

SSAPP5 Designer - Fashion

1. Job role

TCF sub-sector	Apparel
Functional area	Product Design and Development
Job role	SSAPP5 Designer - Fashion
Job role description	Creates apparel product concepts and seasonal collections for fashion brands operating within the Australian textile, clothing and footwear industry. The Fashion Designer develops garment designs, colour palettes, fabrics and styling direction that align with brand identity, market trends and commercial product strategies. The role works closely with product developers, technical designers, patternmakers and merchandising teams to translate design concepts into manufacturable garments.
Performance expectations	• Develop apparel design concepts and seasonal collections • Create garment sketches, design specifications and mood boards • Select fabrics, trims and colour palettes aligned with brand direction • Collaborate with product developers and technical teams during development • Ensure designs meet commercial, manufacturing and cost requirements • Participate in sample reviews and product refinement • Maintain consistency with brand aesthetic and market positioning • Support preparation of design presentations and product range plans
Specialisation	Fashion garment design and seasonal apparel collection development
Application in other TCF sectors	• Footwear design and styling • Uniform and workwear design • Outdoor and performance apparel design • Accessory and sewn product design • Consumer product design industries requiring aesthetic product development

2. Key tasks and critical work functions

Key tasks	• Develop fashion design concepts aligned with brand identity • Create technical sketches and design documentation • Research fashion trends, fabrics and consumer preferences • Collaborate with product development and merchandising teams • Participate in design reviews and sample evaluations
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	• Refine garment designs based on fit and development feedback • Support preparation of seasonal product ranges • Maintain organised design documentation and visual assets
Critical work functions	• Translating fashion concepts into commercially viable garments • Ensuring designs align with brand positioning and market demand • Supporting collaboration between creative and technical teams • Ensuring designs are feasible for manufacturing • Maintaining design consistency across product ranges • Supporting efficient product development timelines

3. Technical skills

Fashion design	Develop garment concepts and design collections.
Technical sketching	Prepare garment sketches and design specifications.
Fabric and trim selection	Select materials appropriate for garment designs.
Trend analysis	Research fashion and consumer trends.
Garment construction knowledge	Understand how garments are assembled.
Design software	Use digital design tools such as Adobe Illustrator.
Colour and material coordination	Develop cohesive colour palettes and material selections.
Design documentation	Maintain clear design specifications for product development.

4. Generic Skills

Creativity	Generate innovative garment concepts.
Communication	Present design concepts to teams and stakeholders.
Collaboration	Work with product development and merchandising teams.
Problem solving	Adapt designs to meet technical or cost constraints.
Attention to detail	Ensure accuracy in design specifications.
Time management	Deliver designs within seasonal development schedules.

5. Emerging skills

Emerging skills	• Digital product development and 3D garment visualisation • Sustainable fashion design practices • Data-informed fashion trend analysis • Integration with PLM product development systems • Collaborative design with global manufacturing partners
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6. VET Qualifications and Skill Sets

Entry-level preparation	MST40222 Certificate IV in Apparel and Fashion
Advanced development	MST60122 Advanced Diploma of Apparel, Fashion and Textiles or equivalent and / or bachelor's degree in Fashion Design or Apparel Product Development.

7. Job progression

Possible job progression	Design Assistant → Fashion Designer → Senior Designer → Head of Design
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8. Classification

Australian Qualifications Framework	AQF Level 4-7
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1-2 - Fashion Designer
Open Source Classification of Occupations for Australia (OSCA)	Fashion Designer - Apparel



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