






Fashion Designers

Labor Market Analysis: San Diego County

June 2021

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	MINIMUM EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p>Do Not Proceed with New Program</p>			<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	<ul style="list-style-type: none"> <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
<p>The COE defers to the region</p>	<p style="text-align: center;">LOW</p> 	<p style="text-align: center;">LOW</p> 	

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Fashion Designers* in San Diego County have a labor market demand of 28 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and two educational institutions in San Diego County supply 35 awards for this occupation, suggesting that supply is met in the labor market. Entry-level and median wages for this occupation are above at the living wage. This brief recommends that the colleges do not proceed with developing a new program for this occupation but defers to the region for a program modification because there is no supply gap. Colleges should note that **the percentage of students who complete a related program and earn a living wage is lower than students who complete Career Education programs in general.**

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

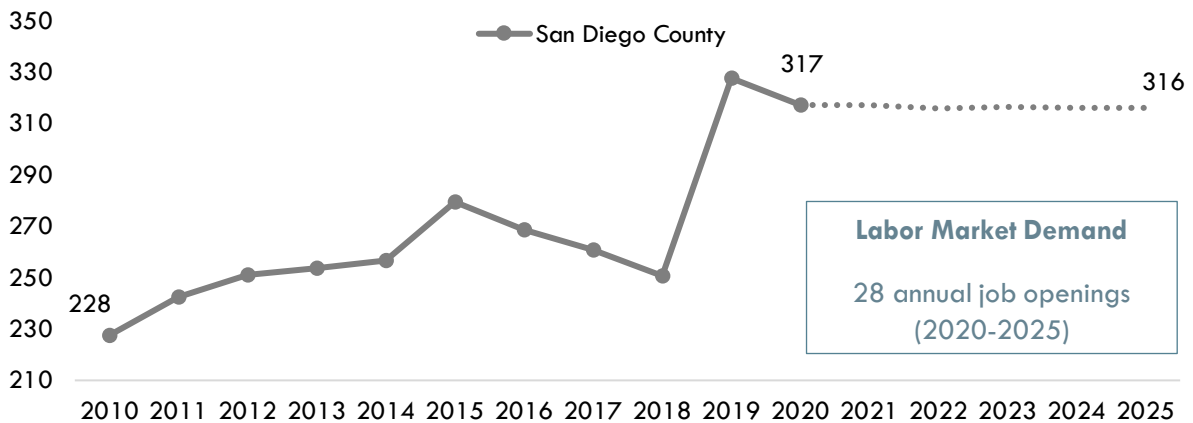
Fashion Designers (SOC 27-1022): Design clothing and accessories. Create original designs or adapt fashion trends. Sample reported job titles include:

- Costume Designer
- Sweater Designer
- Shoe Designer
- Design Director
- Dance Costume Designer
- Clothing Designer
- Product Developer
- Pattern Designer

Projected Occupational Demand

Between 2020 and 2025, *Fashion Designers* are projected to decrease by **one net job** or **less than percent** (Exhibit 1). Employers in San Diego County will need to hire **28** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Fashion Designers (2010-2025)²



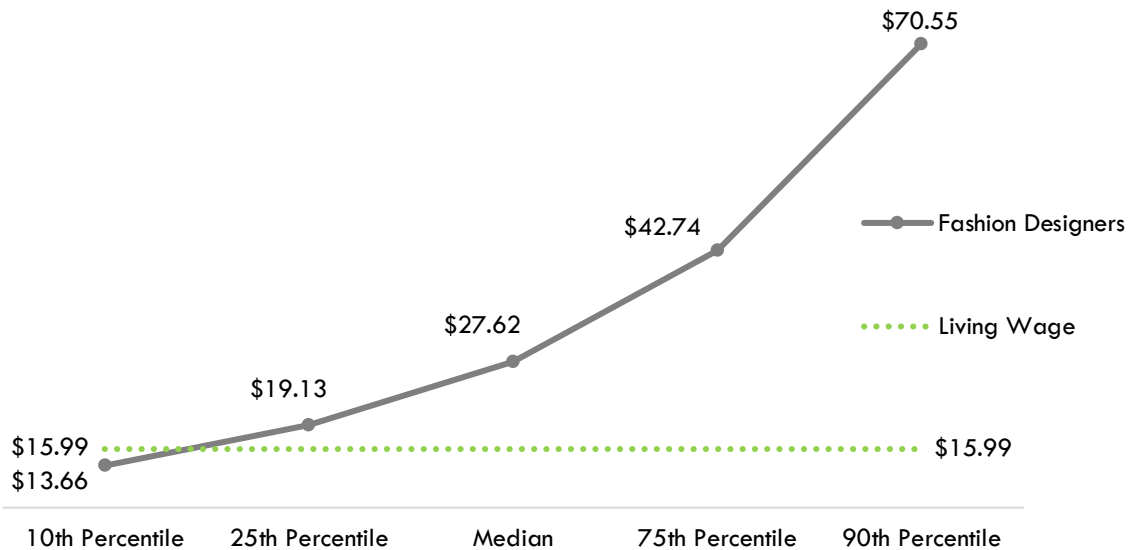
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

Earnings

Fashion Designers receive entry-level hourly earnings of **\$19.13**; this is higher than the living wage for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 2).³

Exhibit 2: Average Hourly Earnings⁴ for *Fashion Designers* in San Diego County⁵



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁶ There is **one** TOP code and **three** CIP codes related to *Fashion Design Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Fashion Design Occupations*

TOP or CIP Code	TOP or CIP Program Title
TOP 1303.10	Fashion Design
CIP 19.0906	Fashion and Fabric Consultant
CIP 50.0407	Fashion/Apparel Design
CIP 50.0510	Costume Design

³ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightcced.org/2018-self-sufficiency-standard.

⁴ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁵ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

⁶ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

According to TOP data, **two** community colleges supply the region with awards for this occupation: **Palomar College** and **San Diego Mesa College**. According to CIP data, **no** non-community-college institution supplies the region with awards (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2016-17 through PY2019-20 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
1303.10	Fashion Design	35	0	35
	<ul style="list-style-type: none"> • Palomar 	15	0	
	<ul style="list-style-type: none"> • San Diego Mesa 	20	0	
			Total	35

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that **supply is met** for this occupation in San Diego County, with **28** annual openings and **35** awards. Comparatively, there are **8,532** annual openings in California and **721** awards, suggesting that there is a supply gap across the state⁸ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	28	35	-7
California	8,532	721	7,811

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

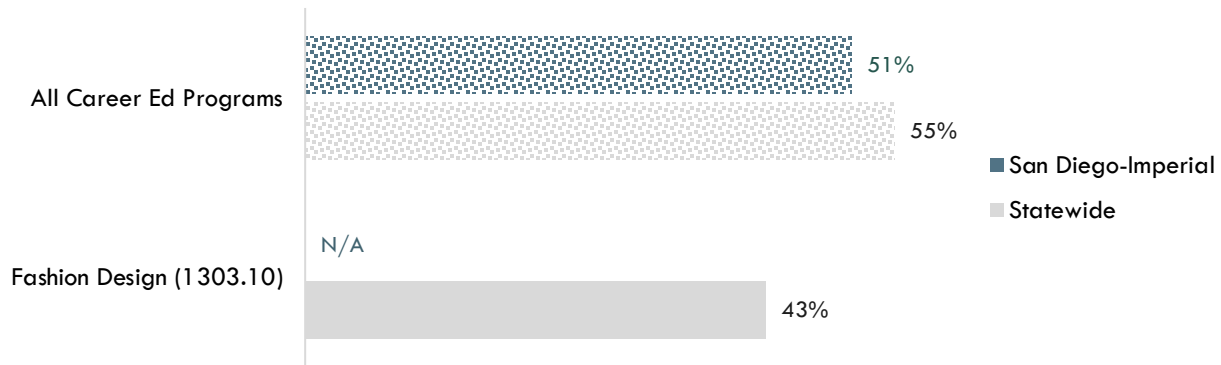
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 43 percent of students statewide earned a living wage after completing a *Fashion Design* (1303.10) program, compared to 55 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

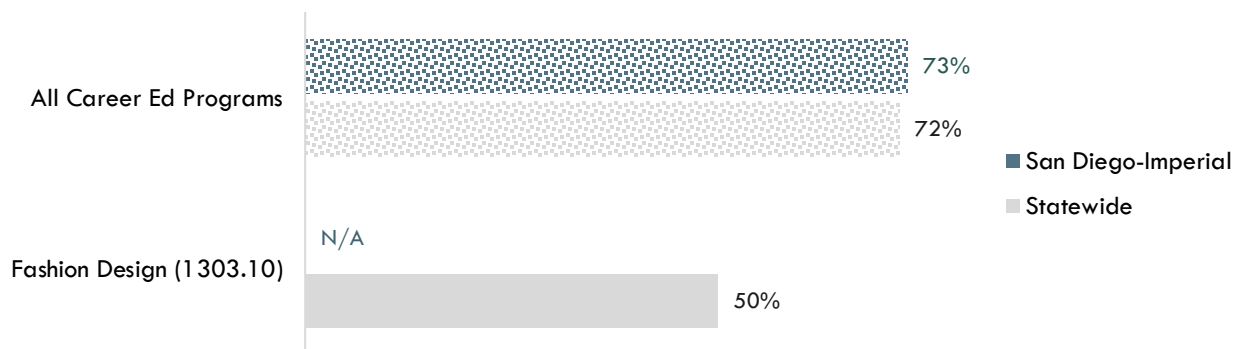
Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18¹⁰



"N/A" indicates insufficient data

According to the California Community Colleges LaunchBoard, 50 percent of students statewide obtained a job closely related to their field of study after completing a *Fashion Design* (1303.10) program, compared to 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17¹²



"N/A" indicates insufficient data

⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

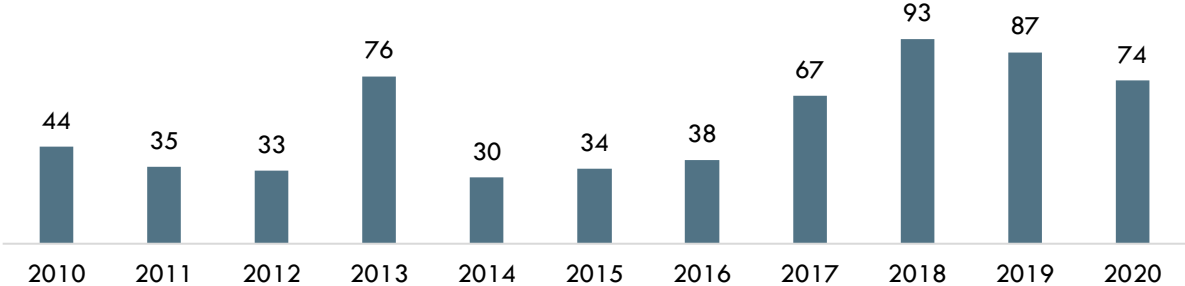
¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 56 online job postings per year for *Fashion Designers* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for Fashion Designers in San Diego County (2010-2020)¹³



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Fashion Designers* were *Justice*, *Macy's*, *Ascena Retail Group*, *Ann Taylor*, and *Neiman Marcus* based on online job postings (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Fashion Designers¹⁴

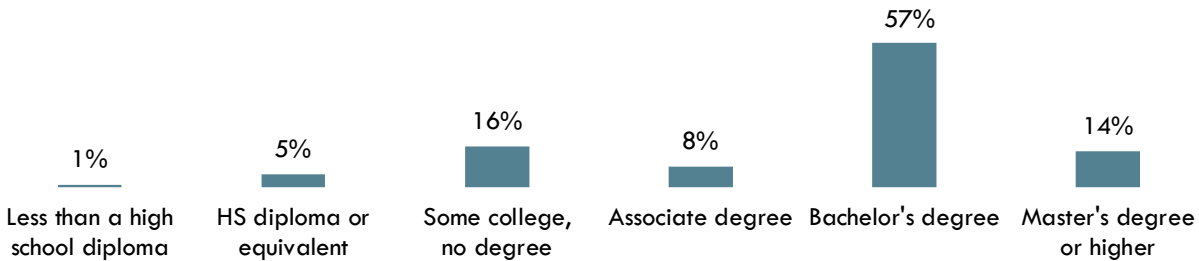
Top Employers	
<ul style="list-style-type: none"> Justice Macy's Ascena Retail Group Ann Taylor Neiman Marcus 	<ul style="list-style-type: none"> Bloomingdale's Sivana Maurices Incorporated Matti Columbia Sportswear Company

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.
¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Education, Skills, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education is a **bachelor's degree**.¹⁵

Exhibit 9: National Educational Attainment of Fashion Designers¹⁶



*May not total 100 percent due to rounding

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for Fashion Designers in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Sales • Customer Contact • Retail Industry Knowledge • Cash Register Operation • Product Knowledge • Description and Demonstration of Products • Scheduling • Customer Service • Business Acumen • Calculation • Product Location • Budgeting • Calculator • Merchandising • Basic Mathematics 	<ul style="list-style-type: none"> • Communication Skills • Creativity • Teamwork / Collaboration • Detail-Oriented • Organizational Skills • Building Effective Relationships • Physical Abilities • Self-Starter • Initiative • Research • Positive Disposition • Problem Solving • Presentation Skills • Written Communication • Leadership 	<ul style="list-style-type: none"> • Adobe Photoshop • SAS • Adobe Illustrator • Microsoft Excel • Adobe InDesign • Microsoft PowerPoint • Adobe Acrobat • Adobe Creative Suite • Visual Design • Microsoft Word • Computer Aided Drafting/Design (CAD) • User Interface (UI) Design • 3D Studio Max • AutoCAD • Design Software

¹⁵ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://www.bls.gov/emp/tables/educational-attainment.htm).

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certifications for *Fashion Designers* in San Diego County¹⁸

Top Certifications in Online Job Postings

1. Project Management Professional (PMP)
 2. Project Management Certification
-

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.