

FASHION CAREER OPTIONS MAP

Explore different directions before choosing your next step



Read each path, reflect honestly, and mark where your interest and strengths are strongest.

CAREER PATH	WHAT DO YOU ACTUALLY DO?	SKILLS YOU NEED	MY FIT LEVEL (1 = low, 5 = high)	MY FIRST POSSIBLE STEP
 Styling	Create looks and coordinate fashion for shoots, editorials, celebrities, or clients.	Creativity, trend awareness, visual storytelling, organization, communication	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----
 Fashion Design	Design clothing and accessories from concept to final product.	Design skills, technical drawing, fabric knowledge, pattern making, creativity	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----
 Trend Forecasting	Research and predict future fashion trends to guide brands and collections.	Research, analysis, trend spotting, cultural awareness, visual mapping	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----
 Fashion Communication / Social Media	Create content, build brand voice, and engage audiences across digital platforms.	Writing, content creation, copywriting, social media strategy, storytelling	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----
 Buying / Merchandising	Select and buy products, manage assortments, and analyze sales performance.	Market knowledge, budgeting, negotiation, data analysis, commercial awareness	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----
 Visual Merchandising	Design in-store and online visuals to enhance customer experience and drive sales.	Visual design, spatial awareness, retail knowledge, creativity, attention to detail	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----
 PR / Events	Promote brands, manage press relations, and organize events and activations.	Communication, networking, media relations, event planning, organization	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----
 Entrepreneurship / Personal Brand	Build your own brand or business and bring your vision to life.	Leadership, business skills, branding, marketing, resilience, financial awareness	1 2 3 4 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	----- ----- -----



Which 2 or 3 paths attract me most, and why?



What lifestyle does each path require?

Guide words: deadlines, travel, teamwork, visibility, freelance risk, routine, income stability



GAP ANALYSIS & DECISION MATRIX

Understand what is missing between where you are now and where you want to go



1. MY TARGET ROLE

Role -----

Sector -----

City / Country -----

Why this role attracts me



2. REALITY CHECK

Rate yourself from 1 (low) to 5 (high)

	1	2	3	4	5
Portfolio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
English	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



3. WHAT I ALREADY HAVE / WHAT I STILL NEED

Requirement for my target role	What I already have	What is missing	How I can close the gap



4. EVIDENCE

What proof do I have already? (portfolio, project, internship, social profile, client work)

What proof do I still need to build?



5. IS THIS THE RIGHT NEXT STEP?

Choose the option that fits you best right now.

- Yes, I feel aligned
- I need more exploration
- I need more skills first
- I should test this path before committing



6. MY REFLECTION

My biggest gap is...

The first gap I will close is...



90-DAY FASHION CAREER ACTION PLAN

Turn reflection into visible progress



MY MAIN 90-DAY OBJECTIVE

.....



MY 3 PRIORITIES

1 2 3

.....

.....



ACTION PLAN

	Action	Why it matters	Deadline	Done
1			___ / ___ / ___	<input type="checkbox"/>
2			___ / ___ / ___	<input type="checkbox"/>
3			___ / ___ / ___	<input type="checkbox"/>
4			___ / ___ / ___	<input type="checkbox"/>
5			___ / ___ / ___	<input type="checkbox"/>
6			___ / ___ / ___	<input type="checkbox"/>
7			___ / ___ / ___	<input type="checkbox"/>
8			___ / ___ / ___	<input type="checkbox"/>



WEEKLY HABITS

- Update my portfolio
- Networking outreach
- Research brands
- Improve my English
- Create content
- Apply to roles
- Practice digital tools
- Other:



PEOPLE TO CONTACT

Name	Role / Company	Why I should contact them
.....
.....
.....
.....
.....



MY PERSONAL BRAND CHECKLIST

- CV updated
- Portfolio updated
- LinkedIn updated
- Instagram / professional profile curated
- Email signature ready
- Introduction pitch ready



COMMITMENT

If I feel confused again, I will return to this workbook and take one small step by...

.....



FASHION CAREER DIRECTION WORKBOOK

Self-Discovery for Milan Fashion Campus Students

 WHO AM I?	 WHAT CAN I OFFER?	 WHAT IS HOLDING ME BACK?	 WHAT KIND OF PATH FITS ME?	 MY CAREER DIRECTION
<p>What parts of fashion excite me most?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>My strongest technical skills</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p><input type="checkbox"/> Lack of portfolio</p> <p><input type="checkbox"/> Lack of confidence</p> <p><input type="checkbox"/> Lack of experience</p>	<p><input type="radio"/> Employment</p> <p><input type="radio"/> Internship</p> <p><input type="radio"/> Freelance</p>	<p>Country / City</p> <p>-----</p> <p>-----</p> <p>-----</p>
<p>What kind of work energizes me?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>My strongest soft skills</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p><input type="checkbox"/> Unclear direction</p> <p><input type="checkbox"/> Weak networking</p> <p><input type="checkbox"/> Weak English</p>	<p><input type="radio"/> Assistant role</p> <p><input type="radio"/> Own brand</p> <p><input type="radio"/> Content creator</p>	<p>Target Role</p> <p>-----</p> <p>-----</p> <p>-----</p>
<p>What values matter to me?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>Options: creativity, stability, prestige, freedom, impact, income</p>	<p>Problems I can solve for a brand or client</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p><input type="checkbox"/> Limited digital skills</p> <p><input type="checkbox"/> Fear of starting</p> <p><input type="checkbox"/> Financial pressure</p>	<p><input type="radio"/> Styling services</p> <p><input type="radio"/> Further study</p> <p><input type="radio"/> Mixed path</p>	<p>Target Sector</p> <p>-----</p> <p>-----</p> <p>-----</p>
<p>What work environment suits me best?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>Options: team, solo, studio, retail, digital, travel</p>	<p>What makes my point of view different?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p><input type="checkbox"/> Other</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>Preferred fashion sectors</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>Ideal Company or Client</p> <p>-----</p> <p>-----</p> <p>-----</p>
<p>SELF-RATING Rate your current level (1 = low, 5 = high)</p> <p> Creativity ① ② ③ ④ ⑤</p> <p> Communication ① ② ③ ④ ⑤</p> <p> Organization ① ② ③ ④ ⑤</p> <p> Aesthetic Eye ① ② ③ ④ ⑤</p> <p> Digital Skills ① ② ③ ④ ⑤</p>	<p>Results I can help create</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>What do I need to improve first?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>	<p>1 Short-Term Goal (next 3 months)</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>1 Long-Term Goal (next 12 months)</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>Guide: styling, design, trend forecasting, communication, buying, merchandising, visual merchandising, PR, production, e-commerce.</p>	<p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>

