



About You

Your select fashion school prepares students to enter the world of apparel design and management. ApparelMagic, the industry leader in apparel management software, is reaching out to offer Apparel Management software and curriculum to you, as a select fashion educator.

Students need to compete in the workplace of high technology, with more than simply excel as their business management tool (*see fashion leaders using ApparelMagic, pp. 11-24*). Reliable technology is behind the success of apparel manufacturers, distributors and importers.

ApparelMagic curriculum is designed to allow fashion programs to add critical apparel management technology to their course work, without adding additional staff. Many fashion programs offer graphic and design software education (e.g. CAD, Photoshop, Adobe Illustrator) but are missing the actual apparel management technology necessary to run or be a part of any apparel business in today's marketplace.



All coursework is completed online, is virtual and provides technical industry skills. Coursework may be supplemented with optional classroom discussion based on manuals. Coursework may be introduced in whole or in part to relevant apparel management classes.

The training in apparel management technology is completed using virtual multimedia training tools, software simulations, and checkpoint assessments which can be used in any fashion classroom (in full or in part) with teacher answer keys, industry indices, student level apparel management guides and actual hands-on learning.

Prepare your students to compete in the workplace and ensure that **your** fashion program is at the forefront of apparel management technology, with genuine apparel management education and software tools.

Business Management Software Training for Apparel and Fashion



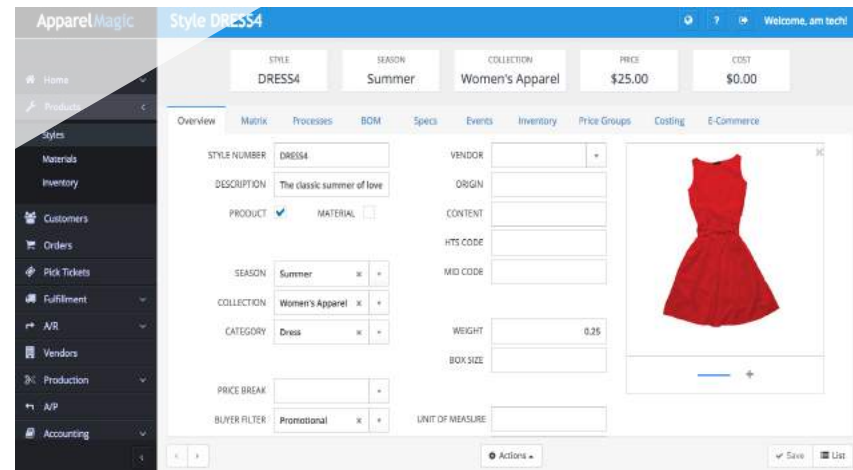


About the Curriculum

Our training program gives students the tools to learn industry standard business practices through state of the art software.

Built to suit your students' needs, the program can be taught in whole or in parts. Our curriculum is a customizable approach to bringing real-world learning to your classroom with:

- Product Management (PLM / PDM / ERP)
- Customer Management
- Ordering and Invoicing
- Payment Management
- Purchasing and Receiving
- Billing and Checking



Whether following the purpose-designed training course for college students or adding a technology component to an existing course, the program provides an immersive experience learning processes and concepts used in the fashion industry.

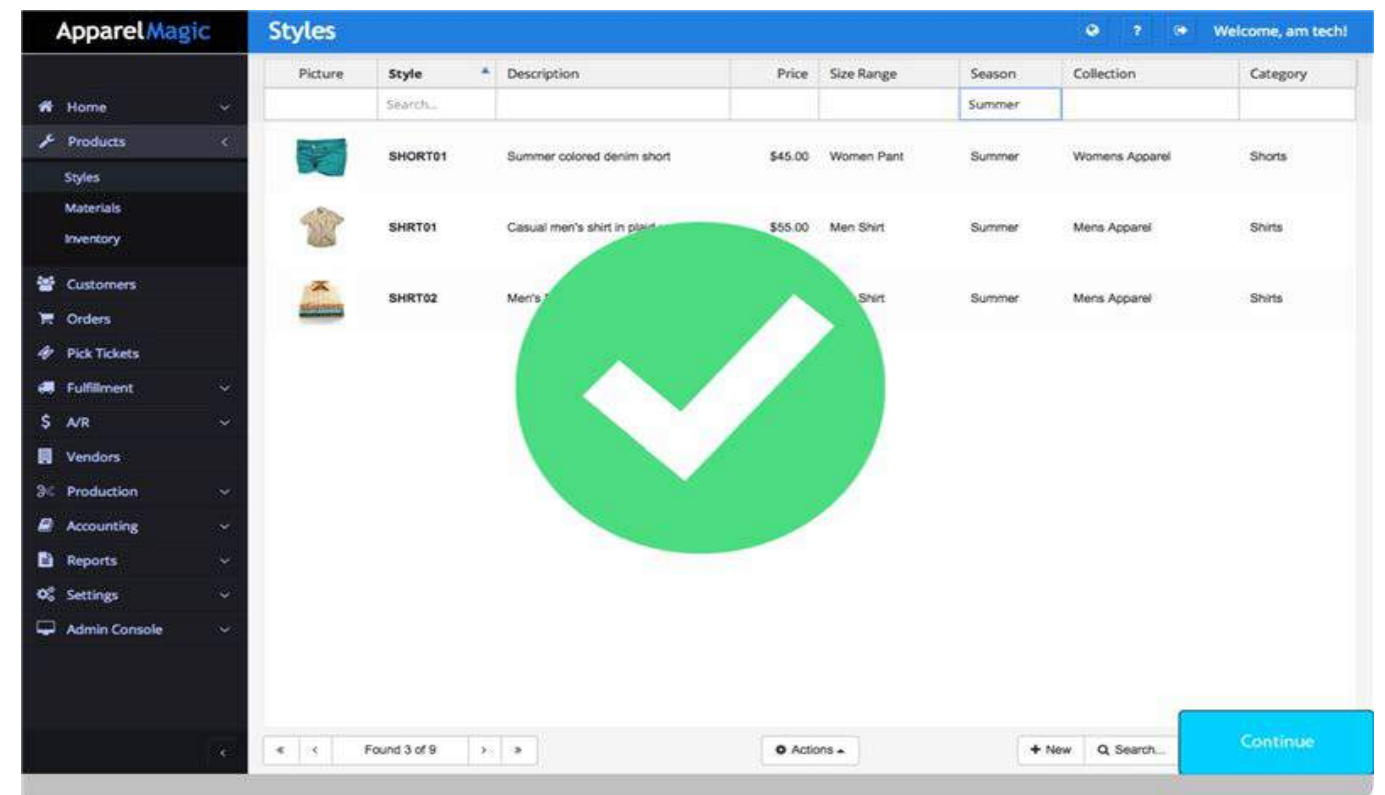
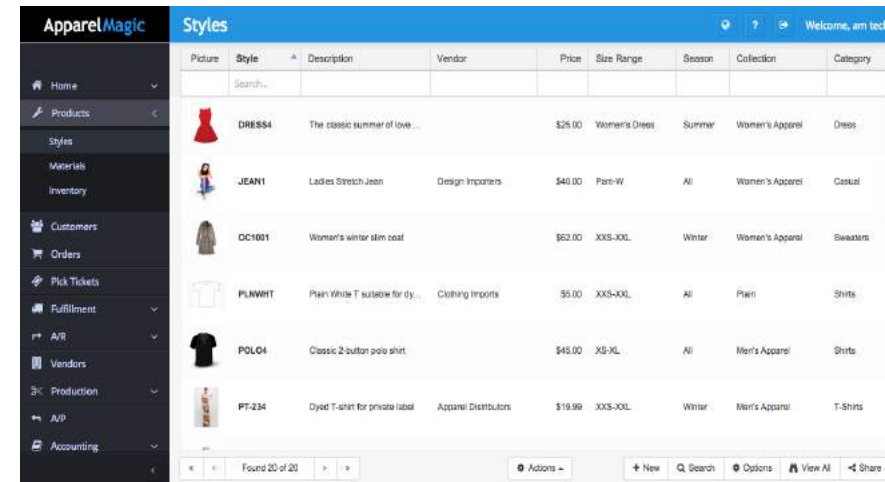
The program, based on the powerful ApparelMagic system, allows students to operate just as they would in a real life office environment, managing product development, inventory, customers, and more through an online portal accessible both in the classroom or as homework assignments.

Completion of the program allows students to pursue certification in ApparelMagic software, an asset for jobseekers of any capacity in the fashion industry.

A Well Rounded Experience

Each module in the ApparelMagic curriculum is presented in a three step, hands-on lesson to walk students through the software. Students are introduced to each

module with real time explanations as they are guided through the system. Students are then able to work with the software themselves with prompted exercises and finish each module with a graded quiz to demonstrate complete understanding.





Track your products through every stage of their life cycles, from development all the way to distribution.

Customer Management

Students will learn the skills necessary to manage a customer database and process orders. Students will learn to:

- Create customers, adding notes for a complete view of each customer.
- Manage contacts, optionally giving them web access to your products.
- Build relationships by assigning individual salespeople to customers.

Product Management (PLM / PDM / ERP)

Our intuitive, browser based learning system guides students to:

- Create collections and styles
- Specify colors, materials and prices.
- Compile Bills of Materials and Specifications for items.
- Keep track of changes within styles in built-in Notes pages



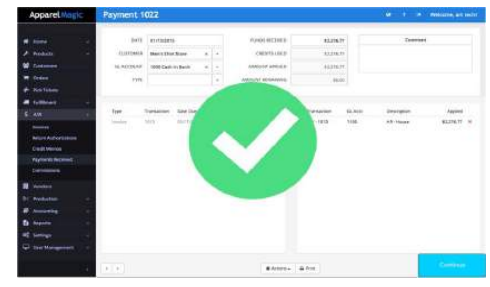
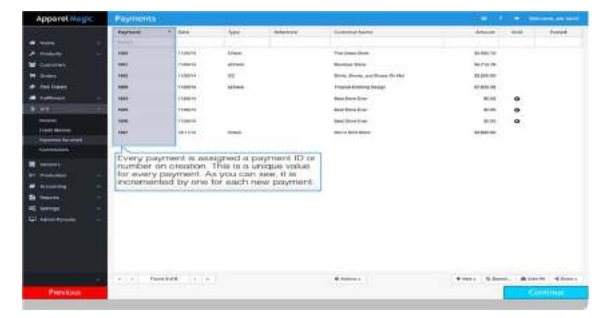
Orders and Invoices

Students will learn to handle orders and invoices, putting classroom skills into action as they:

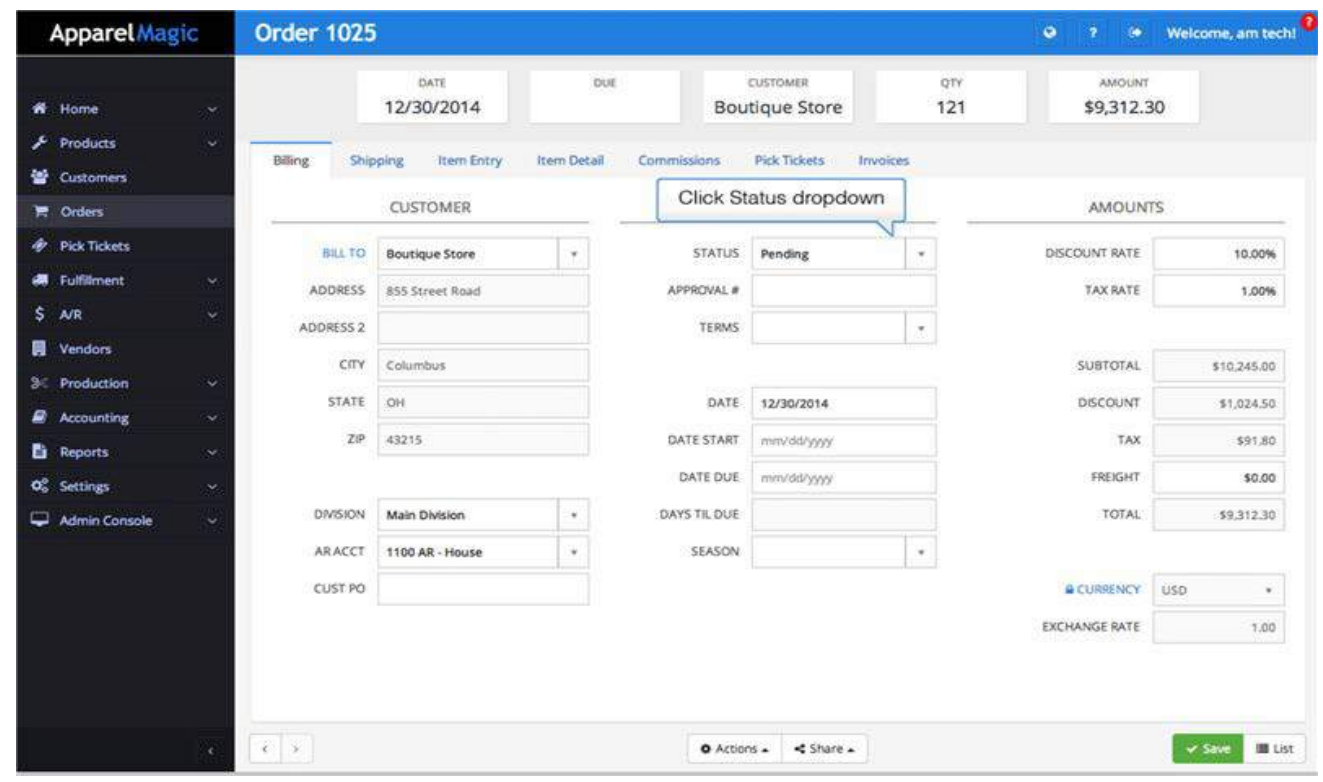
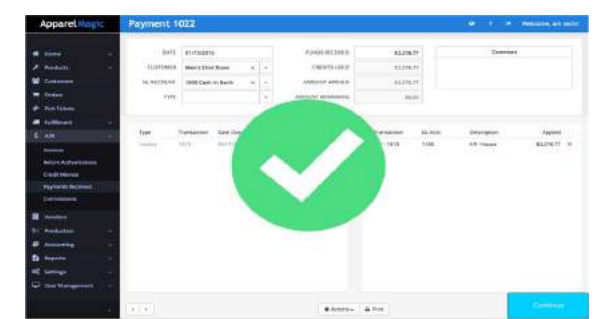
- Create orders, choosing and adding in styles, sizes, and colorways for products.
- Calculate discounts, tax, and commissions.
- Allocate or cancel customers orders either individually or in bulk.



Joan has completed entering the vendor and expenses in on a bill. Now when she tries to save, she is told she is missing a required field. Select the missing field.



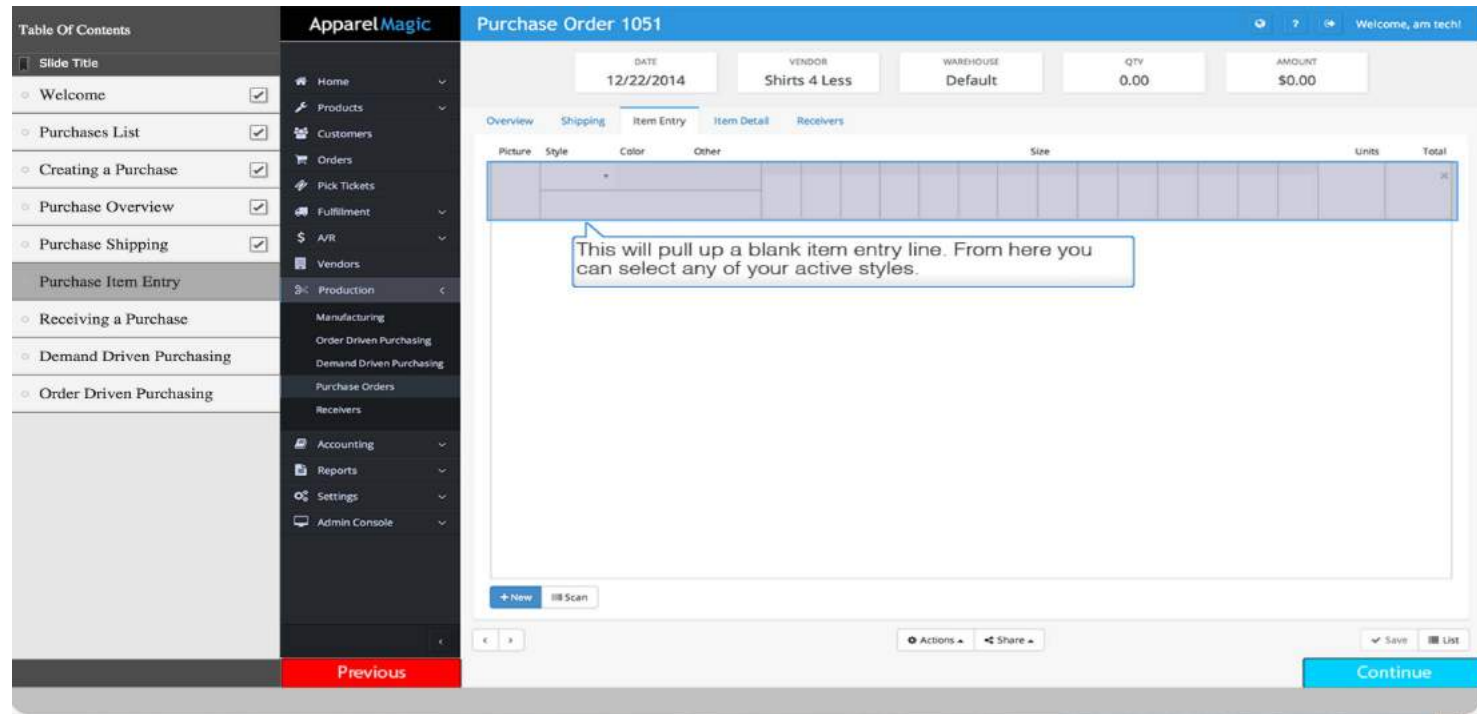
Exercises
These exercises will allow you to see how much you can figure out intuitively and easily with ApparelMagic.
We are going to introduce you to parts of the system you may not already know to see how simple it really is. But don't worry, we will prompt you if you find yourself in unknown waters. Good Luck!



Payments and Credit Memo Management

Students will follow product lifecycles, billing customers for their orders through realistic examples and exercises that:

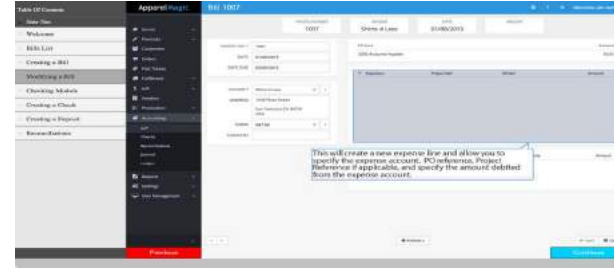
- Link invoices, credit memos, and returns to orders.
- Note and process order prepayments.
- Apply payments to specific accounts
- Review invoices and payment records.



Billing and Checking

ApparelMagic's robust accounting capabilities are the perfect application for developing vocabulary and knowledge of apparel business practices. Students will be able to:

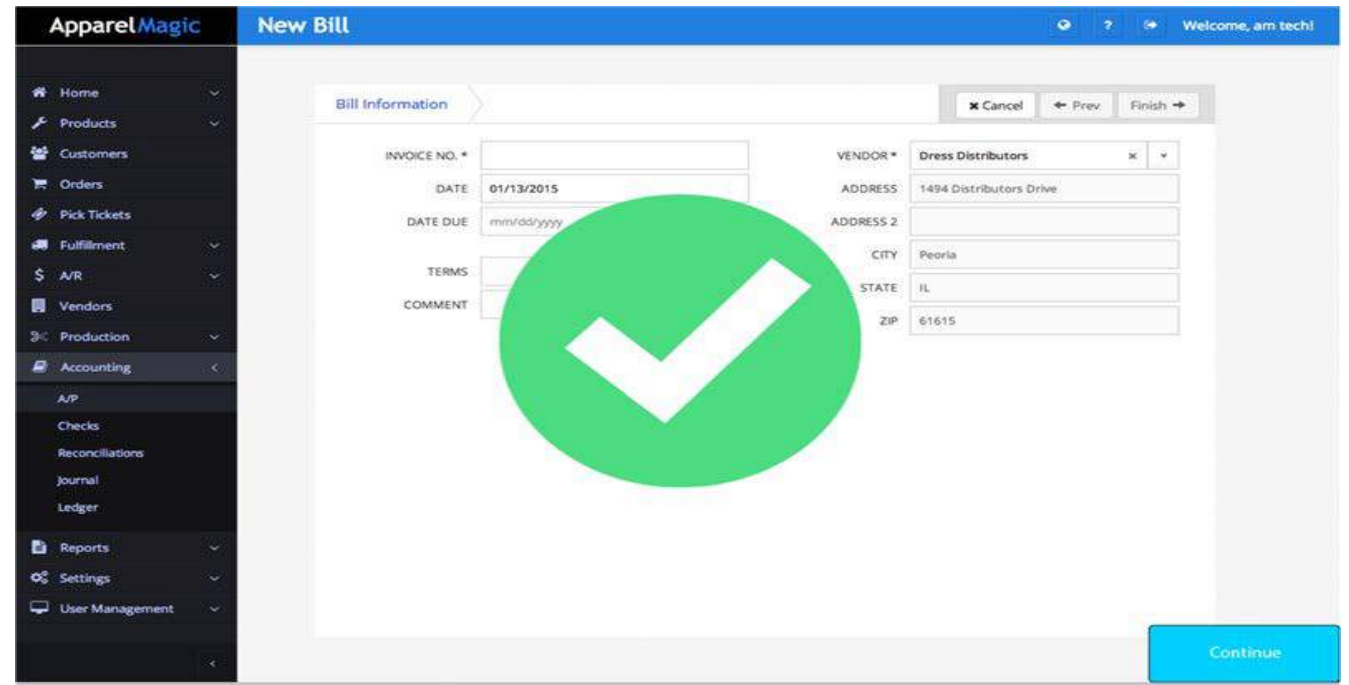
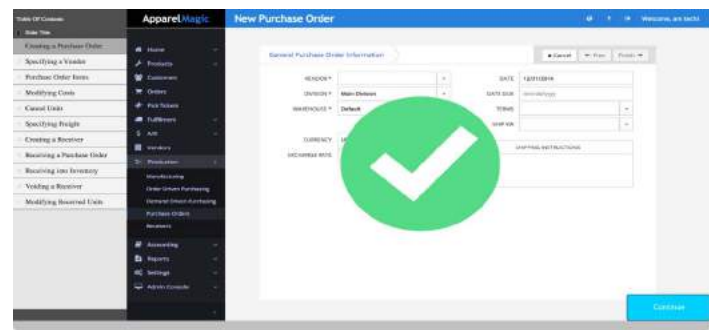
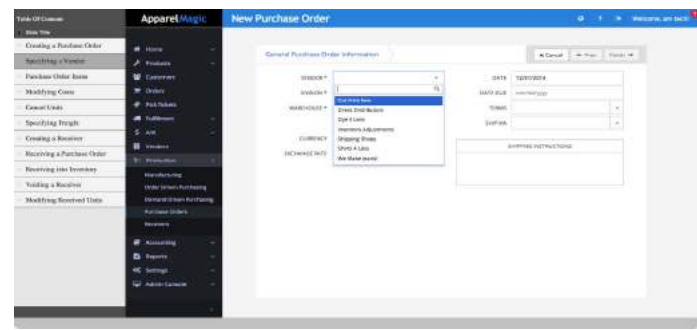
- Manage and organize several business accounts.
- Create records to show payment and billing histories.

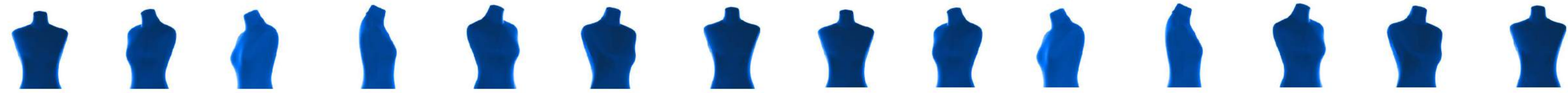


Purchasing and Receiving

Bolster your merchandising courses by having students learn industry skills needed for purchases and receivers. Students will:

- Record and manage history of company purchases.
- Create and modify purchase orders.
- Attach specific vendors to each purchase and receiver.





About ApparelMagic

ApparelMagic is the industry leading apparel management solutions. It runs on Mac, Windows, tablets and the web. Since 1984, ApparelMagic has provided powerful business solutions to apparel companies around the globe. With clients on 5 continents and over a quarter century of experience, ApparelMagic is the industry's first choice in delivering state-of-the-art software, training and support.



Fashion Industry Leaders Choose ApparelMagic



The world's leading live entertainment and eCommerce company, comprised of four market leaders:
Ticketmaster.com
Live Nation Concerts
Artist Nation
and Live Nation Network.



Worn by:
Kelly Osbourne
Jennifer Lopez
Anna Kendrick
Featured at The 86th Annual Academy Awards
Seen in:
O Magazine
New York Magazine
Munaluchi Bridal

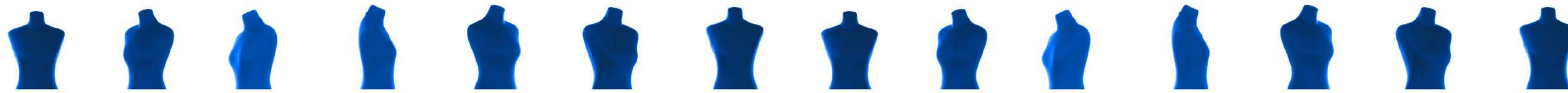


Worn by:
Taylor Swift
Carrie Underwood
Victoria Justic
Seen in:
Seventeen Magazine
OK!
Unleash'd



Worn by:
Michelle Obama
Neil Patrick Harris
David Burtka
Seen in:
The Huffington Post
GQ Magazine,
The LA Times
Awarded Menswear Designer of the Year





Fashion Industry Leaders Choose ApparelMagic



Worn by:
Kelly Rutherford
Alan Cumming
Oprah Winfrey
Seen in:
Gotham Magazine
InStyle Magazine
Glamour Magazine



Worn by:
Jessica Alba
Kristen Stewart,
Kourtney Kardashian
Sold at:
Macy's
Stein Mart
Burlington Coat Factory



Clients:
Macy's
Pacsun, Rook,
Fox, Reef,
American Rag, Kohl's,
Marc Anthony, Forever 21,
Sonoma, KMart,
Sears, Ross, Alfani, INC



Worn by:
Kourtney Kardashian
Melissa Joan Hart
Bethany Frankel
Seen in:
Star
Baby Talk
Life & Style



Fashion Industry Leaders Choose ApparelMagic



Worn by:
Kristin Chenoweth
Joy Roper
Pamela Lynne
Seen in:
Cowgirl Magazine
Washington Life Magazine
Nashville LifeStyles Magazine



Worn by:
Carrie Underwood
Miley Cyrus
Kelly Clarkson
Seen in:
Hollywood Weekly
Life & Style Magazine
Genlux Magazine



Worn by:
Whoopie Goldberg
Vickie Winans
Aubrey O'Day
Seen in:
O Magazine
Sold at:
Sears
French Novelty Online



Worn by:
Paula Abdul
Eva Longoria
Seen in:
Brides Magazine
Fairlady Bride Magazine
The Bridal Guide





Fashion Industry Leaders Choose ApparelMagic

A | FINE | LINE

Worn by:
Selena Gomez
Hillary Duff
Kim Kardashian
Seen in:
Teen Vogue
InTouch Magazine
Seventeen Magazine



Worn by:
Miranda Lambert
Nancy O'Dell
Christina McLarty
Seen in:
Seventeen Magazine
WWD



Worn by:
Vanessa Hudgens
Demi Lovato,
Kristen Cavallari
Seen in:
InStyle Magazine
Elle Magazine
Cosmopolitan Magazine



Worn by:
Katie Holmes,
Ashley Tisdale
Zac Efron
Seen in:
Lucky Magazine
GQ Magazine

nancy august



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Worn by:
Tamara Smith
Sharon White,
Beverly Gray
Seen in:
Cavallo Magazine,
Equestrian Review Magazine
Gaitpost Magazine

KOOLABURRA

Worn by:
Vanessa Hudgens
Britney Spears
Katherine Heigl
Seen in:
Ocean Magazine
Self Magazine
Unleash'd

DAVID CAREY, INC.
FORMERLY D.C. ENTERPRISES

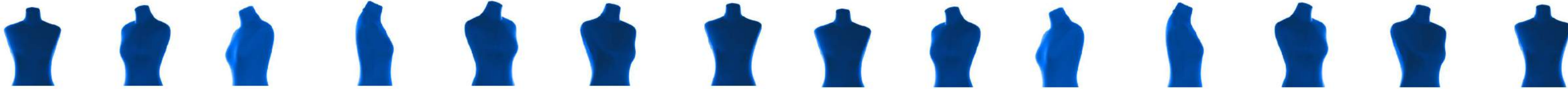


Worn by:
Beyoncé
Halle Berry
Selena Gomez
Seen in:
US Weekly
Vogue Italia
Cosmopolitan Magazine



Worn by:
Vanna White
Gwyneth Paltrow
Seen in:
Vogue
Marie Claire Magazine
InStyle Magazine





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élevée

PGA Golf Players:
Tommy Armour III
Dean Wilson
Fred Funk,
John Rollins
Matthew Jones
Jeff Quiney
Steve Marino



Worn by:
Brittany Snow
Matt Dillon
Kelly Osbourne
Seen in:
US Weekly
People Magazine
InStyle Magazine

V I E + R I C H E



nOir JEWELRY

Worn by:
Madonna
Alicia Keyes,
Beyonce
Seen in:
Lucky Magazine,
Seventeen Magazine,
Cosmopolitan



Worn by:
Hayden Peneltiere
Olivia Wilde
Kathy Griffin
Seen in:
Allure Magazine
US Weekly
InStyle Magazine

CHASE54



Fashion Industry Leaders Choose ApparelMagic

Highland

Worn by:
Chris Brown



Worn by:
Michelle Obama
Halle Barry
Shirley Manson

Superdry. 極度乾燥(しなさい)

Worn by:
Jacob Banks
Chris Hemsworth
James Lowsley-Williams

Rosalina®



guria beachwear

Seen in:
Sports Illustrated

Miansai by Michael Salger

Seen in:
GQ Magazine
Vogue
Vanity Fair Magazine



MADISON MARCUS

Worn by:
Beyoncé,
Vanessa Hudgens,
Paris Hilton

PRAIRIE COTTON MADE IN THE USA SINCE 1989





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Matisse

Seen in:
People Style Watch,
Redbook Magazine,
Nylon Magazine

allen allen USA

Seen in:
C Magazine
Sold at:
Nordstrom
Bloomingdales


PROFESSIONAL APPAREL

For 25 years
Dove Apparel has
provided quality nursing
uniforms to students
and health professionals.

GROCERIES

pacifitex inc.
APPAREL GROUP

DOPE

Worn by:
Big Sean
Kendric Lamar
Eminem

chicka-d
Clothes for the game. Clothes for spirit. Clothes for life.

Sold at:
Khol's
Locker Room by Lids
Fansedge Online
Universities Across the US

Diamond
SUPPLY CO.

Worn by:
Zendaya
Ariana Grande
Miley Cyrus

STONEMASTER

HAXBY
COLLECTIVE

Fashion Industry Leaders Choose ApparelMagic

subtleluxury™

Worn by:
Alessandra Ambrosio
Jessica Alba
Charlize Theron

STONE  ROSE

Worn by:
Stephen Bauer
Kevin Hart
Sergio Martinez

 coolchange

Worn by:
Jessica Simpson
Christina Aguilera
Jennifer Lopez

Concepts NYC
Intimates

NOWADAYS
CLOTHING



HARD TAIL

FOREVER
Worn by:
Alyssa Milano
Jessica Alba

BOULEE

Sold at:
Neiman Marcus
Revolve Clothing
ShopBop

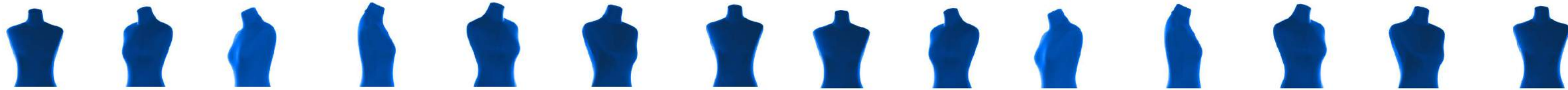
MAISON
MARIE SAINT PIERRE

Featured in:
Montreal Fashion Week
Seen in:
enRoute Magazine
Schön Magazine

avani 


HEADSWEATS


Y&R
FOOD & BEVERAGES



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THE NEWS





ApparelMagic, the premier ERP software provider for 30 years, is an A+ Rated Accredited Business with the Better Business Bureau. ApparelMagic's client data is safe, secure, encrypted and automatically backed up on Rackspace's industry-leading infrastructure, with its 100% Network Uptime guarantee. Business transactions are securely backed by SSL, as a verified Authorize.net merchant.

