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

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Styling</td>
<td>7.66%</td>
</tr>
<tr>
<td>Retail/Sales/E-commerce</td>
<td>19.39%</td>
</tr>
<tr>
<td>Publicity</td>
<td>14.13%</td>
</tr>
<tr>
<td>Product Development/Supply Chain</td>
<td>6.97%</td>
</tr>
<tr>
<td>Other</td>
<td>11.20%</td>
</tr>
<tr>
<td>Marketing/Social Media</td>
<td>14.40%</td>
</tr>
<tr>
<td>Graphic Design/Photography/Photo Editing</td>
<td>2.78%</td>
</tr>
<tr>
<td>Editorial</td>
<td>12.08%</td>
</tr>
<tr>
<td>Design</td>
<td>10.17%</td>
</tr>
<tr>
<td>Advertising</td>
<td>1.22%</td>
</tr>
</tbody>
</table>
RESPONDENT DEMOGRAPHICS

RESPONDENT LOCATION: ALL

54.1% NYC
13% OUTSIDE THE U.S.
12.2% CALIFORNIA
3.3% NEW JERSEY
2% FLORIDA

RESPONDENT IDENTITY: ALL

88.29% Female
11.15% 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

- FORTUNE 250
- FORTUNE 500
- FORTUNE 1000
- LARGE PRIVATE (1000+ EMPLOYEES)
- MEDIUM PRIVATE (100 - 1,000 EMPLOYEES)
- SMALL PRIVATE (25-100 EMPLOYEES)
- VERY SMALL PRIVATE (<25 EMPLOYEES)

- 55,000
- 60,000
- 65,000
- 70,000
- 75,000

BY RESPONDENT IDENTITY

- MALE: $82,450
  NOTE: <10% OF RESPONDENTS

- FEMALE: $65,110

- NON-BINARY: $103,680
  NOTE: <1% OF RESPONDENTS

NYC vs. LA

- NYCC: $69,990

- LA: $68,160
### BY ROLE & COMPANY TYPE

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

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

- **Design**: 15.0%
- **Publicity**: 22.8%
- **Editorial**: 22.8%
- **Advertising**: 2.4%
- **Graphic Design/Photo**: 2.0%
- **Styling**: 6.9%
- **Product Development**: 3.3%
- **Marketing/Social**: 12.6%
- **Retail/Sales**: 15.5%
- **Other**: 11.0%
MEAN SALARY:

DISTRIBUTION OF $200K+ SALARIES BY ROLE

- DESIGN: 24.6%
- PRODUCT DEVELOPMENT: 3.3%
- STYLING: 14.7%
- MARKETING/SOCIAL: 8.2%
- GRAPHIC DESIGN/PHOTO: 8.2%
- PUBLICITY: 8.2%
- EDITORIAL: 1.5%
- RETAIL/SALES: 8.2%
- ADVERTISING: 3.3%
- OTHER: 13.1%
# Design

## Respondent Job Titles

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designer</td>
<td>62.31%</td>
</tr>
<tr>
<td>Assistant Designer</td>
<td>5.36%</td>
</tr>
<tr>
<td>Senior Designer</td>
<td>4.23%</td>
</tr>
<tr>
<td>Associate Designer</td>
<td>2.31%</td>
</tr>
<tr>
<td>Assistant Technical Designer</td>
<td>0.38%</td>
</tr>
<tr>
<td>Design Director</td>
<td>1.15%</td>
</tr>
<tr>
<td>Creative Director</td>
<td>1.54%</td>
</tr>
<tr>
<td>Associate Technical Designer</td>
<td>0.77%</td>
</tr>
<tr>
<td>Technical Designer</td>
<td>6.15%</td>
</tr>
<tr>
<td>Other</td>
<td>15.77%</td>
</tr>
</tbody>
</table>

62% Designer
**DESIGN:**

**MEAN SALARY: BY EXPERIENCE**

![Bar chart showing mean salary by experience years.](chart)

- 0-2 years: $0
- 3-5 years: $50,000
- 7-10 years: $100,000
- 11-15 years: $150,000
- 16-20 years: $150,000
- 20+ years: $150,000

**ALL DESIGN RESPONDENTS**

- **MEAN SALARY:** $84,410
- Public Company: $76,060
- Private Company: $54% Between $51-75K

**SELECT DESIGN ROLES**

- **MEAN SALARY:**
  - Assistant Designer: $46,910
  - Designer: $83,500
  - Creative Director: $130,000
MARKETING/SOCIAL MEDIA

YEARS EXPERIENCE

- 0-2 years: 40%
- 3-6 years: 30%
- 7-10 years: 20%
- 11-15 years: 10%
- 16-20 years: 5%
- 20+ years: 5%
MARKETING/SOCIAL MEDIA:

**JOB TITLES**

- **21%** Marketing Manager
- **22%** Other
- **5.54%** Assistant Marketing Manager
- **1.11%** Associate Marketing Manager
- **21.05%** Marketing Manager
- **10.25%** Marketing Director
- **0.28%** Senior Marketing Manager
- **12.74%** Social Media Manager - Mid Level
- **1.39%** Social Media Manager - Sr. Level
- **26.04%** Social Media Manager - Entry Level
- **21.61%** Other

**SALARY**

- <25K
- 26-50K
- 51-75K
- 76-100K
- 101-250K
- >250K

**MEAN SALARY: BY EXPERIENCE**

- $2,000,000
- $1,500,000
- $1,000,000
- $500,000
- $0

**ALL MARKETING/SOCIAL MEDIA RESPONDENTS**

- **MEAN SALARY:**
  - $74,170
  - **PUBLIC COMPANY**
  - $61,980
  - **PRIVATE COMPANY**

**SELECT MARKETING/SOCIAL MEDIA ROLES**

- **MEAN SALARY:**
  - **MARKETING MANAGER**
    - $65,650
  - **SOCIAL MEDIA MANAGER**
    - $62,600
PUBLICITY

YEARS EXPERIENCE

YEARS

0-2

3-6

7-10

11-15

16-20

20+

10% 20% 30% 40% 50%
PUBLICITY:

60% PUBLICIST
29% OTHER

JOBTITLES

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

ALL RESPONDENTS

PUBLIC COMPANY
$84,410
PRIVATE COMPANY
$68,370

MEAN SALARY: BY EXPERIENCE

PUBLICITY:

ALL PUBLICITY RESPONDENTS

MEAN SALARY:

$65,710
$142,670

SELECT PUBLICITY ROLES

MEAN SALARY:
EDITORIAL PRINT

YEARS EXPERIENCE

- 0-2: 30%
- 3-6: 40%
- 7-10: 10%
- 11-15: 10%
- 16-20: 10%
- 20+: 50%
**EDITORIAL PRINT:**

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

**SALARY: ALL RESPONDENTS**

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25K</td>
<td></td>
</tr>
<tr>
<td>26-50K</td>
<td></td>
</tr>
<tr>
<td>51-75K</td>
<td></td>
</tr>
<tr>
<td>76-100K</td>
<td></td>
</tr>
<tr>
<td>101-250K</td>
<td></td>
</tr>
<tr>
<td>&gt;250K</td>
<td></td>
</tr>
</tbody>
</table>

**ALL EDITORIAL PRINT RESPONDENTS MEAN SALARY:**

- **PUBLIC COMPANY**: $77,870
- **PRIVATE COMPANY**: $71,270

**MEAN SALARY: BY EXPERIENCE**

- **$300,000**
- **$200,000**
- **$100,000**

**SELECT EDITORIAL PRINT ROLES MEAN SALARY:**

- **ASSISTANT EDITOR**: $35,800
- **EDITOR IN CHIEF**: $264,000
DIGITAL EDITORIAL

YEARS EXPERIENCE

- 0-2
- 3-6: 50%
- 7-10: 20%
- 11-15: 10%
- 16-20: 10%
- 20+ (not visible)
**Digital Editorial:**

**Job Titles**

- **12% Writer**
- **39% Other**

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

**All Respondents**

- <25K
- 26-50K
- 51-75K
- 76-100K
- 101-250K
- >250K

**Mean Salary: By Experience**

- $125,000
- $100,000
- $75,000
- $50,000
- $25,000

**All Editorial Digital Respondents**

- Mean Salary: $60,460
  - Public Company: $58,540
  - Private Company: $58,390

- Writer: $61,820
- Senior Editor: $58,390

**Select Editorial Digital Roles**

- Writer: $61,820
- Senior Editor: $58,390
GRAPHIC DESIGN/ PHOTOGRAPHY/ PHOTO EDITING

YEARS EXPERIENCE

<table>
<thead>
<tr>
<th>YEARS</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>50%</td>
</tr>
<tr>
<td>3-6</td>
<td>30%</td>
</tr>
<tr>
<td>7-10</td>
<td>10%</td>
</tr>
<tr>
<td>11-15</td>
<td>10%</td>
</tr>
<tr>
<td>16-20</td>
<td>5%</td>
</tr>
<tr>
<td>20+</td>
<td>5%</td>
</tr>
</tbody>
</table>
### JOB TITLES

- **34%** Graphic Designer
- **27%** Photo Editor
- **34%** Other

- Assistant Graphic Designer: 3.57%
- Graphic Designer: 33.93%
- Senior Graphic Designer: 1.79%
- Photo Editor: 26.79%
- Other: 33.93%

### ALL RESPONDENTS

- <25K
- 26-50K: 50%
- 51-75K
- 76-100K
- 101-250K
- >250K

### MEAN SALARY: BY EXPERIENCE

- $250,000
- $200,000
- $150,000
- $100,000
- $50,000
- $0

- 0-2
- 3-5
- 7-10
- 11-15
- 16-20
- 20+

### ALL GRAPHIC/PHOTO RESPONDENTS

**PUBLIC COMPANY**
- Mean Salary: $93,430

**PRIVATE COMPANY**
- Mean Salary: $59,130

### SELECT GRAPHIC/PHOTO ROLES

**GRAPHIC DESIGNER**
- Mean Salary: $43,690

**PHOTO EDITOR**
- Mean Salary: $77,230
YEARS EXPERIENCE

YEARS

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>30%</td>
</tr>
<tr>
<td>3-6</td>
<td>40%</td>
</tr>
<tr>
<td>7-10</td>
<td>20%</td>
</tr>
<tr>
<td>11-15</td>
<td>10%</td>
</tr>
<tr>
<td>16-20</td>
<td></td>
</tr>
<tr>
<td>20+</td>
<td></td>
</tr>
</tbody>
</table>
# Advertising:

## Job Titles

<table>
<thead>
<tr>
<th>Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookings Editor</td>
<td>9.52%</td>
</tr>
<tr>
<td>Bookings Director</td>
<td>4.76%</td>
</tr>
<tr>
<td>Other</td>
<td>85.71%</td>
</tr>
</tbody>
</table>

## All Respondents

- **<25K**: 0
- **26-50K**: 1
- **51-75K**: 2
- **76-100K**: 3
- **101-250K**: 4
- **>250K**: 0

## Mean Salary: By Experience

<table>
<thead>
<tr>
<th>Experience</th>
<th>Mean Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2 years</td>
<td>$250,000</td>
</tr>
<tr>
<td>3-5 years</td>
<td>$150,000</td>
</tr>
<tr>
<td>7-10 years</td>
<td>$100,000</td>
</tr>
<tr>
<td>11-15 years</td>
<td>$100,000</td>
</tr>
<tr>
<td>16-20 years</td>
<td>$100,000</td>
</tr>
<tr>
<td>20+</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

## All Advertising Respondents

- **Public Company**: $98,640
- **Private Company**: $75,170

## Select Advertising Roles

- **Booking Editor**: $168,500
- **Account Executive**: $80,640
STYLING

JOB TITLES

39% STYLIST’S ASSISTANT

54% STYLIST

Stylist’s Assistant
38.85%

Stylist
53.96%

Other
7.19%

ALL RESPONDENTS

<25K
26-50K
51-75K
76-100K
101-250K
>250K

MEAN SALARY:

ALL STYLING RESPONDENTS
$70,150
PUBLIC COMPANY

$58,590
PRIVATE COMPANY

SELECT STYLING ROLES
$49,760
ASSISTANT STYLIST

$79,380
STYLIST
YEARS EXPERIENCE

- 0-2: 20%
- 3-6: 30%
- 7-10: 10%
- 11-15: 5%
- 16-20: 5%
- 20+: 10%
RETAIL/SALES/E-COMMERCE:

**JOB TITLES**

- **Merchandiser**: 31%
- **Store Manager**: 27%
- **Buyer**: 18%

**Visual Merchandising**: 11.08%
**Assistant Buyer**: 6.53%
**Assistant Merchandiser**: 4.83%
**Associate Buyer**: 1.14%
**Merchandiser**: 27.27%
**Assistant Merchandiser**: 4.83%
**Assistant Buyer**: 6.53%
**Buyer**: 17.61%
**Store Manager**: 30.97%
**Fashion Director**: 0.57%

**ALL RESPONDENTS**

- **Mean Salary**: $60,650
  - **Public Company**: $61,000
  - **Private Company**: $46,680

**Mean Salary: By Experience**

- **0-2 years**: $25,000
- **3-5 years**: $50,000
- **7-10 years**: $75,000
- **11-15 years**: $100,000
- **16-20 years**: $100,000
- **20+ years**: $100,000

**Select Retail Roles**

- **Merchandiser**: $61,000
- **Assistant Buyer**: $46,680
YEARS EXPERIENCE

- 0-2 years: 30%
- 3-6 years: 40%
- 7-10 years: 10%
- 11-15 years: 5%
- 16-20 years: 5%
- 20+ years: 10%

PRODUCT DEVELOPMENT/ SUPPLY CHAIN
### JOB TITLES

- **Product Manager**: 42%
- **Development Assistant**: 24%
- **Development Associate**: 17.65%
- **Fabric Analyst**: 3.68%
- **Sourcing Manager**: 8.82%
- **Pattern Maker**: 3.68%

**All Respondents**

- **Mean Salary**: $73,730
- **Public Company**: $52,940
  
**Select Product Development Roles**

- **Mean Salary**:
  - **Development Assistant**: $36,930
  - **Product Manager**: $72,440
**AVERAGE SALARY/JOB**

### 0-2 YEARS OF EXPERIENCE

- **EDITORIAL PRINT**: $225,000
- **GRAPHIC DESIGN**: $200,000
- **PUBLICITY**: $175,000
- **RETAIL SALES**: $150,000
- **PRODUCT DEVELOPMENT**: $125,000
- **MARKETING/SOCIAL**: $100,000
- **EDITORIAL DIGITAL**: $125,000
- **DESIGN**: $125,000
- **ADVERTISING**: $125,000

### 16-20 YEARS OF EXPERIENCE

- **EDITORIAL PRINT**: $50,000
- **GRAPHIC DESIGN**: $55,000
- **PUBLICITY**: $60,000
- **RETAIL SALES**: $45,000
- **PRODUCT DEVELOPMENT**: $40,000
- **MARKETING/SOCIAL**: $35,000
- **EDITORIAL DIGITAL**: $30,000
- **DESIGN**: $25,000
- **ADVERTISING**: $20,000

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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 for any inquiries.