



FASHIONISTA

SALARY SURVEY FINDINGS
2023-2024

How much money are fashion professionals making today? Whether you're wondering what your dream fashion job typically pays, what other people in your same position make on average, or how compensation fluctuates with seniority or gender, Fashionista's annual salary report is an invaluable resource, especially given today's economic uncertainties.

After surveying readers spanning various fields and backgrounds, we can reveal average salaries for roles ranging from assistant buyer to fashion director, from senior publicist to account executive, from staff writer to editorial director. You'll see how those numbers correspond with years of experience, location, company size, ethnicity and gender, and which fields have the highest portion of employees who make six figures. Our goal? To provide compensation transparency so that our readers can make more informed career decisions.

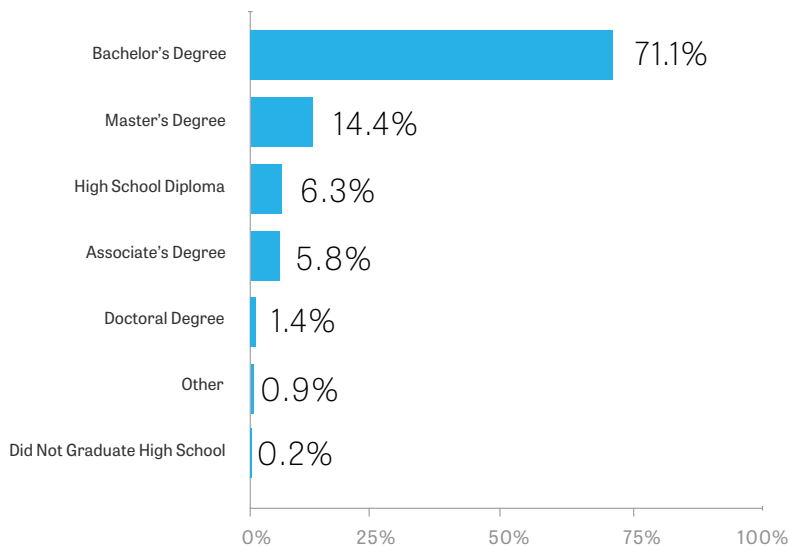


WHO TOOK OUR SURVEY?

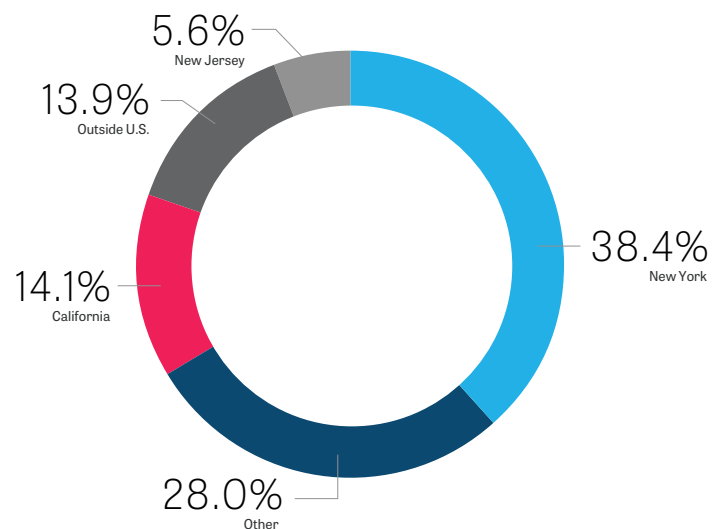
Over December 2023 and January 2024, we anonymously surveyed about 500 people working across the fashion industry, including retail, PR, design, media, marketing and product development. They work for companies including Marc Jacobs, Nordstrom, Gucci, Nike, Kering, Condé Nast, Hearst and more, while some are self-employed freelancers.

Demographic-wise, the average respondent identifies as female and white, has a Bachelor's degree, lives in New York and works for a small private company.

EDUCATION LEVEL



LOCATION



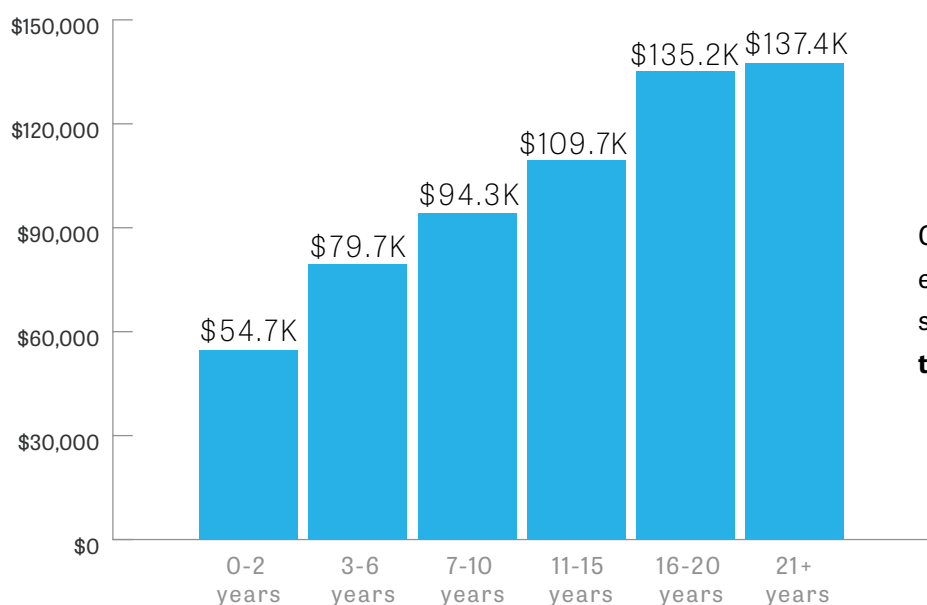


WHO'S MAKING THE MOST MONEY?

When it comes to salaries, many factors can play a role. An obvious one is experience level. Our respondents shared how many years they'd worked in the industry, and below you can see how that corresponds to average salary.

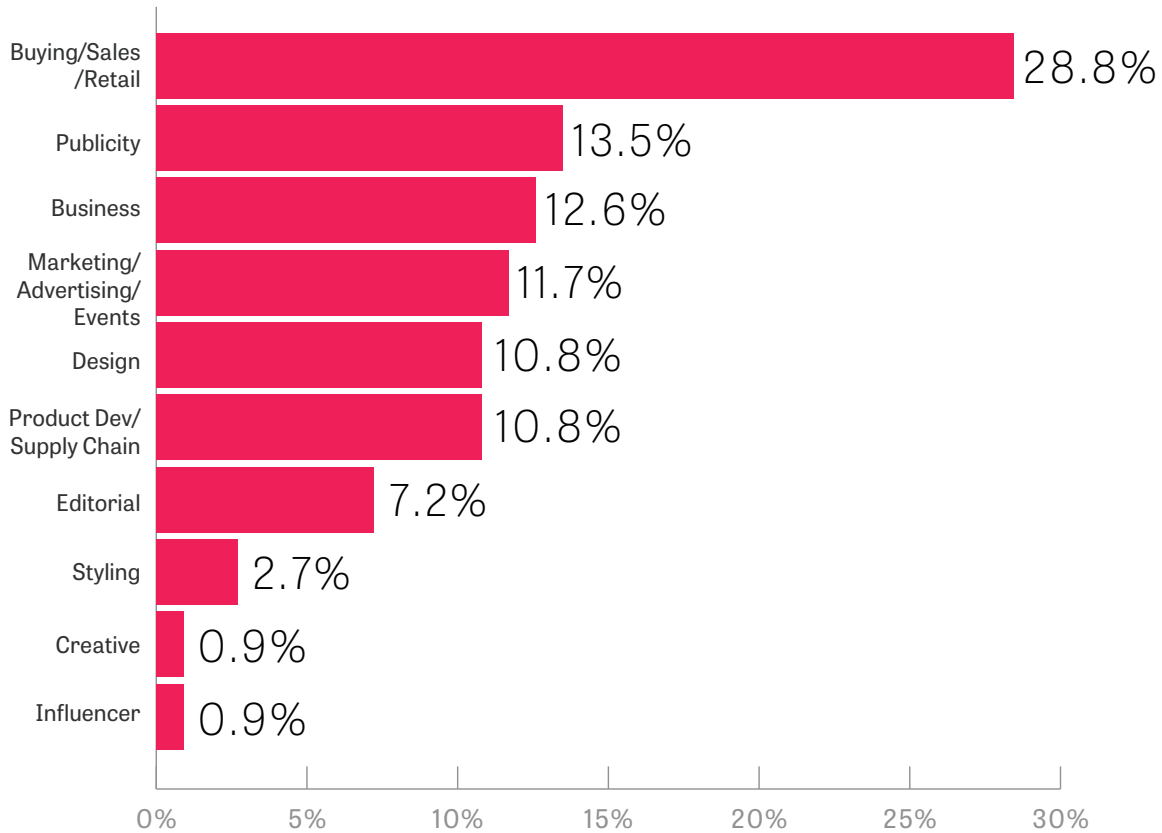
There's also the specific field you're in: Some are simply more lucrative than others — and this can change. Below, you'll also see which fields had the highest percentage of over-\$100k salaries in 2023.

SALARY BASED ON YEARS OF EXPERIENCE

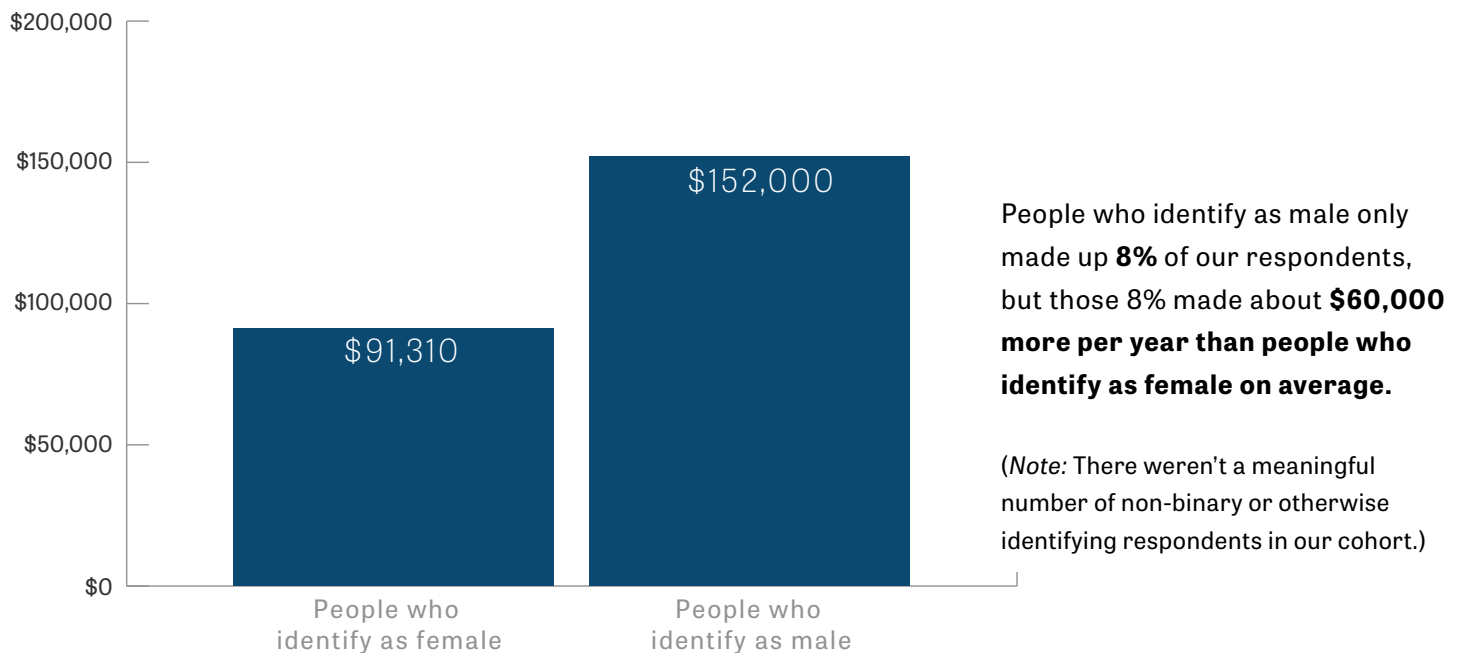


Compared to 2022, average entry-level salaries **decreased** slightly **from about \$58,000 to under \$55,000.**

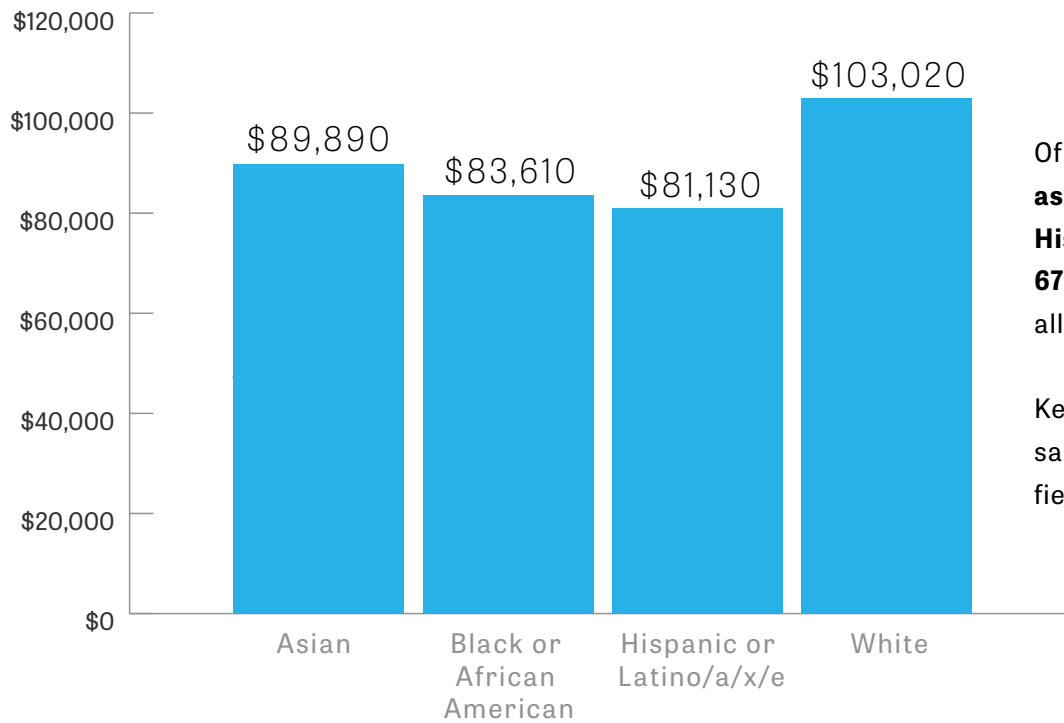
DISTRIBUTION OF \$100K+ SALARIES



SALARY BASED ON GENDER



SALARY BASED ON RACIAL/ETHNIC IDENTITY



Of our respondents, **8% identified as Asian, 12% as Black, 13% as Hispanic or Latino/a/x/e and 67% as white.** Respondents were allowed to select multiple options.

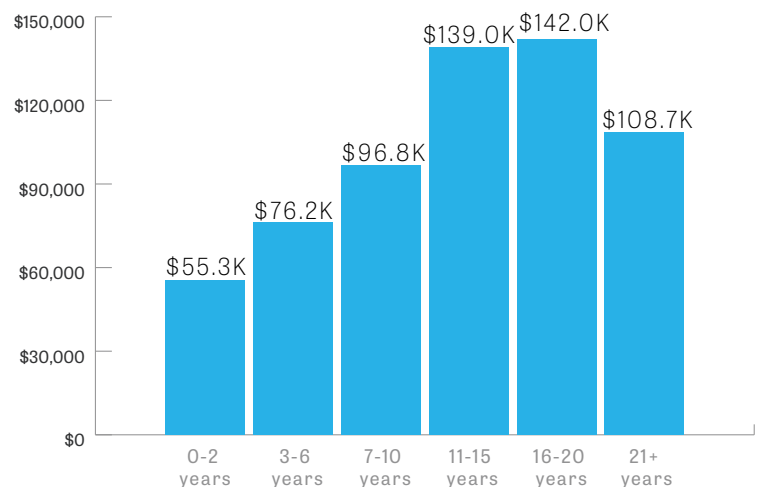
Keep reading to see average salaries for common roles in each field we surveyed.



RETAIL/BUYING/SALES

AVERAGE RETAIL/BUYING/SALES SALARIES BY YEARS OF EXPERIENCE

JOB TITLE	MEAN SALARY
Assistant merchandiser	\$62,750
Merchandiser	\$127,860
Assistant buyer	\$57,750
Associate buyer	\$69,200
Buyer	\$110,180
Store manager	\$84,380
Sales rep	\$70,200
Sales manager	\$142,790
Sales director	\$154,270



SPOTLIGHT

An **assistant merchandiser** at a longstanding American-based mall brand made **\$74,000**.

A **buyer** for a national department store chain made **\$135,000**.

A **merchandiser** for a major Italian luxury brand made **\$147,000**.

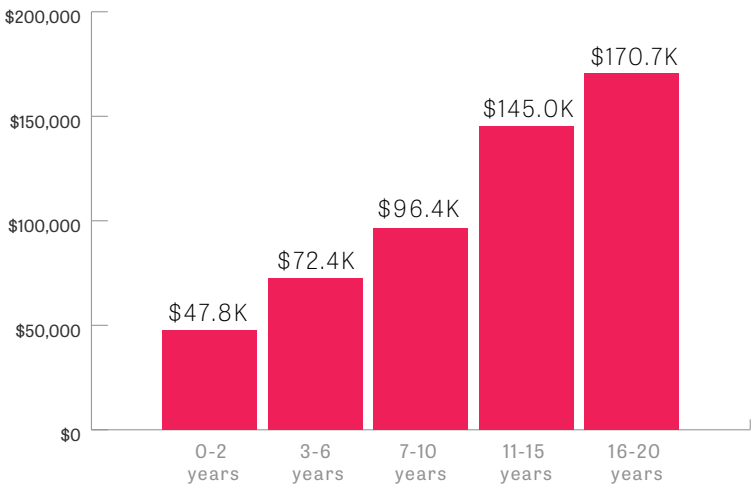
A **sales director** for a national department store chain made **\$206,000**.



PUBLICITY

AVERAGE PR SALARIES BY
YEARS OF EXPERIENCE

JOB TITLE	MEAN SALARY
Assistant publicist	\$56,710
Associate publicist	\$79,200
Publicist	\$87,300
Senior publicist	\$125,250
Publicity director	\$65,200
Account executive	\$56,710



SPOTLIGHT

An **associate publicist** at a top international fashion PR firm made **\$52,000**.

A **senior publicist** at a a VIP-focused agency made **\$90,000**.

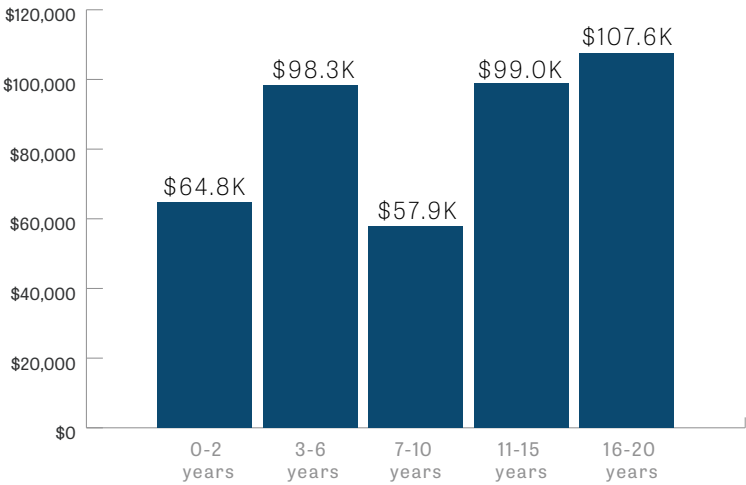
An **influencer** relations manager at a prominent DTC fashion brand made **\$66,000**.



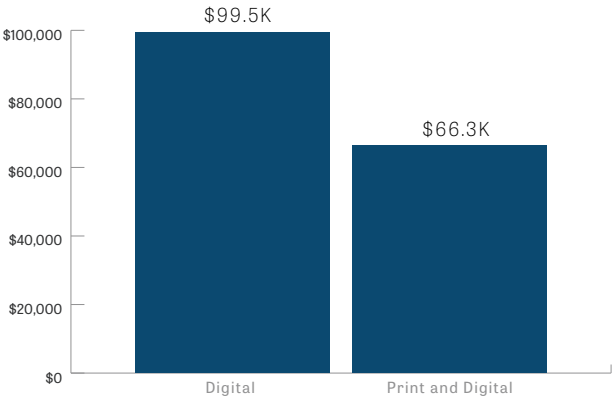
EDITORIAL

JOB TITLE	MEAN SALARY
Associate editor	\$61,200
Senior editor	\$92,800
Director-level editor	\$109,860
Writer	\$106,600

AVERAGE EDITORIAL SALARIES BY YEARS OF EXPERIENCE



DIGITAL VS. PRINT AND DIGITAL



SPOTLIGHT

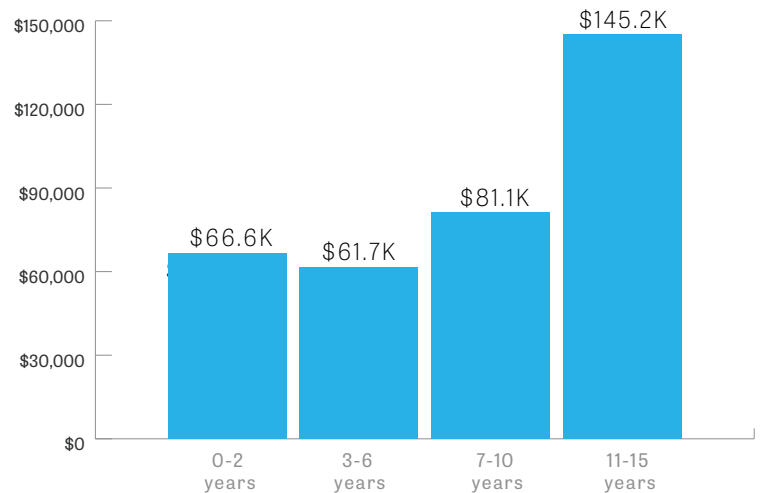
An **associate market editor** at a digital fashion publication made **\$72,000**.
A **writer** at a fashion trade publication made **\$65,000**.
A **director-level editor** at Condé Nast made **\$106,000**.



MARKETING

AVERAGE MARKETING SALARIES BY YEARS OF EXPERIENCE

JOB TITLE	MEAN SALARY
Assistant	\$46,500
Coordinator	\$53,290
Project manager	\$82,670
Social media manager	\$60,200
Marketing manager	\$110,630
Copywriter	\$128,600



SPOTLIGHT

A **copywriter** at a huge international fast-fashion company made **\$50,000**.

A **social media manager** at a mass footwear retailer made **\$75,000**.

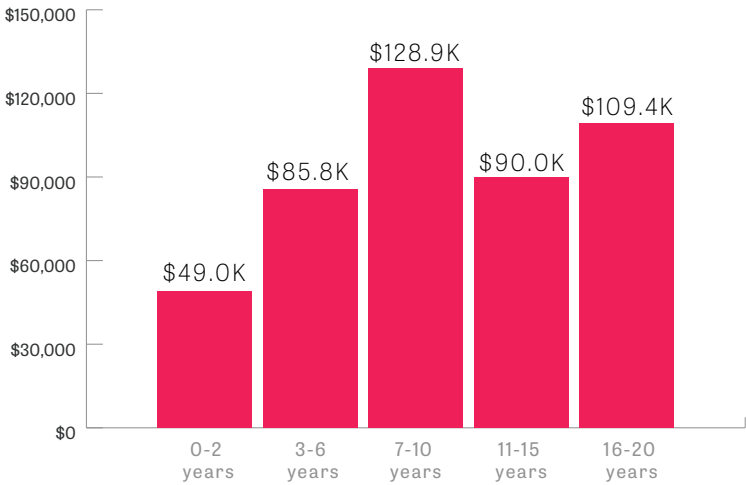
A **marketing manager** at a top international beauty company made **\$97,000**.



DESIGN

AVERAGE DESIGN SALARIES BY YEARS OF EXPERIENCE

JOB TITLE	MEAN SALARY
Assistant designer	\$48,570
Associate designer	\$86,170
Designer	\$101,580
Senior designer	\$120,430



SPOTLIGHT

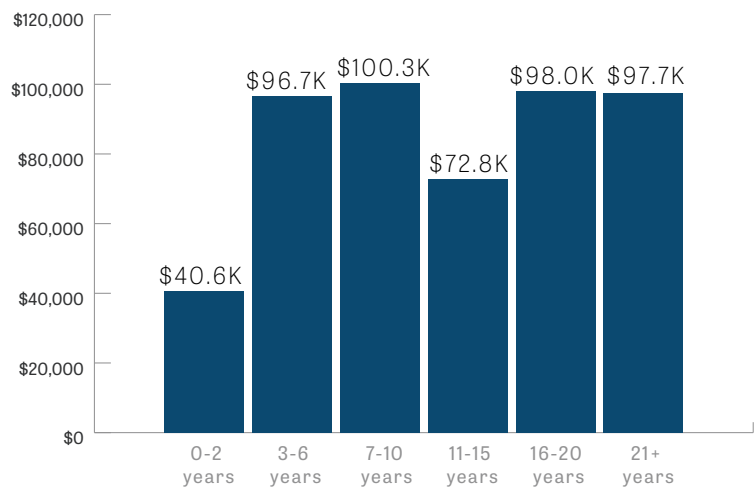
An **assistant designer** at a huge international fast-fashion company made **\$31,000**.
An **associate designer** at a very hip menswear brand made **\$75,000**.
A **design director** of a couture bridal label made **\$91,000**.



PRODUCT DEVELOPMENT & SUPPLY CHAIN

AVERAGE PRODUCT DEVELOPMENT
AND SUPPLY CHAIN SALARIES BY
YEARS OF EXPERIENCE

JOB TITLE	MEAN SALARY
Development assistant	\$53,800
Development associate	\$40,750
Sourcing manager	\$106,500
Product manager	\$109,330



SPOTLIGHT

A **development associate** at an affordable Australian apparel retailer made **\$45,000**.
A **sourcing manager** at an upper-contemporary dress brand made **\$81,000**.
A **product manager** at a streetwear-adjacent influencer brand made **\$101,000**.



STYLING

JOB TITLE	MEAN SALARY
Stylist's assistant	\$39,670
Stylist	\$62,500

SPOTLIGHT

A **stylist's assistant** at a luxury department store chain made **\$41,000**.

A **freelance stylist** made **\$25,000**.