the world. Find your dream internship, and your dream job. FIT is Textile Development and Marketing.
If you’re interested in developing high-performance fabrics or understanding how textiles are made, then Textile Development and Marketing is the program for you.

TEXTILE DEVELOPMENT AND MARKETING

HANDS-ON EXPERIENCE
The program prepares you to move directly from classroom to career. At FIT, you gain valuable, real-world experience through:
- Expert faculty with years of professional experience
- Guest lectures by industry leaders

Learn sophisticated techniques for coloring and finishing fabrics, and discover how to collaborate with designers, distributors, and other professionals to provide consumers with the best possible products.

INDUSTRY PROJECT
Every year, a group of graduating seniors involved in the FIT Denim Project researches, designs, manufactures, and markets a commercially viable line of jeans. Students have expanded the product line to include a sweater collection, and commercialized the project through a major retailer.

PROGRAM HIGHLIGHTS
The program offers two degrees: an Associate in Applied Science and a Bachelor of Science. Once you complete the associate’s program, you may then choose to go on to the two-year bachelor’s program. Highlights include:
- Locating the best fabrics from around the globe
- Textile laboratories equipped with the latest technology
- Core liberal arts curriculum to develop critical thinking, communication skills, and a global perspective

ASSOCIATE IN APPLIED SCIENCE DEGREE PROGRAM
The associate’s program focuses on the fundamentals of producing commercial fabrics for apparel and home applications. Learn about textiles, fashion, and home furnishings, with special emphasis on applications, and global sourcing—locating the best fabrics at the best prices from around the world.

BACHELOR OF SCIENCE DEGREE PROGRAM
The bachelor’s program provides an in-depth understanding of the textile industry and supply chain. Study materials, product management, styling, and performance evaluation, and participate in international marketing programs to prepare for global managerial positions.

CAREER OPPORTUNITIES
FIT reports a nearly ninety percent graduate placement rate, and many internships result in full-time job offers. Our graduates enjoy international employment opportunities with well-known designers and retailers. They go on to managerial positions with:
- Apparel manufacturers
- Design houses
- Fabric companies
- Fiber specialists
- Home furnishing manufacturers
- Import/export firms
- Retailers

COTTON FIBER
SPUN INTO YARN
COLORED AND FINISHED
ACID WASH, STONEWASH, ETC.
COTTON FIBER
WOVEN INTO DENIM
CUT AND SEWN INTO JEANS

Making denim for jeans, like most of what textile developers and marketers do, involves many different stages, from finding raw materials in countries around the world to manufacturing fabrics from them, and applying sophisticated finishing techniques to the final products.

For more information about Textile Development and Marketing, call us at 212.217.7686, or visit www.fitnyc.edu/tdm.