



# FASHIONISTA

SALARY SURVEY FINDINGS  
**2018**

**Whether you're wondering what your dream fashion job typically pays, what other people in your same position make on average, or how those salaries really fluctuate with years of experience or gender, Fashionista's annual salary report is an invaluable resource.**

At the beginning of the year, we anonymously surveyed thousands of our readers from all corners of the fashion industry to find out what they make in jobs ranging from design to editorial to PR, at companies like Nordstrom, Tiffany & Co., Condé Nast, Marc Jacobs and Ralph Lauren, as well as smaller companies with under 25 employees.

So in the charts and graphs below, broken down by field, you'll see average salaries for all of the fashion industry's most common professions. You'll see how those numbers correspond with years of experience, what an assistant designer makes vs. a creative director, and which fields have the highest portion of people who make six figures. You'll see how working for a private company compares to working for a public one and how working in print compares to working in digital editorial. You'll see that, unfortunately, fashion is not always very lucrative.

Our goal is to provide compensation transparency so that our readers can make more informed career decisions.





## RESPONDENT DEMOGRAPHICS

### RESPONDENT ROLES

7.66%

STYLING

19.39%

RETAIL/SALES/  
E-COMMERCE

14.13%

PUBLICITY

6.97%

PRODUCT  
DEVELOPMENT/  
SUPPLY CHAIN

11.20%

OTHER

14.40%

MARKETING/  
SOCIAL MEDIA

2.78%

GRAPHIC DESIGN/  
PHOTOGRAPHY/  
PHOTO EDITING

12.08%

EDITORIAL

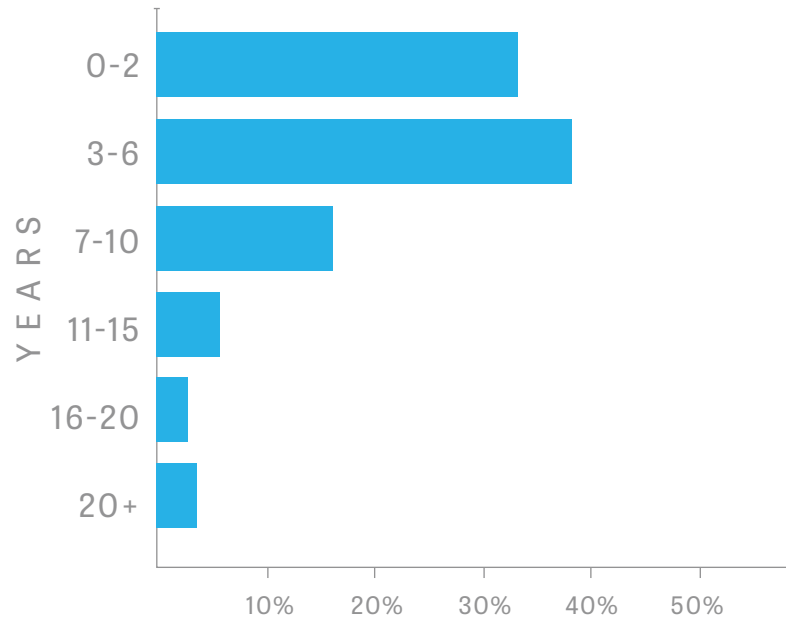
10.17%

DESIGN

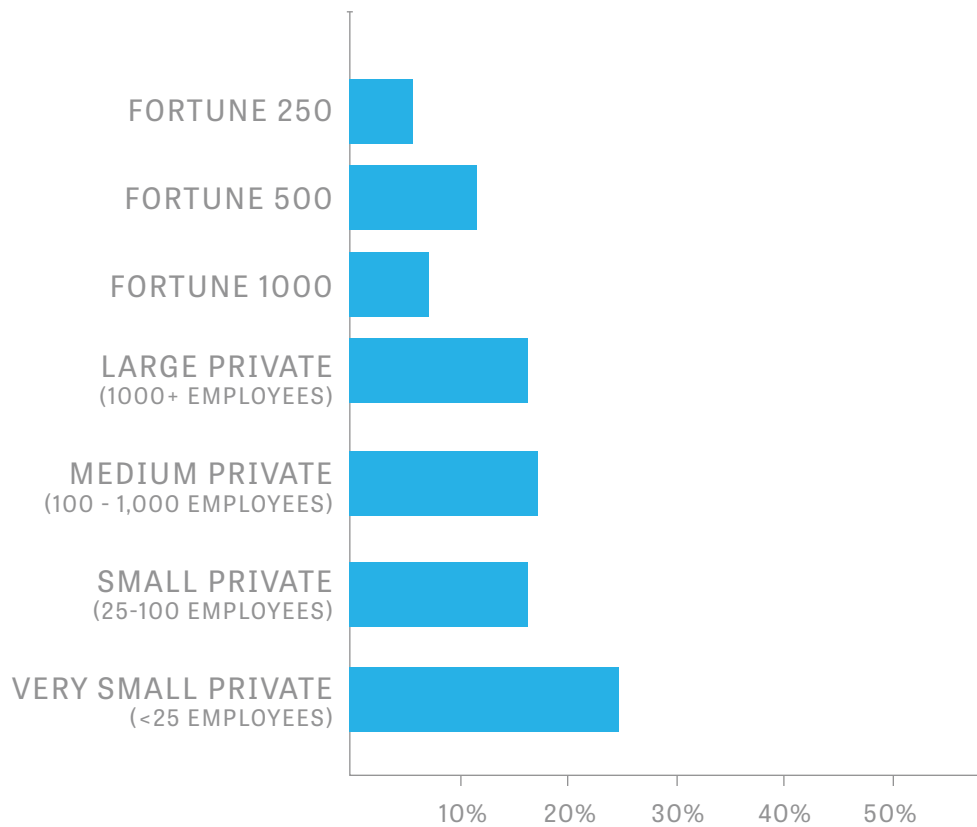
1.22%

ADVERTISING

RESPONDENT EXPERIENCE: ALL



COMPANY SIZE: ALL



RESPONDENT LOCATION: ALL

54.1%  
NYC

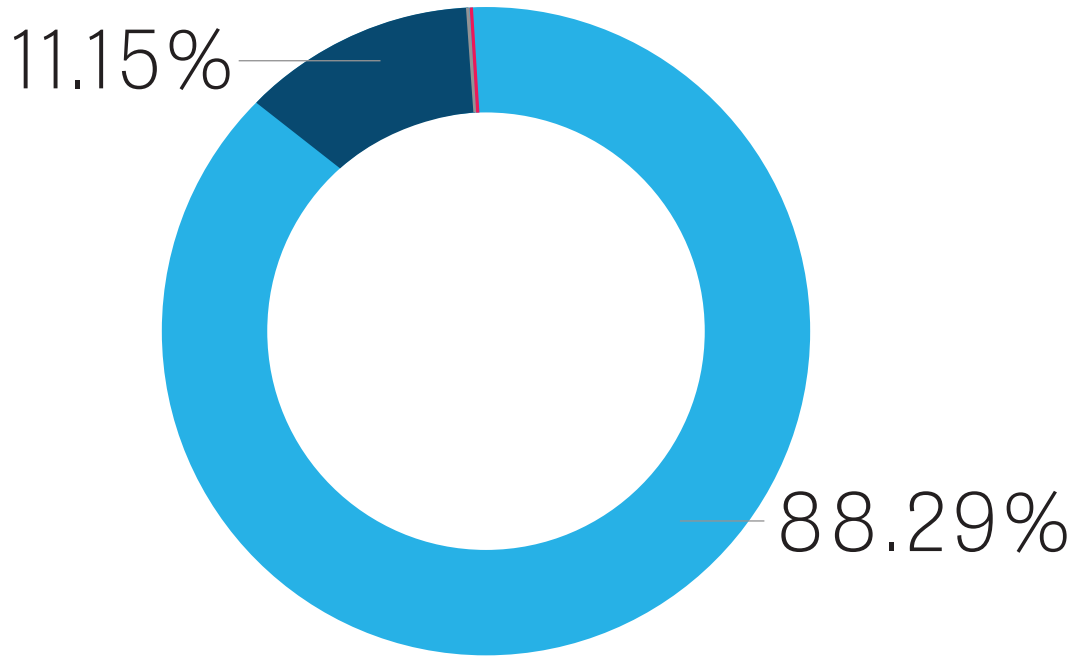
13%  
OUTSIDE THE U.S.

12.2%  
CALIFORNIA

3.3%  
NEW JERSEY

2%  
FLORIDA

RESPONDENT IDENTITY: ALL



Female Male Non-Binary Other



## SALARY: ALL RESPONDENTS

\$66,840

MEAN SALARY

8 individual respondents  
reported earning

\$500,000+

ANNUALLY

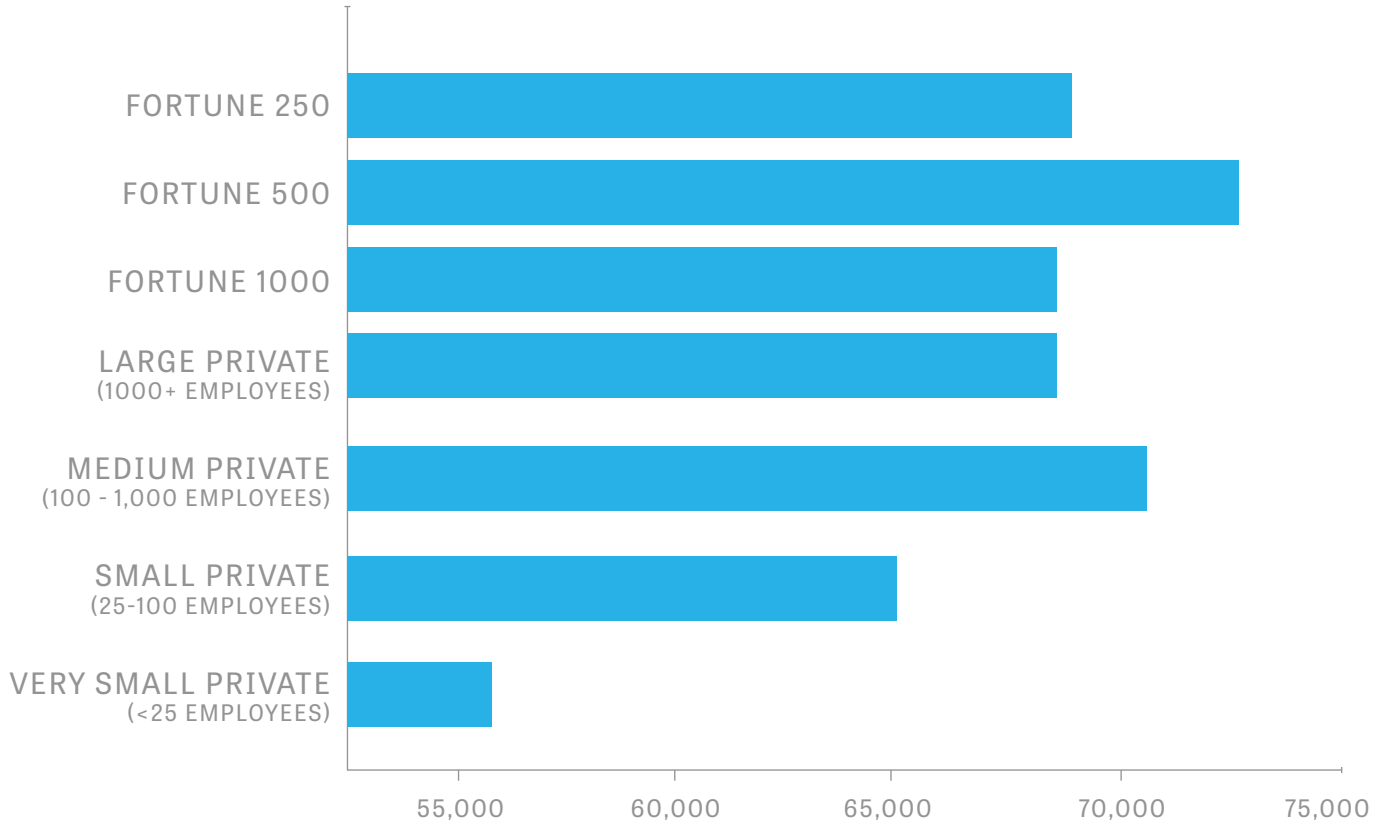
14.3% of all respondents  
reported earning

>\$25,000

ANNUALLY

## MEAN SALARY:

### BY COMPANY SIZE



### BY RESPONDENT IDENTITY

\$82,450

NOTE: <10% OF RESPONDENTS

MALE

\$65,110

FEMALE

\$103,680

NOTE: <1% OF RESPONDENTS

NON-BINARY

### NYC vs. LA

\$69,990

NYC

— VS. —

\$68,160

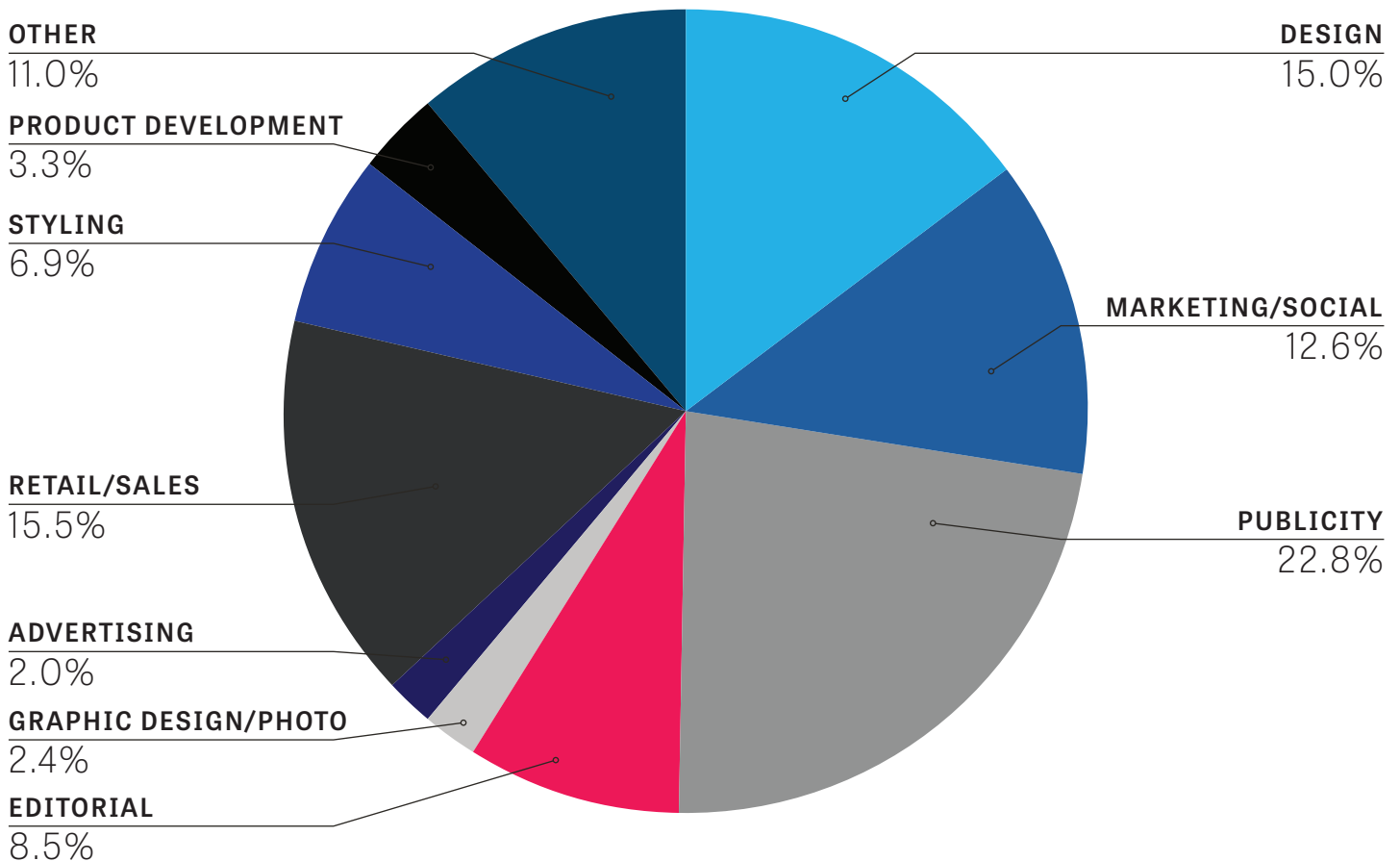
LA

## MEAN SALARY:

### BY ROLE & COMPANY TYPE

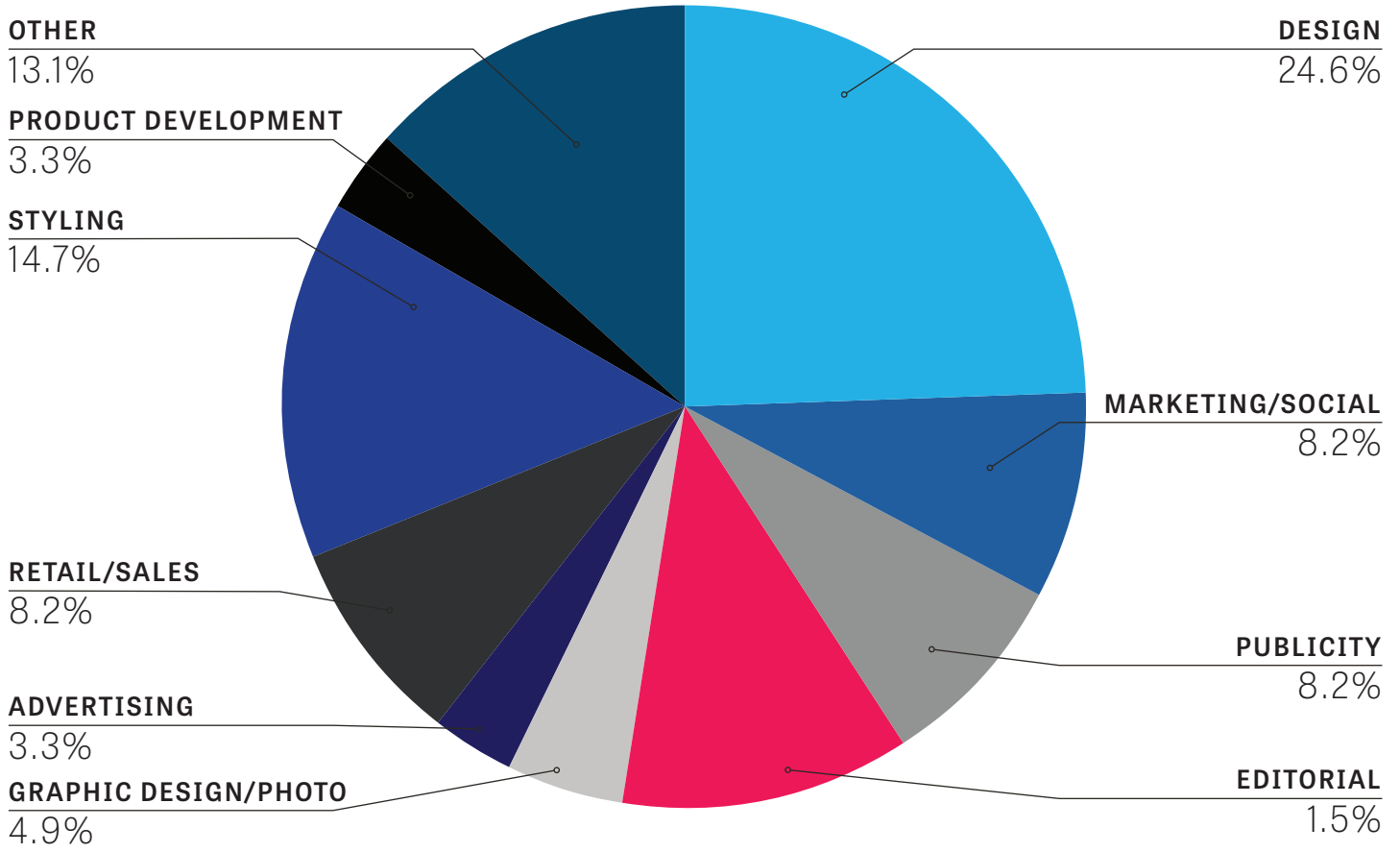
ROLE	PUBLIC COMPANY	PRIVATE COMPANY
Design	\$84,410	\$76,060
Retail/E-commerce	\$60,650	\$60,480
Marketing	\$74,170	\$61,980
Publicity	\$86,300	\$68,370
Editorial: Print	\$77,870	\$71,270
Editorial: Digital	\$60,460	\$61,820

### DISTRIBUTION OF \$100K+ SALARIES BY ROLE





**DISTRIBUTION OF \$200K+ SALARIES BY ROLE**





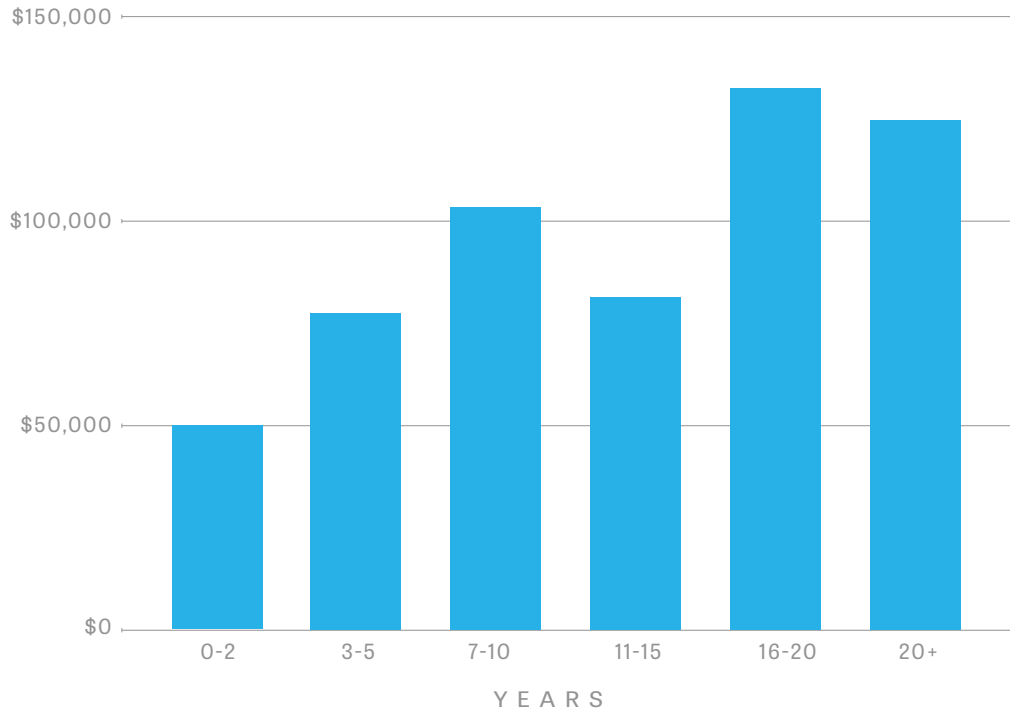
# DESIGN

## RESPONDENT JOB TITLES



Assistant Designer 5.36%	Senior Designer 4.23%	Assistant Technical Designer 0.38%	Other 15.77%
Associate Designer 2.31%	Design Director 1.15%	Associate Technical Designer 0.77%	
Designer 62.31%	Creative Director 1.54%	Technical Designer 6.15%	

### MEAN SALARY: BY EXPERIENCE



#### ALL DESIGN RESPONDENTS

MEAN SALARY:

\$84,410

PUBLIC COMPANY

\$76,060

PRIVATE COMPANY

54%

BETWEEN \$51-75K

#### SELECT DESIGN ROLES

MEAN SALARY:

\$46,910

ASSISTANT DESIGNER

\$83,500

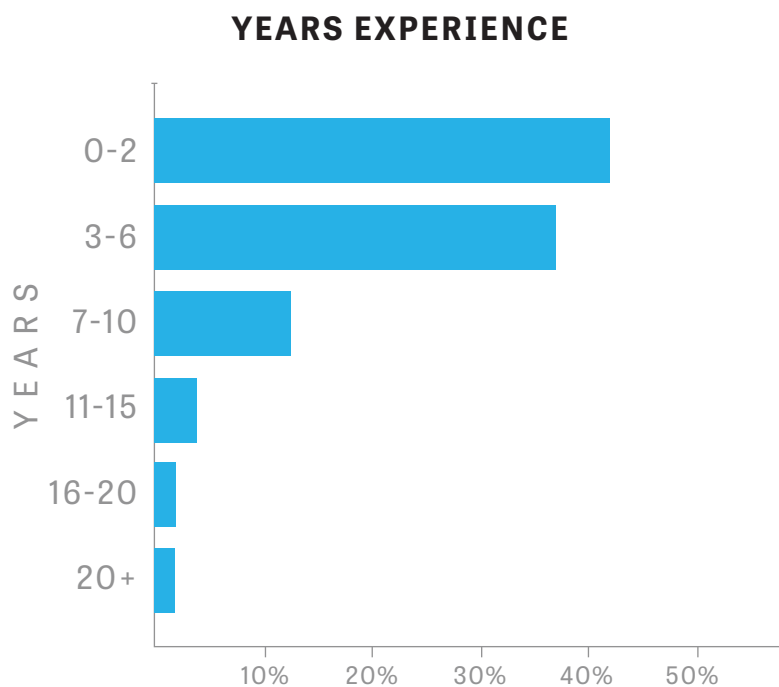
DESIGNER

\$130,000

CREATIVE DIRECTOR



## MARKETING/SOCIAL MEDIA



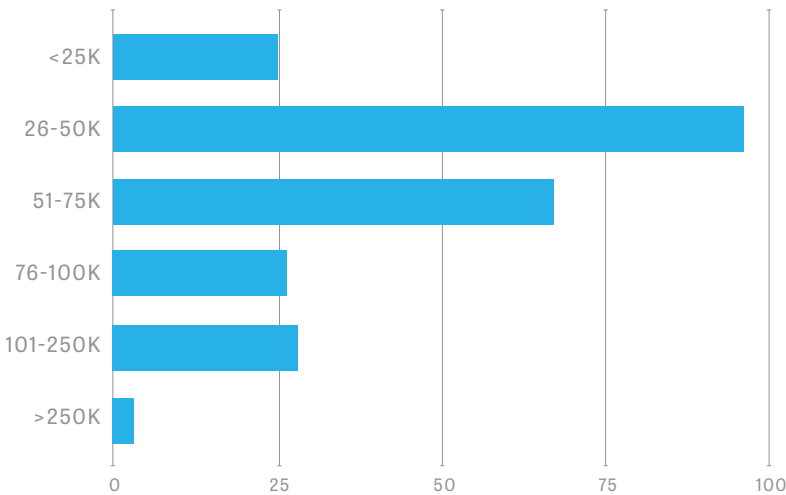
# MARKETING/SOCIAL MEDIA:

## JOB TITLES

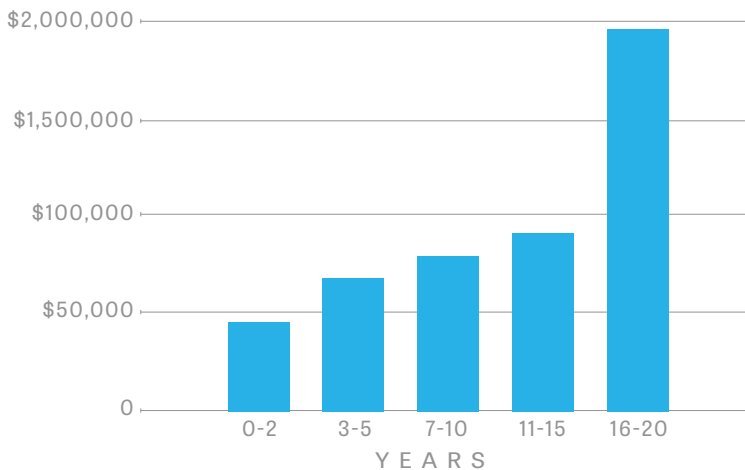


- Assistant Marketing Manager **5.54%**
- Associate Marketing Manager **1.11%**
- Marketing Manager **21.05%**
- Senior Marketing Manager **0.28%**
- Marketing Director **10.25%**
- Social Media Manager - Entry Level **26.04%**
- Social Media Manager - Mid Level **12.74%**
- Social Media Manager - Sr. Level **1.39%**
- Other **21.61%**

## SALARY



## MEAN SALARY: BY EXPERIENCE



## ALL MARKETING/ SOCIAL MEDIA RESPONDENTS

MEAN SALARY:

**\$74,170**

PUBLIC COMPANY

**\$61,980**

PRIVATE COMPANY

## SELECT MARKETING/ SOCIAL MEDIA ROLES

MEAN SALARY:

**\$65,650**

MARKETING MANAGER

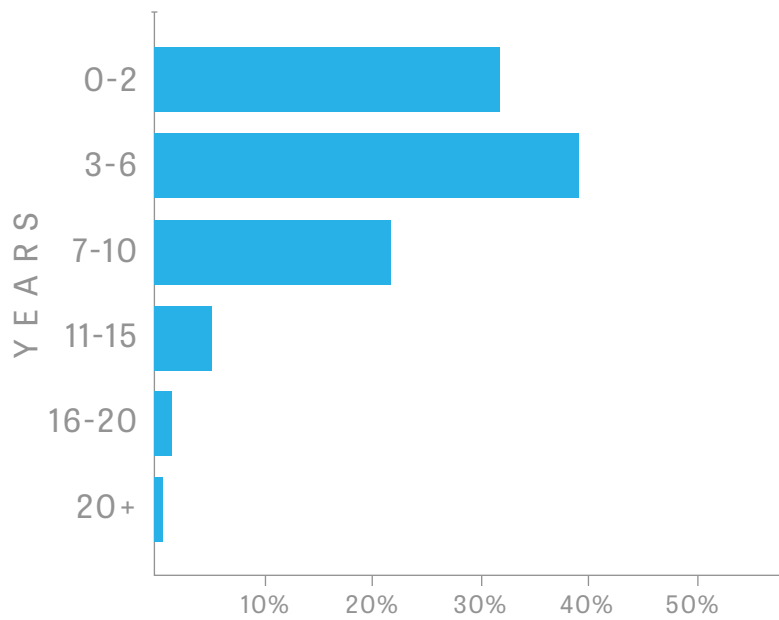
**\$62,600**

SOCIAL MEDIA  
MANAGER



# PUBLICITY

## YEARS EXPERIENCE



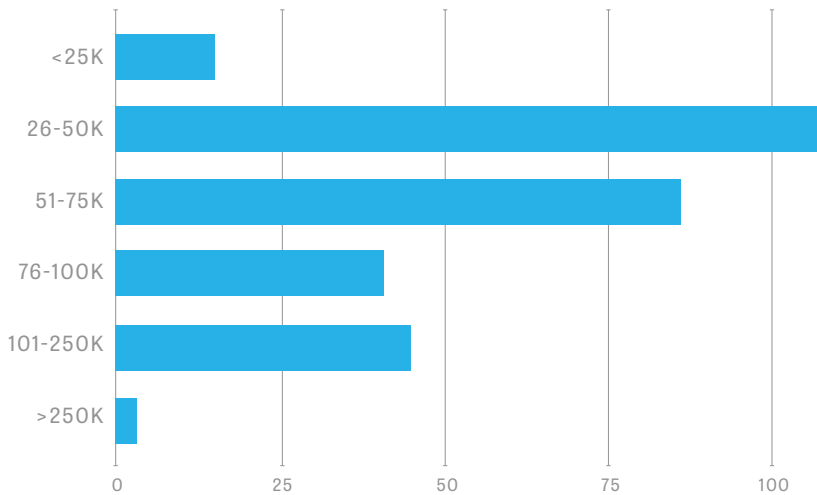
**PUBLICITY:**

**JOB TITLES**



- Assistant Publicist 6.11%
- Publicist 59.72%
- Publicity Director 0.56%
- Other 28.89%
- Associate Publicist 0.83%
- Senior Publicist 0.56%
- VP Publicity 3.33%

**ALL RESPONDENTS**



**ALL PUBLICITY RESPONDENTS**

MEAN SALARY:

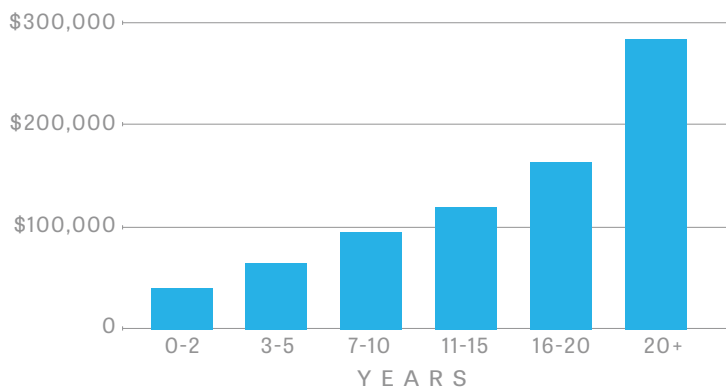
**\$84,410**

PUBLIC COMPANY

**\$68,370**

PRIVATE COMPANY

**MEAN SALARY: BY EXPERIENCE**



**SELECT PUBLICITY ROLES**

MEAN SALARY:

**\$65,710**

ASSISTANT PUBLICIST

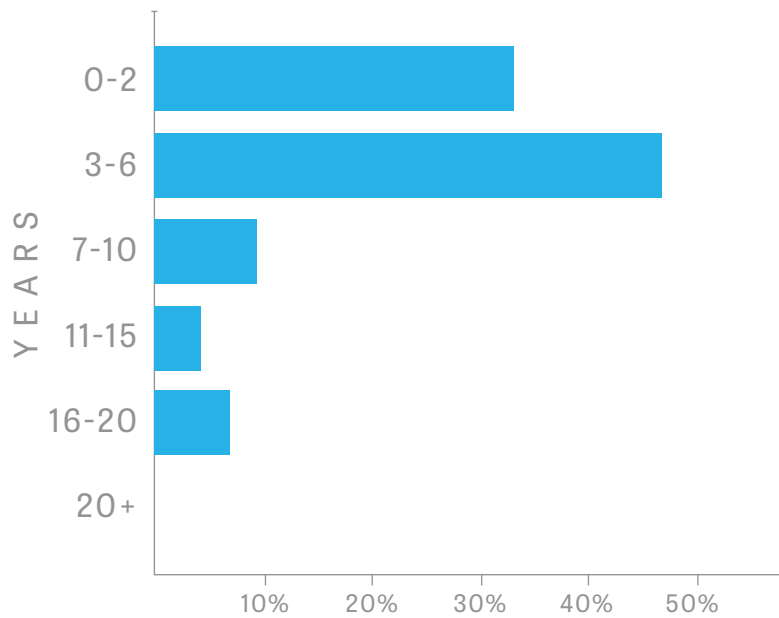
**\$142,670**

VP



## EDITORIAL PRINT

### YEARS EXPERIENCE





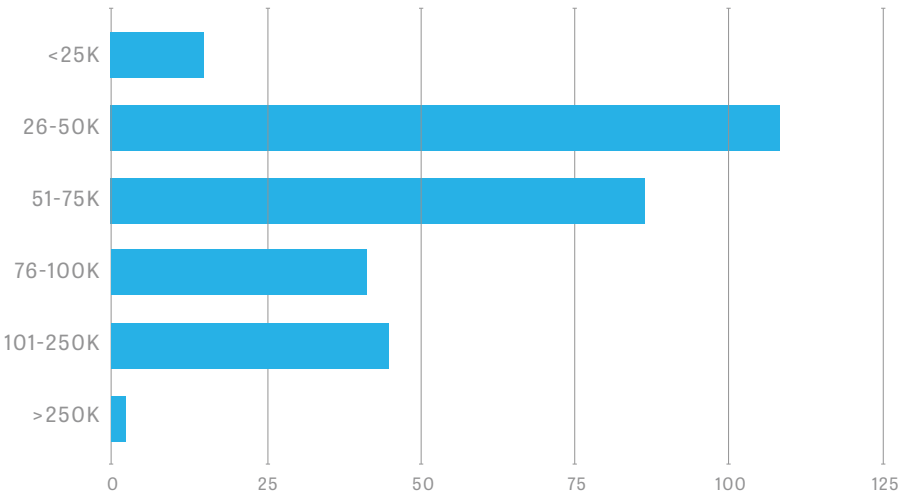
**EDITORIAL PRINT:**

**JOB TITLES**



Associate Market Editor 6.78%	Editor in Chief 3.39%	Researcher 1.69%	Other 38.98%
Senior Market Editor 3.39%	Writer 11.86%	Assistant Editor 10.17%	
Senior Editor 3.39%	Editor at Large 10.17%	Assistant Market Editor 1.69%	
Director-Level Editor 5.08%	Copy Editor 1.69%	Associate Editor 1.69%	

**SALARY: ALL RESPONDENTS**



**ALL EDITORIAL PRINT RESPONDENTS**

MEAN SALARY:

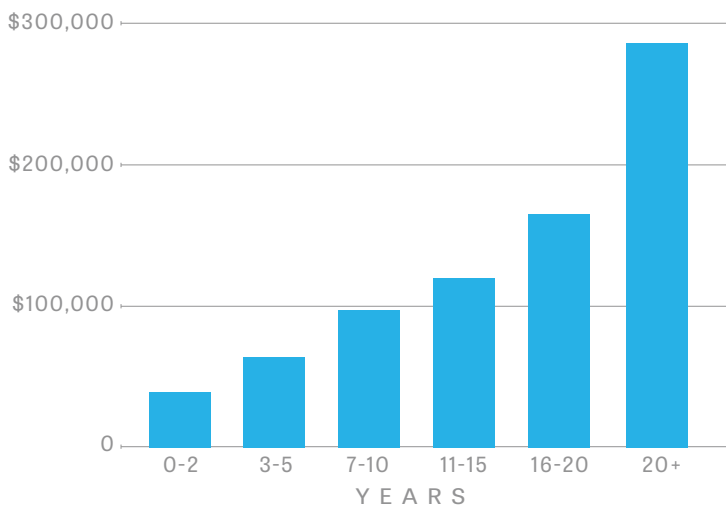
**\$77,870**

PUBLIC COMPANY

**\$71,270**

PRIVATE COMPANY

**MEAN SALARY: BY EXPERIENCE**



**SELECT EDITORIAL PRINT ROLES**

MEAN SALARY:

**\$35,800**

ASSISTANT EDITOR

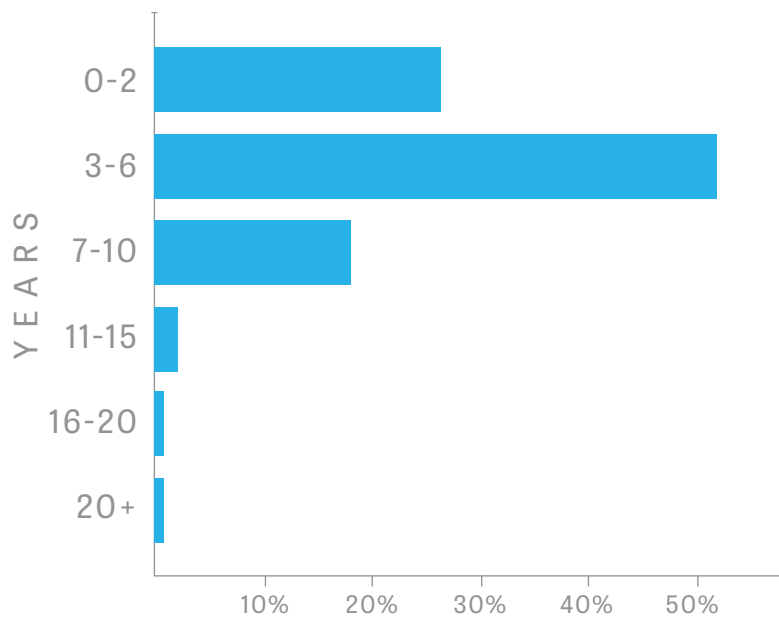
**\$264,000**

EDITOR IN CHIEF



# DIGITAL EDITORIAL

YEARS EXPERIENCE



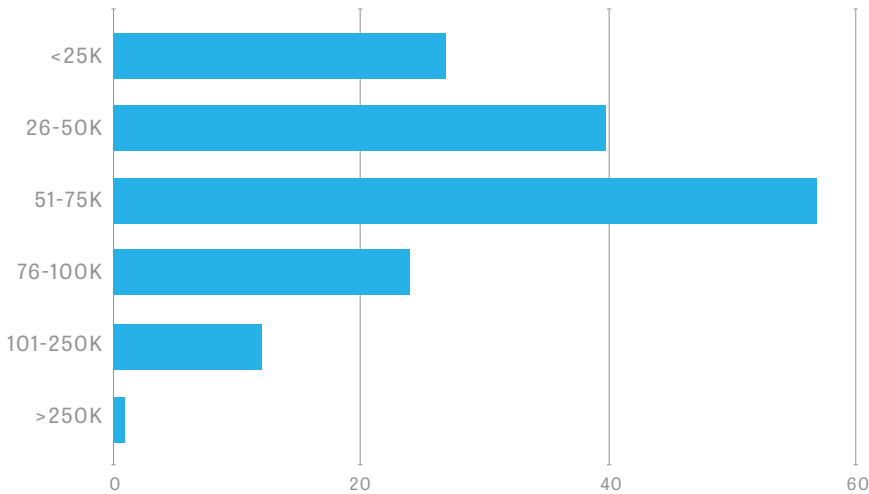
**DIGITAL EDITORIAL:**

**JOB TITLES**

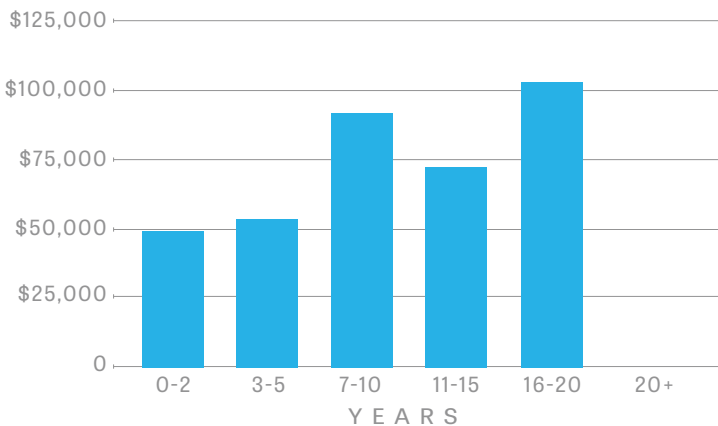


- |                                  |                                |                                  |                      |
|----------------------------------|--------------------------------|----------------------------------|----------------------|
| Associate Editor<br>1.69%        | Director-Level Editor<br>5.08% | Assistant Market Editor<br>1.69% | Copy Editor<br>1.69% |
| Associate Market Editor<br>6.78% | Editor in Chief<br>3.39%       | Writer<br>11.86%                 | Researcher<br>1.69%  |
| Senior Market Editor<br>3.39%    | Assistant Editor<br>10.17%     | Editor at Large<br>10.17%        | Other<br>38.98%      |
| Senior Editor<br>3.39%           |                                |                                  |                      |

**ALL RESPONDENTS**



**MEAN SALARY: BY EXPERIENCE**



**ALL EDITORIAL DIGITAL RESPONDENTS**

MEAN SALARY:

**\$60,460**  
PUBLIC COMPANY

**\$61,820**  
PRIVATE COMPANY

**SELECT EDITORIAL DIGITAL ROLES**

MEAN SALARY:

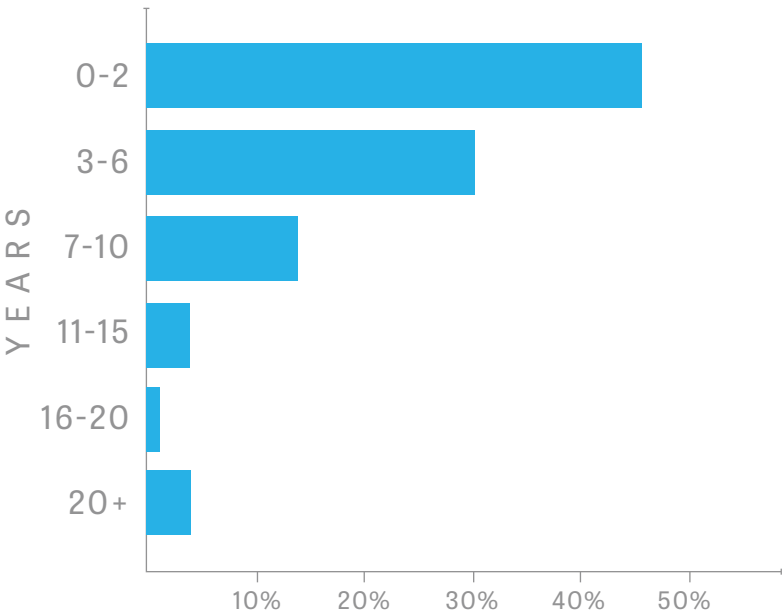
**\$58,540**  
WRITER

**\$58,390**  
SENIOR EDITOR



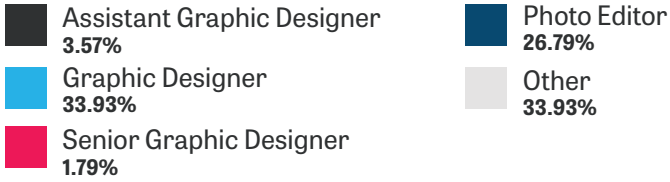
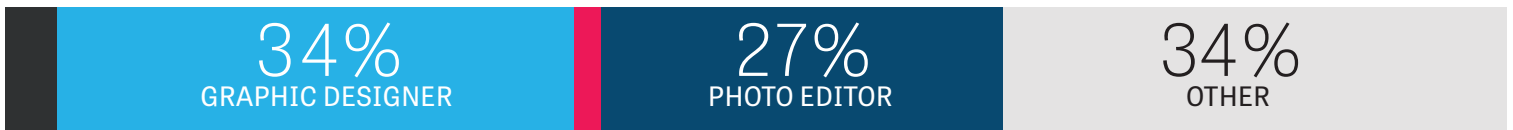
# GRAPHIC DESIGN/ PHOTOGRAPHY/ PHOTO EDITING

**YEARS EXPERIENCE**

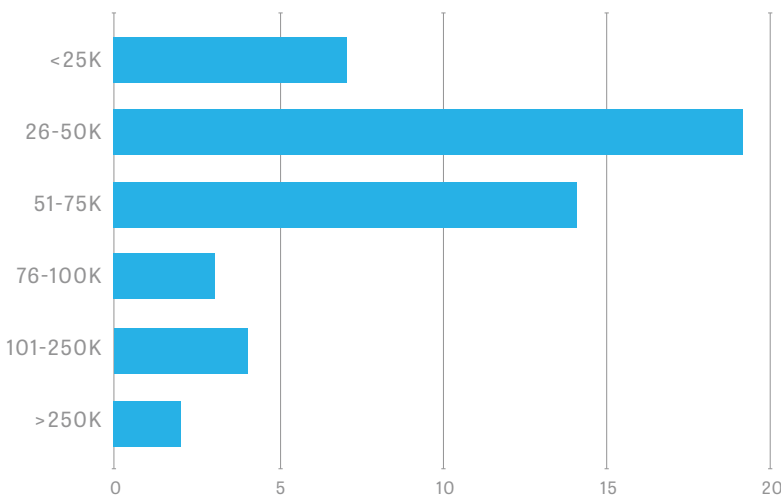


# GRAPHIC DESIGN/ PHOTOGRAPHY/ PHOTO EDITING:

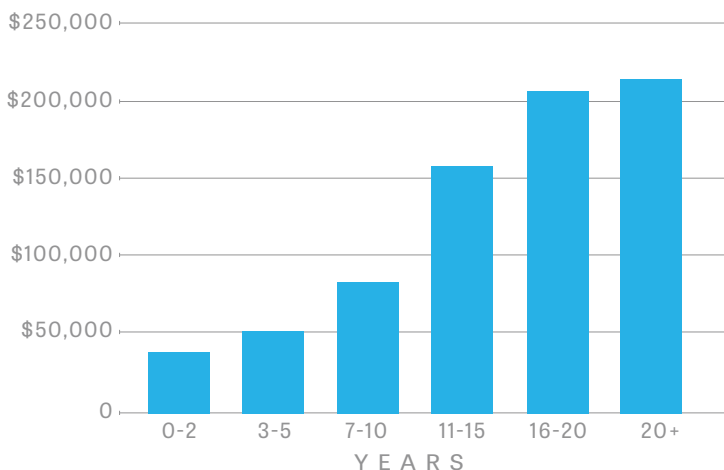
## JOB TITLES



### ALL RESPONDENTS



### MEAN SALARY: BY EXPERIENCE



### ALL GRAPHIC/PHOTO RESPONDENTS

MEAN SALARY:

**\$93,430**  
PUBLIC COMPANY

**\$59,130**  
PRIVATE COMPANY

### SELECT GRAPHIC/PHOTO ROLES

MEAN SALARY:

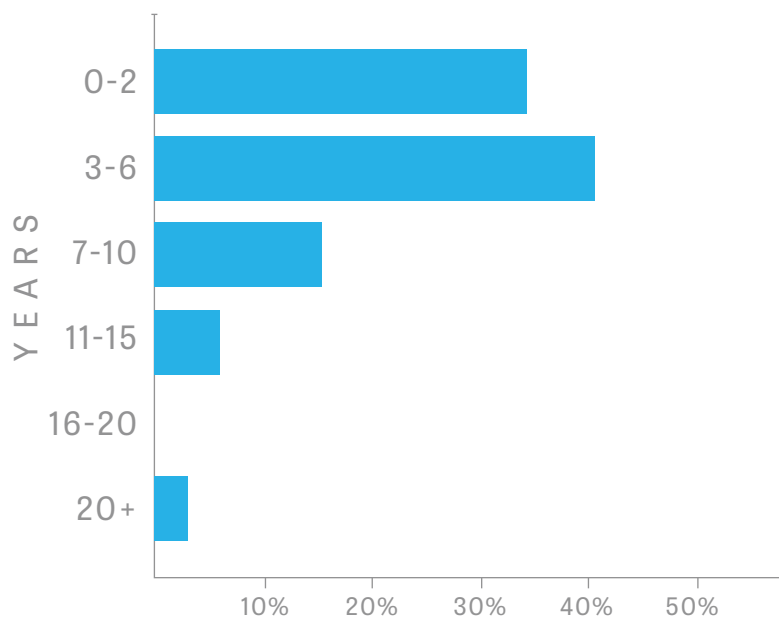
**\$43,690**  
GRAPHIC DESIGNER

**\$77,230**  
PHOTO EDITOR



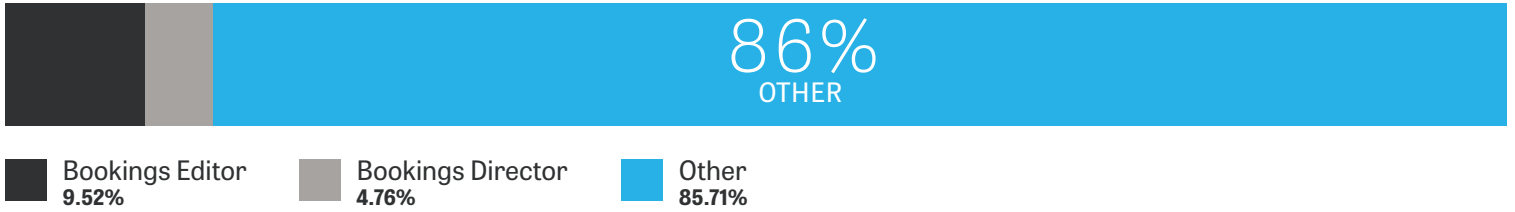
## ADVERTISING

### YEARS EXPERIENCE

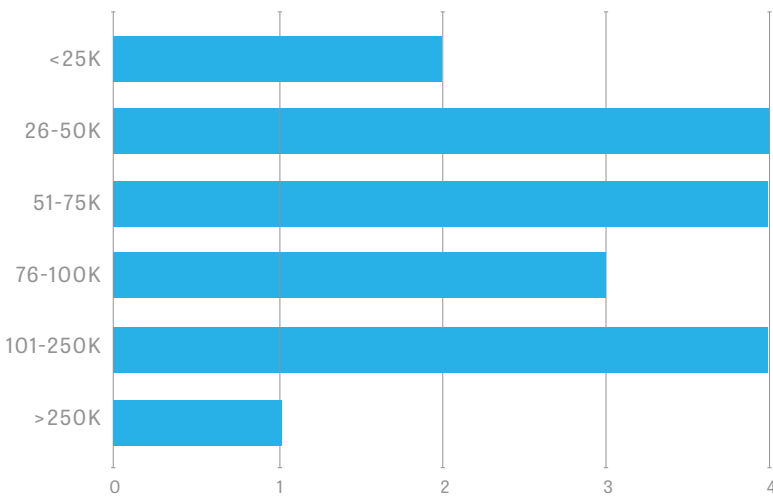


**ADVERTISING:**

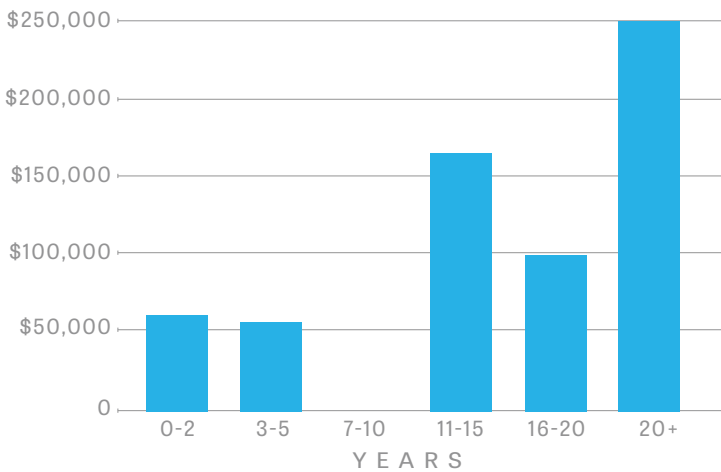
**JOB TITLES**



**ALL RESPONDENTS**



**MEAN SALARY: BY EXPERIENCE**



**ALL ADVERTISING RESPONDENTS**

MEAN SALARY:

**\$75,170**

**PUBLIC COMPANY**

**\$98,640**

**PRIVATE COMPANY**

**SELECT ADVERTISING ROLES**

MEAN SALARY:

**\$168,500**

**BOOKING EDITOR**

**\$80,640**

**ACCOUNT EXECUTIVE**



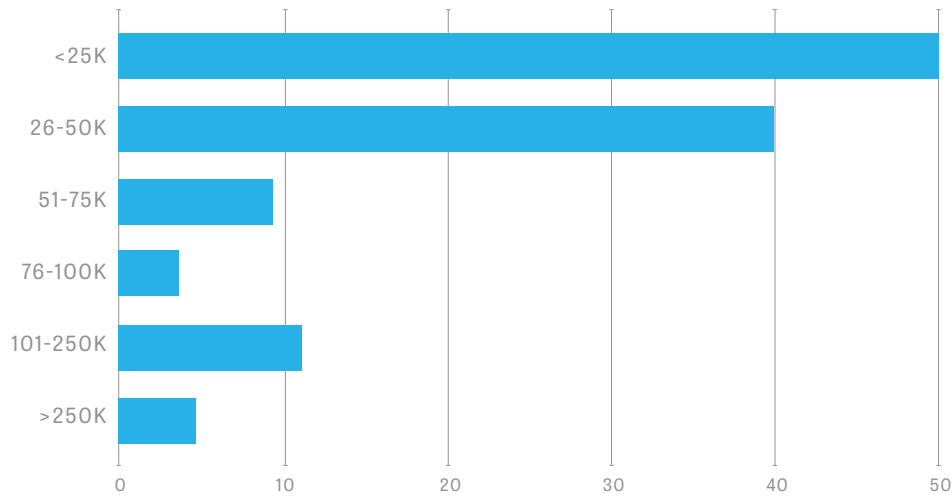
# STYLING

## JOB TITLES



Stylist's Assistant 38.85%
  Stylist 53.96%
  Other 7.19%

## ALL RESPONDENTS



### ALL STYLING RESPONDENTS

MEAN SALARY:

**\$70,150**

PUBLIC COMPANY

**\$58,590**

PRIVATE COMPANY

### SELECT STYLING ROLES

MEAN SALARY:

**\$49,760**

ASSISTANT STYLIST

**\$79,380**

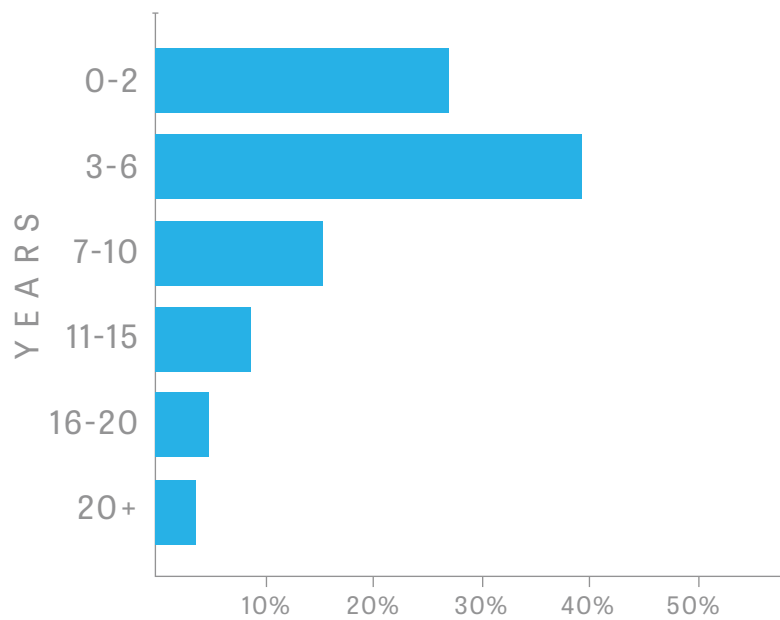
STYLIST



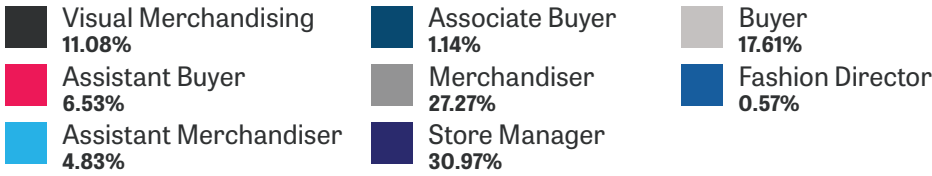


## RETAIL/ SALES/ E-COMMERCE

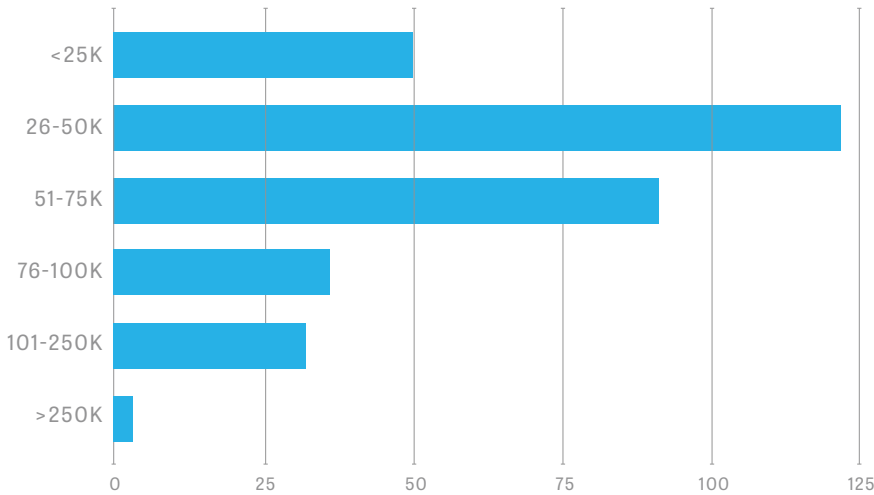
YEARS EXPERIENCE



JOB TITLES



ALL RESPONDENTS



ALL RETAIL RESPONDENTS

MEAN SALARY:

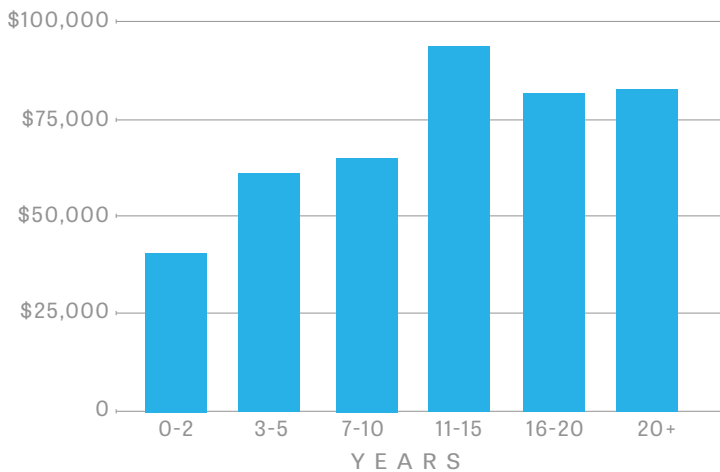
\$60,650

PUBLIC COMPANY

\$60,480

PRIVATE COMPANY

MEAN SALARY: BY EXPERIENCE



SELECT RETAIL ROLES

MEAN SALARY:

\$61,000

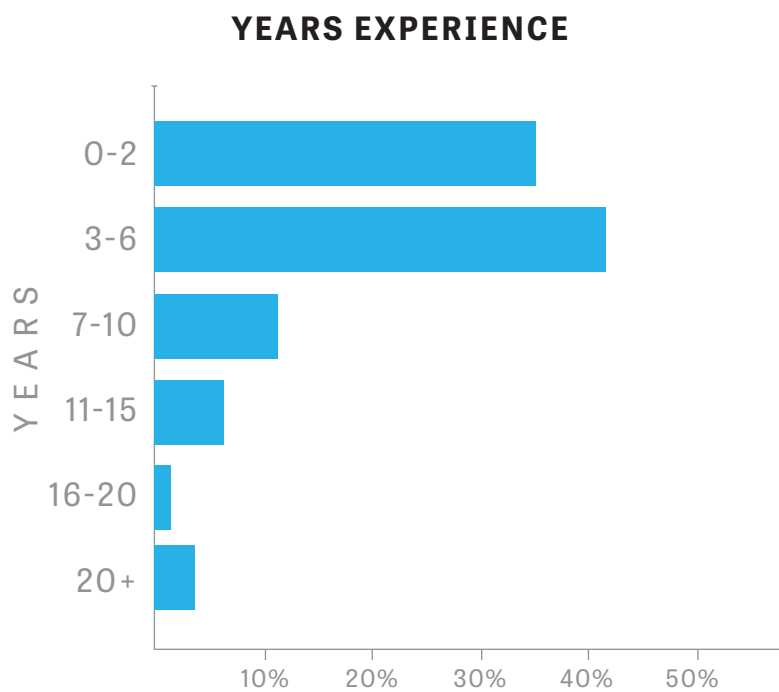
MERCHANDISER

\$46,680

ASSISTANT BUYER



## PRODUCT DEVELOPMENT/ SUPPLY CHAIN



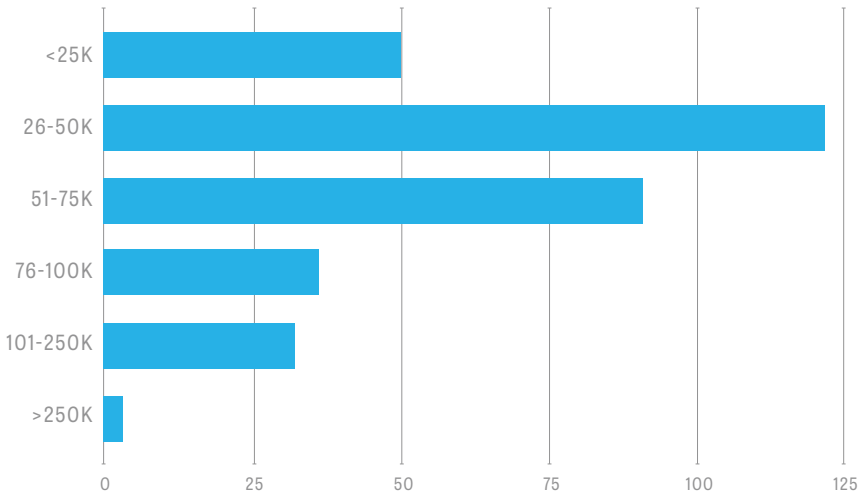
**PRODUCT DEVELOPMENT/ SUPPLY CHAIN:**

**JOB TITLES**



- Development Assistant **24.26%**
- Sourcing Manager **8.82%**
- Development Associate **17.65%**
- Pattern Maker **3.68%**
- Fabric Analyst **3.68%**
- Product Manager **41.91%**

**ALL RESPONDENTS**



**ALL PRODUCT DEVELOPMENT RESPONDENTS**

MEAN SALARY:

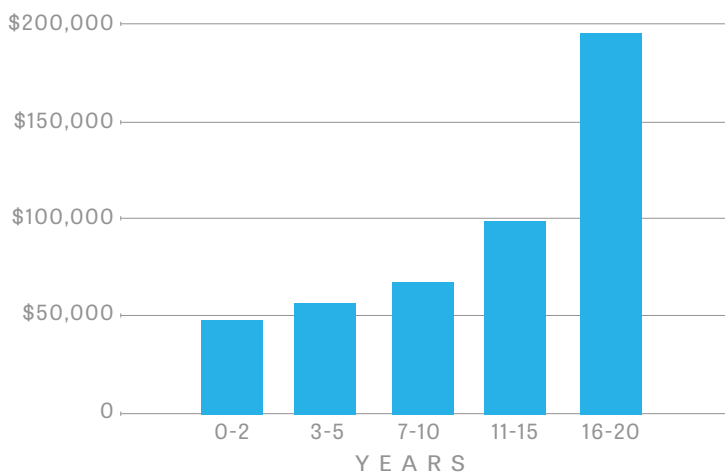
**\$73,730**

PUBLIC COMPANY

**\$52,940**

PRIVATE COMPANY

**MEAN SALARY: BY EXPERIENCE**



**SELECT PRODUCT DEVELOPMENT ROLES**

MEAN SALARY:

**\$36,930**

DEVELOPMENT ASSISTANT

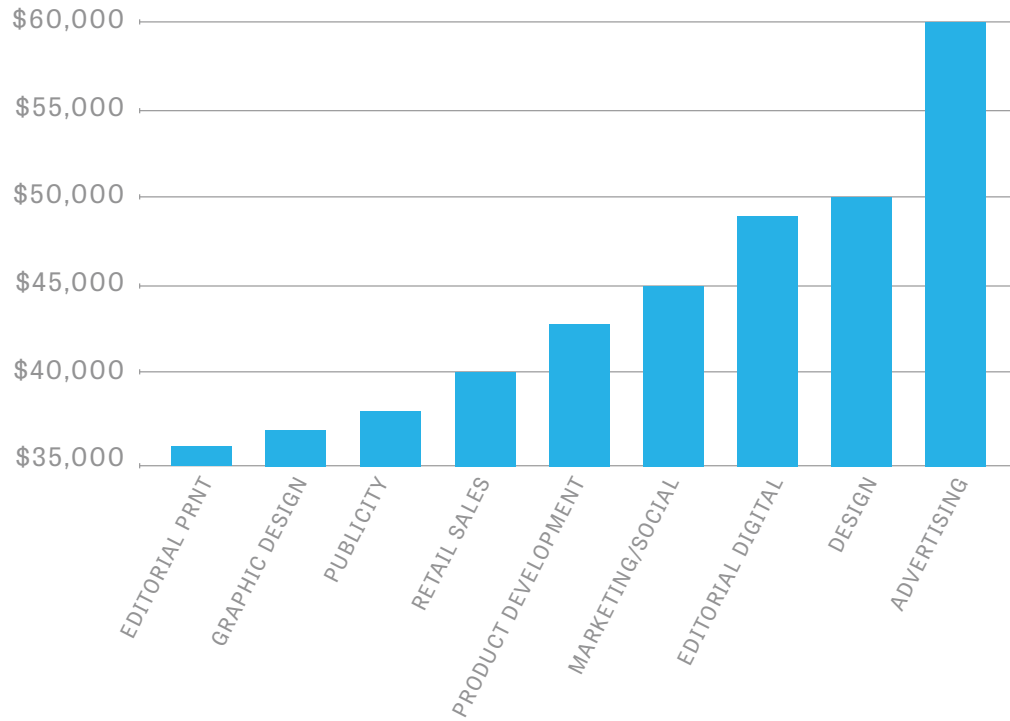
**\$72,440**

PRODUCT MANAGER

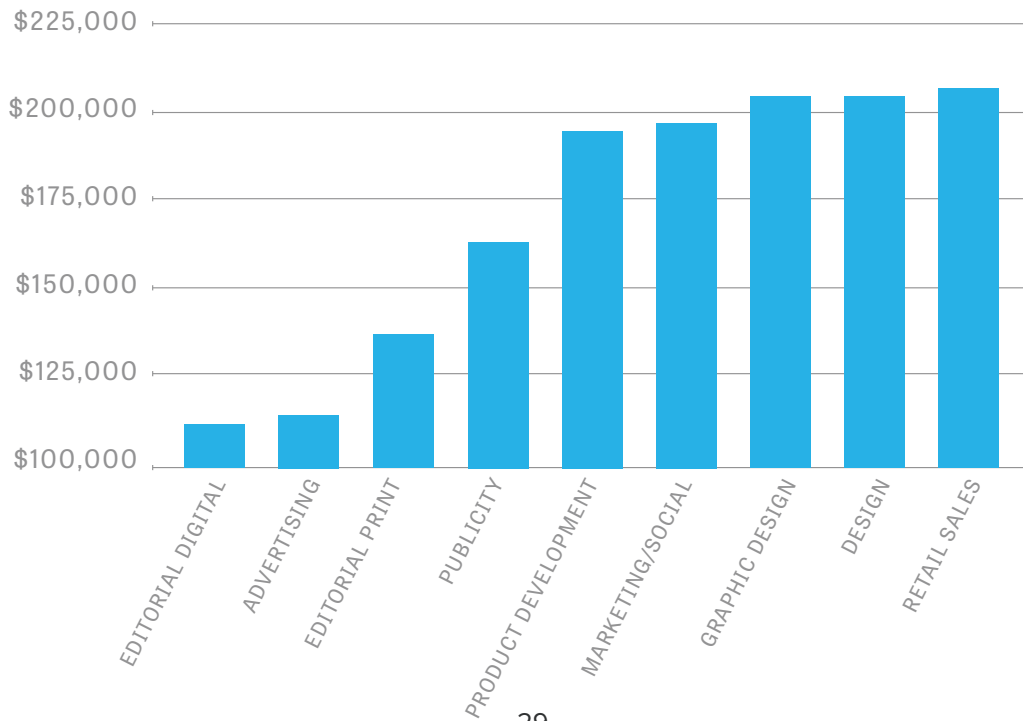


# AVERAGE SALARY/JOB

## 0-2 YEARS OF EXPERIENCE



## 16-20 YEARS OF EXPERIENCE



## SUMMARY

In addition to showing what select fashion jobs pay on average, our results show a few overarching trends. The majority of our respondents had under 10 years of experience and made in the mid-five figures, but those numbers began to increase significantly with more experienced respondents. Company size also had an impact, with employees at public companies making more than those at private ones in most cases.

And broadly, certain fields were shown to be more lucrative than others:

For instance, design, retail and PR had the largest percentages of over-\$100K salaries while design and styling had the most over-\$200K salaries. In editorial, while an entry-level assistant editor made an average of \$35,800, the mean salary for an editor in chief was \$264K.

If you're just starting out, it's worth noting that you'll likely need to pinch pennies (or even supplement your income in some cases) in the beginning of your career, but could later end up in a decent financial position. And if you've already made some headway on your career path, we hope these numbers give you a better idea of where you're headed.

Interested in working with us on a future report?

Contact [Jill@fashionista.com](mailto:Jill@fashionista.com) for any inquiries.

A photograph showing the backs of two women walking away from the camera at what appears to be a fashion event or runway show. The woman on the left has blonde hair and is wearing a bright pink sweater. The woman on the right has dark hair and is wearing a white top. They are walking through a crowd of people, some of whom are taking photos. The background is slightly blurred, showing other attendees and event signage.

# FASHIONISTA