

# Fashion, Interior Design, and Personal Care Services



North  
(Greater  
Sacramento)  
Subregional  
Spotlight

## Five-Year Outlook

14,212 jobs in 2024

10% growth

2,000+ annual job openings

1.1% of Greater Sacramento's jobs

2026



POWERED BY



# Introduction



This is a special spotlight report to highlight occupations and programs within Fashion, Interior Design, and Personal Care Services.

These jobs are vital to the Greater Sacramento economy. Their expected growth rate of 10% exceeds the growth of the North Far North region by 4% by 2029.

These service occupations are client-centered with an emphasis on creativity, personal expression, and products focused on functionality and aesthetics.

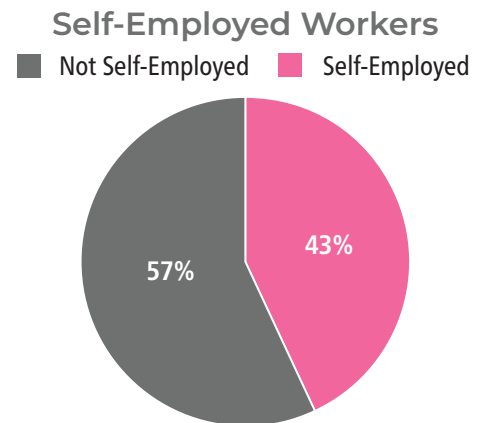
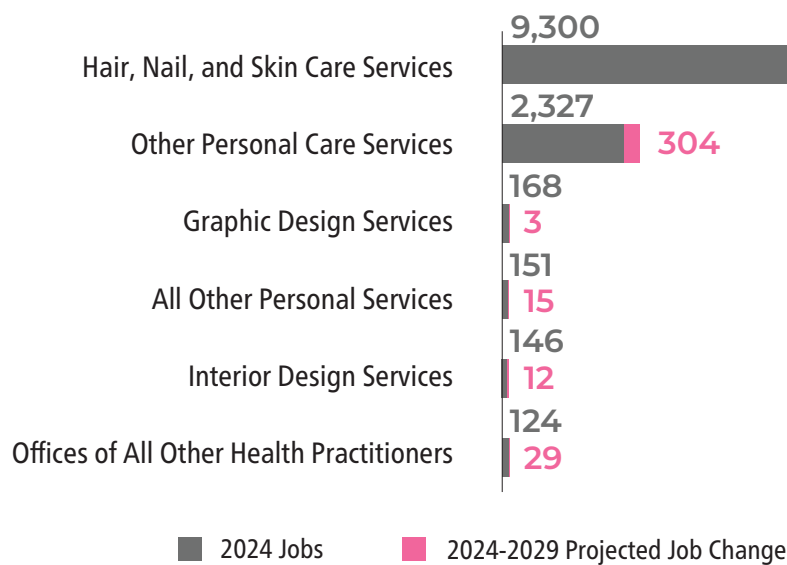
Within this grouping of occupations, Personal Care Services jobs are less likely to face unemployment, with only 3.2% of workers in the Personal Care Services unemployed as of June 2025 compared to 5.4% of all workers in the region.

Greater Sacramento is an important market for Fashion, Interior Design, and Personal Care Services. With an employment concentration of 1.19, employment in these occupations is 19% more concentrated in Greater Sacramento than the national average. There is a particularly high concentration of manicurists and pedicurists

in the area, with twice as many manicurists and pedicurists per capita than the national average.

In terms of K-12 pathways, many of these occupations have been assigned to the Fashion and Interior Design sector by the California Department of Education. Among the priority sectors selected by the North Far North Consortium for community college program support and development, occupations in this grouping primarily align with the Business and Entrepreneurship sector and Retail, Hospitality, and Tourism sector.

## Employment by Subsector



Note: Contact the NFN COE for a complete listing of NAICS codes by sector. The North subregion encompasses seven counties (El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba) and eight community colleges (American River, Cosumnes River, Folsom Lake, Lake Tahoe, Sacramento City, Sierra, Woodland, and Yuba). The North Far North region spans 22 counties and 15 community colleges, stretching from the Greater Sacramento area, north to California's border with Oregon, and east to Nevada.

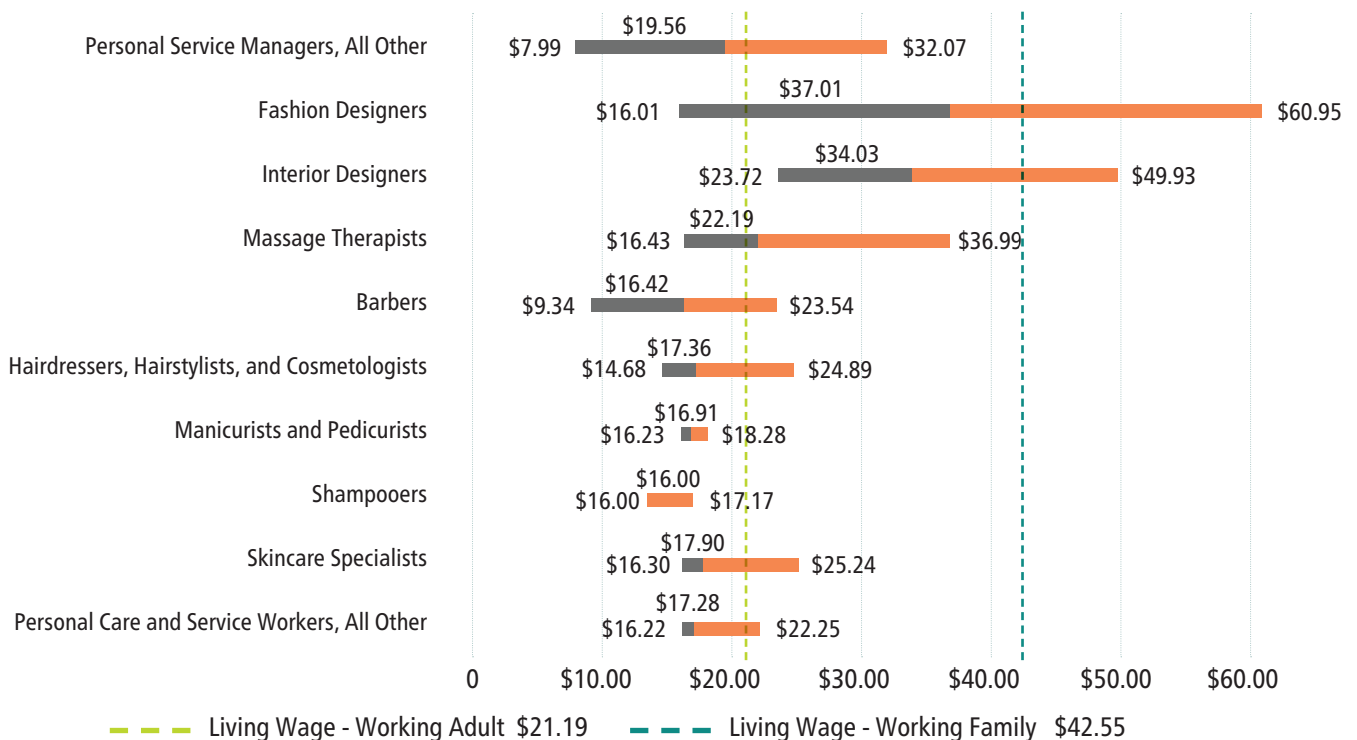
# Top Occupations

Occupation	2024 Jobs	2024-2029 Projected Change	2024-2029 Average Annual Openings	Typical Entry-Level Education
Hairdressers, Hairstylists, and Cosmetologists	5,167	7%	761	Postsecondary nondegree award
Manicurists and Pedicurists	3,731	11%	519	Postsecondary nondegree award
Massage Therapists	1,607	12%	254	Postsecondary nondegree award
Personal Care and Service Workers, All Other	932	16%	199	High school diploma or equivalent
Skincare Specialists	923	13%	161	Postsecondary nondegree award
Barbers	645	12%	88	Postsecondary nondegree award
Interior Designers	564	3%	56	Bachelor's degree
Personal Service Managers, All Other	363	10%	36	Bachelor's degree
Shampoosers	153	11%	27	No formal educational credential
Fashion Designers	127	10%	14	Bachelor's degree

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements.

## Hourly Wages for Top Occupations

While entry-level wages are low for most professions within Fashion, Interior Design, and Personal Care Services, there is a high degree of variability among wages. This is amplified by the large percentage of workers in this occupational grouping who are self-employed.

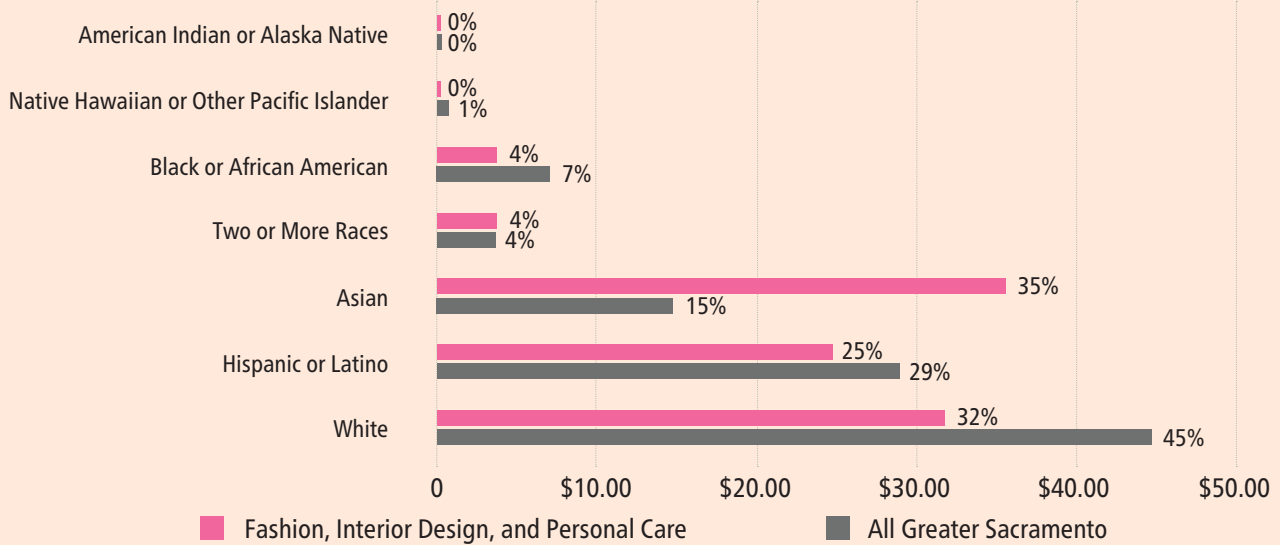


Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the North (Greater Sacramento) subregion where the living wage in 2024 was \$21.19 for a single working adult and \$42.55 for a working family.

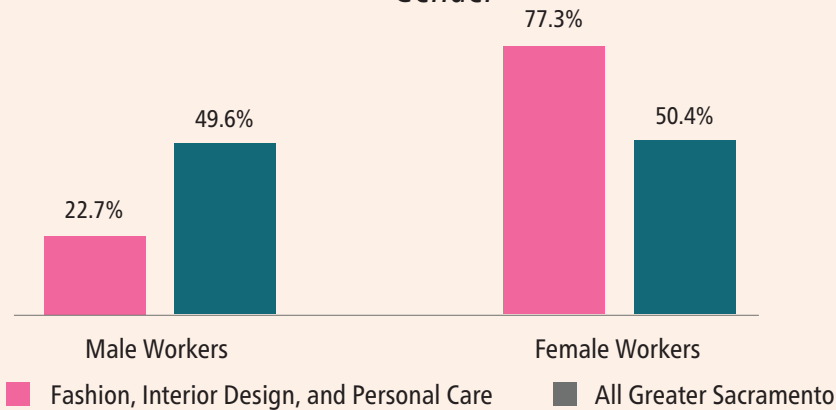
# Workforce Demographics

Compared to the general working population in Greater Sacramento, workers in Fashion, Interior Design, and Personal Care Services occupations are more likely to identify as female and Asian. Additionally, these occupations tend to employ workers primarily in their prime working years, ages 25-54, with few workers who are younger or older.

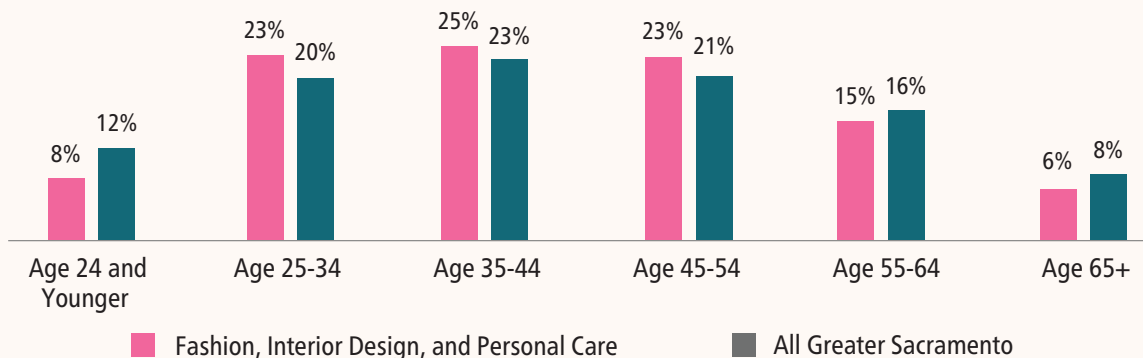
## Race and Ethnicity



## Gender



## Age





# Job Posting Trends

Online Job Postings

**1,240**

(August 2024-July 2025)

Median Posting Duration

**32 days**

(Regional Average 25 Days)

Posting Intensity

**3:1**

(Regional Average 3:1)

Note: Job postings count the number of online job postings advertised in the 7-county North (Greater Sacramento) subregion between August 1, 2024 and July 31, 2025. Postings are limited to in-state employers and exclude staffing companies.

## Job Postings by Occupation





# Top Employers

## Employers with the Most Postings

1. Great Clips
2. Ulta Beauty
3. Sports Clips
4. Massage Envy
5. Marriott International

# Most In-Demand Skills

## Specialized Skills

- Cosmetology
- Marketing
- Product Knowledge
- Ear Piercing
- Product Demonstration

## Soft Skills

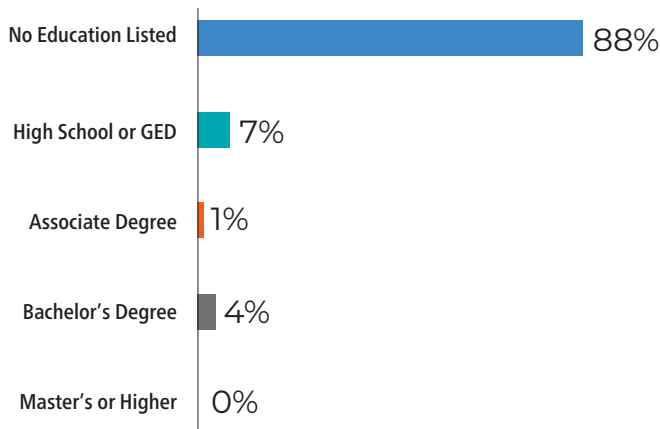
- Customer Service
- Communication
- Sales
- Cleanliness
- Management

## Software and Technical Skills

- Microsoft Office
- Autodesk Revit
- AutoCAD
- SketchUp (3D Modeling Software)
- Adobe Creative Suite

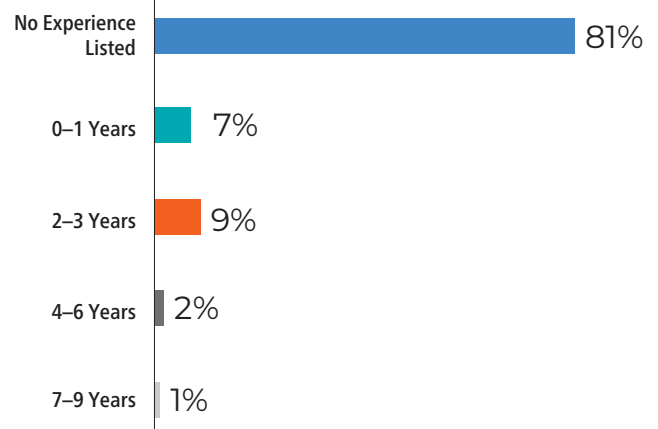
# Education & Experience in Job Postings

## Employer-Preferred Education



Note: Almost all (95%) of job postings requesting a bachelor's degree were for Interior Designer or Personal Service Manager roles.

## Employer-Preferred Work Experience



Note: Interior Designer or Personal Service Manager job postings comprised the majority (75%) of postings requesting at least 4 years of experience.

# COMMUNITY COLLEGE Training Programs



American River College	Cosumnes River College*	Folsom Lake College*	Lake Tahoe College*	Sacramento City College	Sierra College	Woodland Community College*	Yuba College*
Interior Planning and Design				Art and Science of Nail Technology	Fashion Industries		
Fashion Design				Cosmetology	Fashion Media		
Fashion Merchandising				Barbering			
				Fashion Production			

\* This/these college(s) do not offer programs related to the sector.

Note: Due to discrepancies in the California Community Colleges Curriculum Inventory (COCI) and how Taxonomy of Programs (TOP) codes are categorized by sector, this list may not include all related or currently available training programs.



This publication was supported through Strong Workforce Program (SWP) funding from the North Far North Regional Consortium and the California Community Colleges Chancellor's Office Economic and Workforce Development Grant. SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North Far North region, which includes the North (Greater Sacramento) and Far North subregions. This subregional spotlight summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of SWP.



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**Sources**

- Lightcast 2025.3 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office Data Mart
- California Community Colleges Curriculum Inventory (COCI)

