

# ABC Awards – a guide to our Fashion Retail VRQs



**ABC Awards (ABC) suite Fashion Retail vocationally related qualifications are aimed at learners across all levels and abilities. They are all accredited by QCA and therefore eligible for LSC funding.**

These qualifications are aimed at a wide target market and provide progression routes through ABC's own portfolio and onto other vocational / national qualifications.

Vocational qualifications give learners the ability to work individually and as part of a team, be competent in communication, IT and numeracy skills and have vocational experience in a particular sector, giving them the knowledge and skills to succeed in their chosen industry.

As identified by the sector a career in retail represents a future of unlimited potential, responsibility and personal development. This qualification provides a unique opportunity to enter the sector and provides an excellent grounding for further progression into higher study and a fulfilling career within fashion retail.

## **Level 2 Diploma in Fashion Retail**

This qualification is designed as a bridging qualification for those learners leaving school and making the transition into a full time, Further Education vocational programme wishing to develop underpinning knowledge and skills for a career in Fashion Retail. The qualification may be offered as a freestanding qualification in its own right or offered to learners on other full/part-time or block release retail / fashion courses who wish to acquire a more detailed knowledge and practice of Fashion Retail. Learners are required to complete 450 guided learning hours

### **Units**

#### **Mandatory units**

- Customer Service and Selling for Fashion Retail
- The Fashion Retail Market Place
- Technology for Fashion Retail
- Business of Fashion Retail
- Introduction to Visual Merchandising
- Understanding the 'Store Environment'
- Buying and Merchandising for Fashion Retail
- Professional Development in Retail

#### **Optional units**

- Personal Shopping and Style
- Market Research and Branding for Retail
- Marketing and PR for Fashion Retail
- Fashion History and Culture
- Fashion Design and Communication
- Fashion Trends and Forecasting
- Digital Graphics

## **Level 3 Diploma in Fashion Retail**

This qualification has been developed with the primary aim of enabling learners to acquire the depth of skills and underpinning knowledge to support progress into further education/training or employment (on a management training programme) within a Fashion Retail Company. Learners are required to complete 450 guided learning hours

### **Units**

#### **Mandatory units**

- Management Skills for Retail
- Store Management Operation for Retail
- Fashion Merchandising for Business Success
- Visual Merchandising for Successful Fashion Retail
- Professional Development in Retail Management

#### **Optional units**

- Range Planning and Development for Fashion Retail
- Developing Retail Brands
- Fashion Promotion
- Fashion Styling in Fashion Retail
- Fashion Design for Business Success

## **Level 3 Certificate in Visual Merchandising**

This qualification is primarily designed as a technical certificate, to provide the underpinning knowledge for learners following the visual merchandising pathway in the Retail Advanced Apprenticeship (England) and Modern Apprenticeship (Wales and Northern Ireland). It is designed for learners who want to acquire skills to enhance future employment prospects, to progress to more advanced study and already in employment looking for professional development (CPD). Learners are required to complete 180 guided learning hours

### **Units**

#### **Mandatory Units**

- Display Design Theory and Context
- Merchandising Display and Presentation

#### **Plus one unit from the following optional units**

- Fashion Display and Presentation
- Graphics for Display Design
- Design Drawing and Communications Systems for Interior Design

**ABC Awards** (ABC) is a major provider of Vocationally Related, and National Vocational Qualifications in the UK. We work with representatives from Sector Skills Councils, QCA and industry bodies to ensure that qualifications are developed to the standards required for the National Qualifications Framework.

ABC's portfolio contains over 250 accredited qualifications and there is the opportunity for all schools, colleges and training organisations to become approved as centres to offer any number of ABC's qualifications.

ABC has a broad choice of qualifications, from Entry Level to Level 6, all offering stepping stones to success. Each qualification is assessed in a rigorous but user-friendly manner and most are in manageable bites of learning. It is ABC's aim to open up opportunities for learners and to widen participation in education.

If you would like further information on any ABC qualifications and services, visit our website or contact the ABC Marketing team at:

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[www.abcawards.co.uk](http://www.abcawards.co.uk)

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