








Fashion Design Occupations

Labor Market Analysis: San Diego County

May 2021

Summary

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

This brief provides labor market information about *Fashion Design Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Fashion Design Occupations* include “Costume Attendants,” “Fabric and Apparel Patternmakers,” “Fashion Designers,” “Sewers, Hand,” “Sewing Machine Operators,” “Tailors, Dressmakers, and Custom Sewers,” and “Textile, Apparel, and Furnishings Workers, All Other.” According to available labor market information, *Fashion Design Occupations* in San Diego County have a labor market demand of 264 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and three educational institutions in San Diego County supply 445 awards for this occupation, suggesting that there is an oversupply in the labor market. Additionally, entry-level wages are below the living wage. This brief recommends that colleges do not proceed with developing a **new** program for these occupations and defers to the region for a program modification because 1) these occupations’ entry-level earnings are below the living wage; 2) a low number of annual job openings exist for these occupations; and 3) there is an oversupply in San Diego County. The colleges should also note that the proportion of students who complete related programs and earn a living wage or obtain a job closely related to their field of study 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 codes in the Standard Occupational Classification (SOC)¹ system:

- **Costume Attendants** (SOC 39-3092): Select, fit, and take care of costumes for cast members, and aid entertainers. May assist with multiple costume changes during performances.
- **Fabric and Apparel Patternmakers** (SOC 51-6092): Draw and construct sets of precision master fabric patterns or layouts. May also mark and cut fabrics and apparel.
- **Fashion Designers** (SOC 27-1022): Design clothing and accessories. Create original designs or adapt fashion trends.
- **Sewers, Hand** (SOC 51-6051): Sew, join, reinforce, or finish, usually with needle and thread, a variety of manufactured items. Includes weavers and stitchers.
- **Sewing Machine Operators** (SOC 51-6031): Operate or tend sewing machines to join, reinforce, decorate, or perform related sewing operations in the manufacture of garment or non-garment products.
- **Tailors, Dressmakers, and Custom Sewers** (SOC 51-6052): Design, make, alter, repair, or fit garments.
- **Textile, Apparel, and Furnishings Workers, All Other** (SOC 51-6099): All textile, apparel, and furnishings workers not listed separately.

For the purpose of this report, these occupations are referred to as *Fashion Design Occupations*.

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).

Projected Occupational Demand

Between 2020 and 2025, *Fashion Design Occupations* are projected to decrease by 126 net jobs or five percent (Exhibit 1a). Employers in San Diego County will need to hire 264 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1a: Number of Jobs for Fashion Design Occupations (2010-2025)²

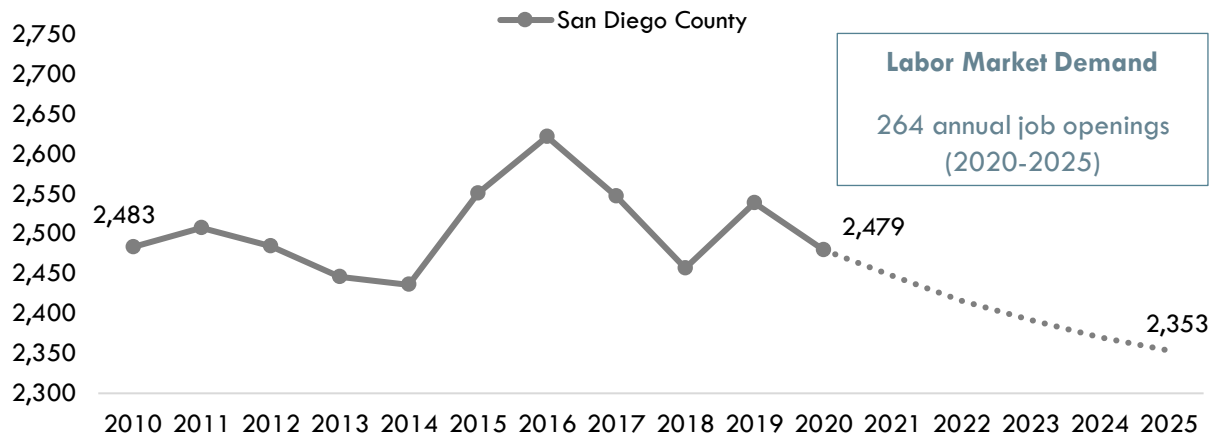


Exhibit 1b breaks down the projected number of jobs change by occupation. “Sewing Machine Operators” are projected to have the most labor market demand between 2020 and 2025, with 130 annual job openings.

Exhibit 1b: Number of Jobs for Fashion Design Occupations in San Diego County (2020-2025)³

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
Sewing Machine Operators	1,333	1,248	-85	-6%	130
Tailors, Dressmakers, and Custom Sewers	470	449	-21	-4%	56
Fashion Designers	317	316	-1	0%	28
Sewers, Hand	172	159	-13	-7%	20
Costume Attendants	89	84	-5	-6%	18
Textile, Apparel, and Furnishings Workers, All Other	61	64	3	5%	8
Fabric and Apparel Patternmakers	37	34	-3	-9%	4
Total	2,479	2,354	-126	-5%	264

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

³ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

Earnings

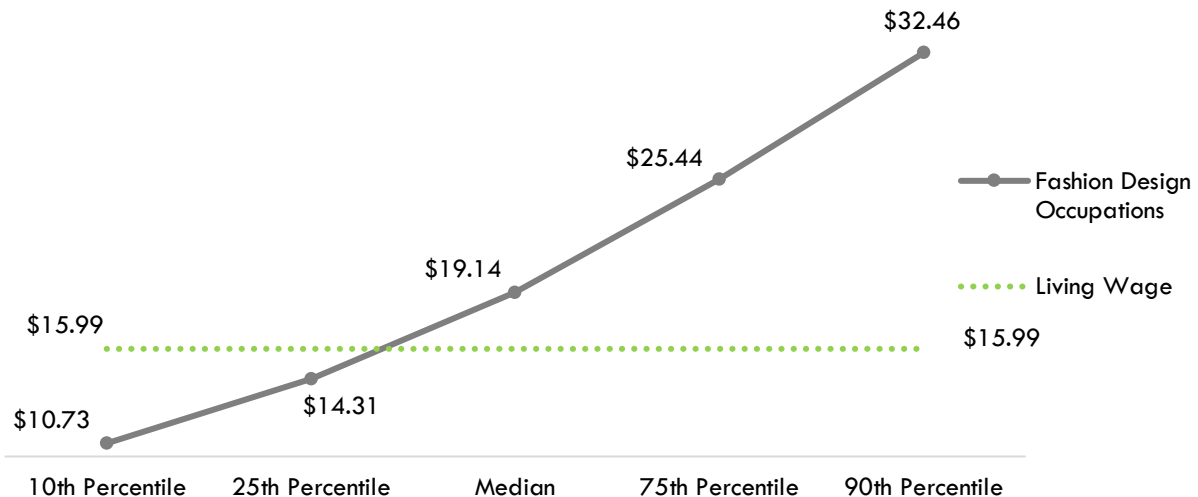
The entry-level hourly earnings for *Fashion Design Occupations* range from \$9.75 to \$19.13 (Exhibit 2a).

Exhibit 2a: Hourly Earnings for *Fashion Design Occupations* in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Fashion Designers	\$19.13	\$27.62	\$42.74
Fabric and Apparel Patternmakers	\$18.29	\$26.51	\$33.68
Sewers, Hand	\$14.15	\$18.39	\$21.65
Textile, Apparel, and Furnishings Workers, All Other	\$13.54	\$15.99	\$18.19
Costume Attendants	\$13.07	\$14.83	\$18.64
Sewing Machine Operators	\$12.22	\$13.69	\$15.80
Tailors, Dressmakers, and Custom Sewers	\$9.75	\$16.91	\$27.37

On average, the entry-level hourly earnings for *Fashion Design Occupations* are \$14.31; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for *Fashion Design Occupations* in San Diego County⁷



⁴ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

⁵ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁶ 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.

⁷ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

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.⁸ There are **three** TOP codes and **five** 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 1303.00	Fashion
TOP 1303.10	Fashion Design
TOP 1303.30	Fashion Production
CIP 19.0901	Apparel and Textiles, General
CIP 19.0902	Apparel and Textile Manufacture
CIP 19.0906	Fashion and Fabric Consultant
CIP 50.0407	Fashion/Apparel Design
CIP 50.0510	Costume Design

According to TOP data, **three** community colleges supply the region with awards for this occupation: **Palomar College, San Diego Continuing Education, 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)
1303.00	Fashion	397	0	397
	• San Diego Cont Ed	397	0	
1303.10	Fashion Design	35	0	35
	• Palomar	15	0	
	• San Diego Mesa	20	0	
1303.30	Fashion Production	13	0	13
	• San Diego Cont Ed	13	0	
			Total	445

⁸ 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).

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is an **oversupply** for these occupations in San Diego County, with **264** annual openings and **445** awards. Comparatively, there are **4,481** annual openings in California and **1,665** awards, suggesting that there is a supply gap across the state¹⁰ (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	264	445	181
California	4,481	1,665	2,816

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.

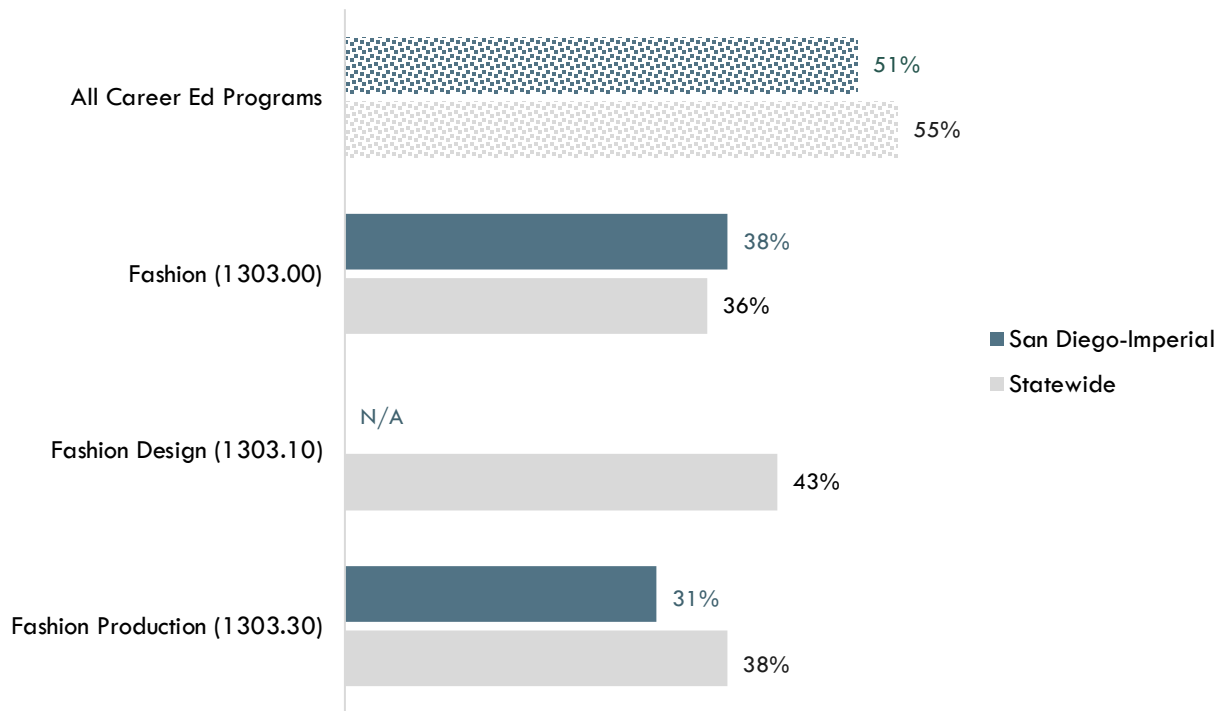
⁹ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁰ "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, 31 to 38 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Fashion Design Occupations*, compared to 36 to 43 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹¹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18¹²



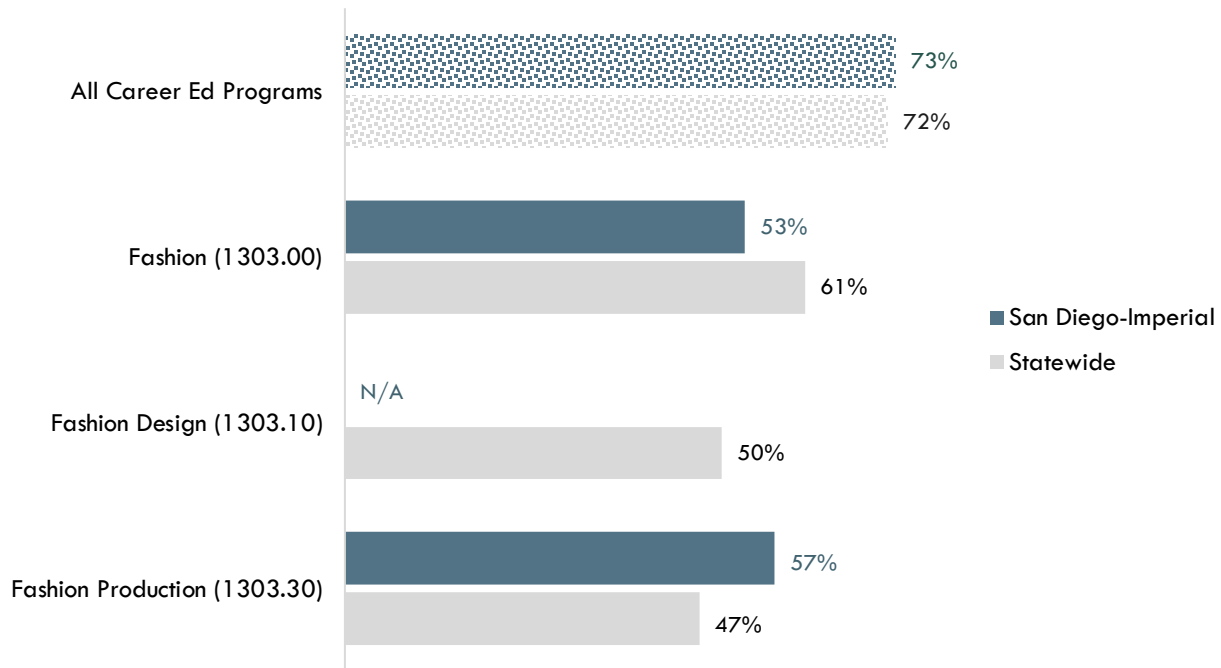
"N/A" indicates insufficient data

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

¹² Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 53 to 57 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Fashion Design Occupations*, compared to 47 to 61 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹³

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17¹⁴



"N/A" indicates insufficient data

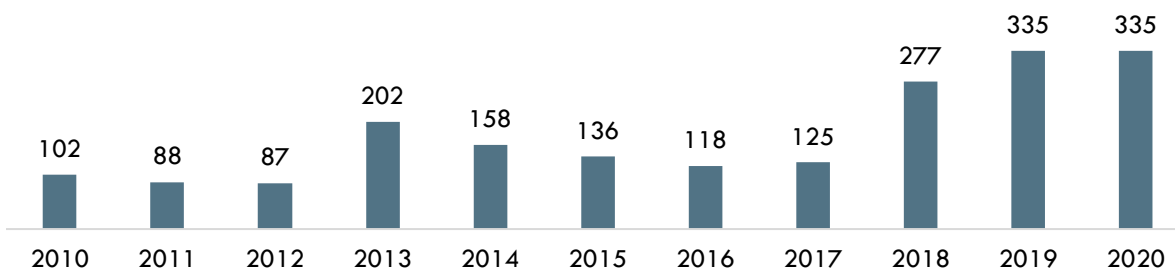
¹³ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁴ 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 178 online job postings per year for *Fashion Design Occupations*¹⁵ 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 1b). 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 Design Occupations* in San Diego County (2010-2020)¹⁶



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Fashion Design Occupations* were the *Justice*, *Men's Wearhouse*, *Macy's*, *Jos. A. Bank Clothiers*, and *Fiesta Auto Insurance* based on online job postings (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for *Fashion Design Occupations*¹⁷

Top Employers	
<ul style="list-style-type: none">• Justice• Men's Wearhouse• Macy's• Jos. A. Bank Clothiers, Inc.• Fiesta Auto Insurance	<ul style="list-style-type: none">• Ascena Retail Group• David's Bridal• Nordstrom• Neiman Marcus• Bespoke Maestro

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

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

Education, Skills, and Certifications

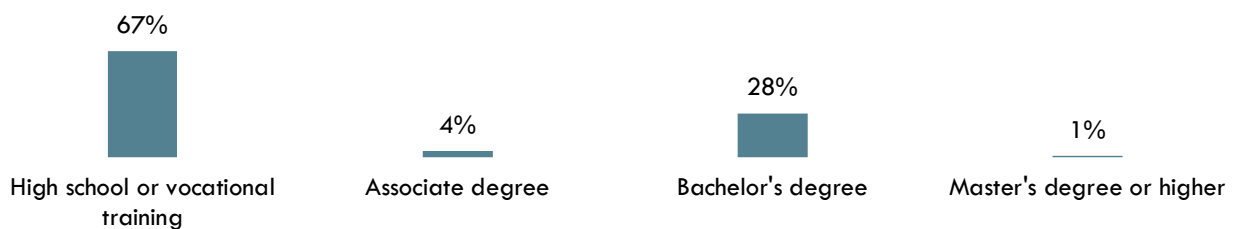
Fashion Design Occupations have a national educational attainment ranging from **no formal educational credential** to a **bachelor's degree** (Exhibit 9a).¹⁸

Exhibit 9a: National Educational Attainment for *Fashion Design Occupations*¹⁹

Occupational Title	Typical Entry-Level Education
Fashion Designers	Bachelor's degree
Fabric and Apparel Patternmakers	High school diploma or equivalent
Textile, Apparel, and Furnishings Workers, All Other	High school diploma or equivalent
Costume Attendants	High school diploma or equivalent
Sewers, Hand	No formal educational credential
Sewing Machine Operators	No formal educational credential
Tailors, Dressmakers, and Custom Sewers	No formal educational credential

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, the top listed educational requirements for *Fashion Design Occupations* is **high school or vocational training** (Exhibit 9b).²⁰

Exhibit 9b: Educational Requirements for *Fashion Design Occupations* in San Diego County²¹



¹⁸ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

¹⁹ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

²⁰ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

²¹ "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.

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 Design Occupations in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Sewing • Sales • Customer Contact • Customer Service • Machine Operation • Retail Industry Knowledge • Scheduling • Repair • Cash Register Operation • Product Knowledge • Basic Mathematics • Quality Assurance and Control • Description and Demonstration of Products • Calculation • Selling Techniques 	<ul style="list-style-type: none"> • Communication Skills • Organizational Skills • Detail-Oriented • Teamwork / Collaboration • Physical Abilities • English • Creativity • Positive Disposition • Building Effective Relationships • Multi-Tasking • Research • Computer Literacy • Self-Starter • Problem Solving • Initiative 	<ul style="list-style-type: none"> • Microsoft Excel • Adobe Photoshop • Adobe Illustrator • SAS • Microsoft Word • Mascot • Adobe InDesign • Microsoft PowerPoint • Microsoft Outlook • Adobe Acrobat • Adobe Creative Suite • Google Docs • Lockout / Tagout (LOTO) • Facebook • Salesforce

²² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 typically lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020 for this occupation. However, no online postings specified desired or required certifications.

Exhibit 11: Top Certifications for *Fashion Design Occupations* in San Diego County²³

Top Certifications in Online Job Postings

N/A

²³ 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.