

Curriculum Vitae

Deidra W. Arrington

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EDUCATION

- 2007-2009 Virginia Commonwealth University
Master of Business Administration
May 2009
Beta Gamma Sigma - International Honor Society for Collegiate Schools of Business
- 1982-1984 Jacksonville State University
Bachelor of Science Business Administration
Major: Business Management
Minor: Marketing
August 1984
- 1980-1982 Gadsden State Community College
Associate Degree
May 1982
Who's Who Among American Junior Colleges

PROFESSIONAL PRACTICE/FASHION INDUSTRY EXPERIENCE

- 2005-2006 Vice President/Divisional Merchandise Manager - Stage Stores, Inc.,
Peebles Division Headquarters
- Responsible for \$41.0 million sales volume for Juniors Sportswear and Ladies Dresses in 274 stores
 - Managed and coached a buying staff in the development of all phases of their individual businesses, including financial, assortment, and promotional plans. Promoted personal development with each buyer based on individual strengths and growth areas, which resulted in a group of high performing team players who demonstrated loyalty through their dedication to the company and performance achievements.
 - Formulated merchandising, pricing, and promotional strategies, including merchandise direction and marketing plans, for the division to meet customer demand and ensure forward thinking in merchandise assortments.
 - Planned promotional efforts, primarily in print with occasional radio spots, which included merchandise selection and pricing of advertised and promoted items.

- Concentrated on merchandising price points to streamline product offerings and increase gross margins in the quest for achieving financial objectives.
- The catalyst in uniting merchants with the planning staff in the development of financial merchandise plans, which supported merchandising, pricing, and promotional strategies in key merchandise categories, classifications, items, and vendors.
- Worked with buying staff to develop assortment plans, which allowed for the purchasing of goods to meet the desires and needs of the customers. Furthermore, guidance was given to ensure merchandise assortments met company directives and marketing strategies in support of the financial goals of the department.
- Coached buyers on vendor relations to strengthen relationships in negotiations regarding pricing, vendor allowances, payment terms, and cooperative advertising.
- Negotiated with vendors regarding exclusive items, pricing, gross margin assistance, and cooperative advertising.

2000-2004

Buyer – Peeble’s Department Stores

- Buyer of Juniors Denim Collections, Juniors Denim, Juniors Outerwear, and Juniors Activewear for 140-store chain with annual sales volume of \$17.5 million
- Developed merchandise assortment plans to meet consumer demand and stay abreast of new and evolving fashion trends
- Developed advertising, promotional, and marketing strategies to maximize sales and gross margin in the Juniors Denim business
- Responsible for meeting sales, inventory, mark-up, and gross margin goals
- Maintained exceptional working relationships with company management, store personnel, and vendors
- Attended nine New York markets annually
- Attended two Los Angeles markets annually
- Performance Awards
 - Best Gross Margin Return On Investment (GMROI) – 2004
 - Highest Sales Increase over last year – 2003
 - Best Gross Margin – 2003

1997-2000

Divisional Merchandise Manager – Wakefield’s, Inc.

- Supervised buyers in Juniors, Dresses, and Accessories areas
- Developed merchandise assortment plans
- Developed and revised financial plans
- Developed advertising, promotion, and marketing strategies

- Maintained exceptional working relationships with company management, store personnel, and vendors

1997-1998

Buyer – Wakefield’s Inc.

- Responsible for buying and merchandising the Juniors Sportswear Department for a seven-store chain with a sales volume of \$6 million
- Developed merchandise assortment plans
- Developed and revised financial plans
- Developed advertising, promotion, and marketing strategies
- Maintained exceptional working relationships with company management, store personnel, and vendor

1996-1997

Divisional Merchandise Manager – Kitchin’s Division of Belk Stores, Inc.

- Supervised buyers in the Ladies Sportswear, Petites, Women’s, Juniors, Intimate Apparel, and Accessories areas
- Developed and revised merchandise financial plans
- Instrumental in taking the company from a cost based open-to-buy merchandising system to a retail based merchandising system
- Developed advertising, promotion, and marketing strategies
- Maintained exceptional working relationships with company management, store personnel, and vendors

1994-1996

Buyer – Kitchin’s Division of Belk Stores, Inc. – Buyer

- Buyer of Juniors and Ladies Sportswear for a five-store off-price division of Belk
- Developed and revised merchandise financial plans
- Developed advertising, promotion, and marketing strategies

1993-1994

Divisional Merchandise Manager – Belk Stores, Inc.

- Promoted to Divisional Merchandise Manager from buyer
- Supervised buyers in Designer and Better Sportswear, Ladies Dresses, and Juniors

1989-1993

Buyer – Belk Stores, Inc.

- Buyer of ladies dresses, apparel, accessories, and cosmetics

1986-1987

Buyer – Wakefield’s Inc.

- Promoted to buyer after three months working in store as an area merchandiser

- Buyer of intimate apparel, ladies accessories, dresses, and outerwear
- 1987-1988 Area Merchandiser – Wakefield’s, Inc.
- Responsible for the merchandising of children’s and boys including presentation, markdowns, sales promotion preparation
 - Supervised four-six sales associates in the children’s and boys areas
- 1984-1986 Customer Service Representative – Executone Systems, Inc.

ACADEMIC APPOINTMENTS

- 2012-Present Virginia Commonwealth University
Assistant Professor, Tenure Track
Fashion Merchandising
- 2010-2012 Virginia Commonwealth University
Assistant Professor
Fashion Merchandising
- 2006-2009 Virginia Commonwealth University
Adjunct Professor
Fashion Merchandising
- 2004-2005 Virginia Commonwealth University
Assistant Professor
Fashion Merchandising

CONTINUING SCHOLARSHIP AND PROFESSIONAL GROWTH

SPECIAL AWARDS, FELLOWSHIPS, GRANTS, AND OTHER HONORS

- 2010 School of the Arts Dean’s Exploratory Grant - \$2,500

SIGNIFICANT CREATIVE OR SCHOLARLY ACHIEVEMENTS

Books

- 2018 Brill Publishing, *Title TBD*
Chapter Contributor: Arrington, Deidra W.
Chapter Title: Ethical and Sustainable Luxury: The Paradox of Consumerism and Caring The Luxury
- 2017 Brill Publishing, *Title TBD*
Chapter Contributor: Arrington, Deidra W.

Chapter Title: Social Media, and E-commerce Conundrum: How Can Luxury Brands Respond to the Digital World and Remain Exclusive, Aspirational, and Alluring?

- 2016 Interdisciplinary Press, *Fashion: Tyranny and Revelation*
Chapter Contributor: Arrington, Deidra W.
Chapter Title: Kate Spade and Tory Burch: A Profile of Two Home-Grown Iconic American Luxury Brands
- 2015 Interdisciplinary Press, *Fashion and its Multicultural Facets*
Chapter Contributor: Arrington, Deidra W.
Chapter Title: Simulation: Effectual and Applicable Learning in Fashion Curriculums
- 2014 Prentice Hall Books, *Fashionomics* (Korean translation)
Authors: Reamy, Donna W. and Arrington, Deidra W.
- 2013 Prentice Hall Books, *Fashionomics*
Authors: Reamy, Donna W. and Arrington, Deidra W.
- 2012 *Fashion Dialogue 2012 BFIT-ITAA Joint Symposium Research and Teaching Papers*
Chapter Contributors: Reamy, Donna W., Caskey, Kristin, Regni, Rosalie J., Arrington, Deidra W.
Chapter Title: Layered Learning as a New Approach to Enhance the Benefits of Action Learning
- 2011 Interdisciplinary Press, *Fashion Capital: Style Economies, Sites and Cultures*, Contributors: Reamy, Donna W. and Arrington, Deidra W.
Chapter Title: The Catwalk: An Apparatus for the World Economy

Peer Reviewed Journal Articles

- 2017 Intellect Journals, *Film, Fashion & Consumption*
Contributor: Arrington, Deidra W.
Article Title: Elsa Klensch: The Inventor of Fashion Television
Anticipated Fall 2017
- 2017 Intellect Journals, *Fashion, Style & Popular Culture*
Contributor: Arrington, Deidra W
Article Title: Ethical and Sustainable Luxury: The Paradox of Consumerism and Caring
Anticipated September 2017
- 2015 Interdisciplinary Press, *Catwalk: The Journal of Fashion, Beauty, and Style*

Contributor: Arrington, Deidra W.
Article Title: Kate Spade and Tory Burch Are Iconic American Brands,
But Are They Luxury?

Published Acknowledgments

- 2015 Fairchild Books, Bloomsbury, *Perry's Department Store, A Buying Simulation*, 4th Edition
Authors: Videtic, Karen M. and Steele, Cynthia W.
- 2009 Fairchild Books, *Perry's Department Store, A Buying Simulation*, 3rd Edition. Authors: Videtic, Karen M. and Steele, Cynthia W.
- 2009 Fairchild Books, *Entrepreneurship in Action: A Retail Store Simulation*
Authors: Regni, Rosalie J. and Anderson, Jimmy G.

Conferences/Presentations

- 2017 Fashion and Media Symposium
Philadelphia, Pennsylvania
Paper Presentation
Title: Reaching Millennials: Luxury Brands Begin to Embrace the Obvious
- 2017 Popular Culture Association / American Culture Association Conference
San Diego, California
May 2017
Paper Presentation
Title: Elsa Klensch: The Inventor of Fashion Television
- 2016 8th Global Conference Fashion: Exploring Critical Issues
Mansfield College, Oxford University, United Kingdom
September 2016
Paper Presentation
Title: Ethical and Sustainable Luxury: The Paradox of Consumerism and Caring
- 2016 Popular Culture Association / American Culture Association Conference
Seattle, Washington
April 2016
Paper Presentation
Title: The Boundless and Alluring Luxury Marketplace
- 2015 Virginia Commonwealth University
ACCT202, Professor Jon Hill, guest speaker
Spring 2015 and Fall 2015 semesters

Presentation: Why Accounting Matters

- 2015 7th Global Conference Fashion: Exploring Critical Issues Mansfield College, Oxford University, United Kingdom
September 2015
Paper Presentation
Title: The Luxury, Social Media, and E-commerce Conundrum: How Can Luxury Brands Respond to the Digital World and Remain Exclusive, Aspirational, and Alluring?
- 2015 Popular Culture Association / American Culture Association Conference
New Orleans, Louisiana
April 2015
Paper Presentation
Title: The Economic Impact and Marketing Nuances of Luxury Products
- 2014 6th Global Conference Fashion: Exploring Critical Issues
Mansfield College, Oxford University, United Kingdom
September 2014
Paper Presentation
Title: Kate Spade and Tory Burch: A Profile of Two Home-Grown Iconic American Luxury Brands
- 2013 5th Global Conference Fashion: Exploring Critical Ideas
Harris Manchester College, Oxford University, United Kingdom
September 2013
Paper Presentation
Title: Simulation: Effectual and Applicable Learning in Fashion Curriculums
- 2012 BFIT-ITAA Joint Symposium
Beijing Fashion Institute, Beijing, China
March 2012
Paper Presentation
Title: Layered Learning as a New Approach to Enhance the Benefits of Action Learning

Commissions/Professional Practice/Consulting

- 2017 Presenter at Virginia Association of Marketing Educators (VAME)
July 2017
Presentation Title: A Fashion Industry Update
- 2017 Judge DECA Regional Competition, Richmond, Virginia
January 2017

- 2016 Judge DECA Regional Competition Richmond, Virginia
January 2016
- 2015 Presenter at Virginia Association of Marketing Educators (VAME)
July 2015
Presentation Title: The Boundless and Alluring Luxury Marketplace
- 2014 WRICTV8 Interview with Amanda Malkowski
April 2014.
Contributors: Reamy, Donna, Videtic, Karen, Regni, Rose, Arrington,
Deidra W.
Topic: Outlet Shopping
- 2012 Judge DECA Regional Competition, Richmond, Virginia
October, 2012
- 2012 Presenter at American Equestrian Trade Association (AETA), Oaks,
Pennsylvania
January 2012
Presentation Title: Bad Habits for Good Retailers to Avoid
- 2011 Presenter at DECA Leadership Conference, Richmond, Virginia
October 2011
- 2009 Presenter at Virginia Association of Marketing Educators (VAME)
October 2009
Presentation Title: The Economics of Fashion
- 2006-2008 Consultant & Presenter at American Equestrian Trade Association
(AETA) Trade Show hosted by Global Strategies
Middleburg, Virginia
Presentation Titles: Buying, Inventory Management, and Negotiation
- 2007 Consultant Martin's Family Clothing, Anniston, Alabama
Ladies Dresses
Researched and consulted on ladies' dress business. Prepared a detailed
report on assortments, pricing strategies, and vendor matrix.

BIBLIOGRAPHY

- 2015 Source: Fashionomics
Authors: Reamy, Donna W. and Arrington, Deidra W.
Thesis Paper Title: Overall Insight into the Fashion Business by
Hagelberg, Laura
- 2013 The Commonwealth Times

Writer: Samantha McCartney
Title: Fashion Department's Annual Show Hits the Runway on May 5
April 28, 2013

2013
Richmond Times Dispatch
Writer: Cindy Creasy
Title: A Wide Range of Fashion
May 6, 2013

TEACHING

TEACHING RESPONSIBILITIES – Virginia Commonwealth University

Fashion 240 Survey of the Fashion Industry I: A survey of the apparel industry emphasizing the role of the designer and the various stages of production. The course examines the women's wear, menswear, children's wear, accessories, and home fashions classifications of the fashion industry. The class also includes an introduction to the major fashion, cultural, and designer trends of the Twentieth Century. Fashion 240 is the foundation course taken by freshman students entering the fashion merchandising program. Furthermore, Fashion 240 acclimates freshman and transfer students to the fashion merchandising program, VCU, and their college experience.

Fashion 241 Survey of the Fashion Industry II: A companion course to Fashion 240, Fashion 241 emphasizes the retail aspects of the fashion business. Students acquire a basic understanding of the nature of the fashion industry as a business and how it operates from concept to consumer. The four segments - primary, secondary, retail, and auxiliary - of the industry are examined and the dependency and interrelationships of each segment are discussed. Fashion 241 demonstrates to students the depth and breadth of the fashion industry and strengthens student's understanding and use of the vernacular of the industry. Students are enlightened about various careers paths in the fashion business.

Fashion 260 Survey of Luxury Fashion: Fashion 260 is an overview of the luxury industry emphasizing luxury at the primary, secondary, retail, and auxiliary levels. The course begins with a robust discussion of the definition of luxury followed by the characteristics, levels, and qualities of luxury. The history of luxury, dating from Napoleon III's influence on fashion and luxury in 1852 to contemporary haute couture, demonstrates the lineage of luxury. The classifications of luxury, the global marketplace, the effect of luxury goods on the economy, branding, marketing, counterfeiting, and trends in the luxury sector are explored. Fashion 260 comprises three of the six earned credits of the Summer Luxury Program.

Fashion 341 Merchandise Planning and Control: Theory and mathematical application of the major elements of retail buying and merchandising are studied. Discussion covers planning and control of inventory, profit analysis, merchandise pricing, and purchase negotiation. The examination of mathematics for retail merchandise planning includes income statements, markup and price analysis, six-month dollar merchandise plans, model stock/assortment

planning, and case studies on markup and the six-month plan. Fashion 341 is critical to the understanding of buying and merchandising decision making.

Fashion 342 Retail Buying Simulation: A practical application of retail buying using calculations for a six-month buying plan in a department store setting. Students participate in the simulation of a buying position over a 13-week period. The simulation includes the projection of sales, stock levels, markdowns, purchases, gross margin, markup, and assortment planning through the application of buying formulas, theories, and skills. The project includes customer analysis, competitive investigation, a six-month dollar financial plan (sales, stock, markdown, and purchase projections), and a merchandise assortment plan. Guest speakers and a trip to market are often included in this class. A manufacturer's sales representative may show their line to the students to replicate the purchasing of goods and writing purchase orders. Fashion 342 is an exercise in critical thinking where students are called on to make decisions based on practical execution supported by research. Decisions must be justified to the satisfaction of the questions of 'why,' 'how,' and 'the differences in this year's plan and last year's actual results.' The course is the turning point in the fashion merchandising curriculum where students see how fashion goods are bought and sold, the micro and macro factors in merchandising decision making, and the importance of consumers in the fashion industry.

Fashion 391 Advanced Show Production: Top fashion merchandising students are selected by faculty and coached through the planning and execution of a professional fashion show. The students plan the marketing, promotion, and production of the VCU Department of Fashion Design and Merchandising's annual fashion show, which showcases 100-125 garments designed and constructed by junior and senior level fashion design students. Responsibilities include media relations, model selection and training, choreography, theatrical lighting and sound production, program layout and production, ticketing and other elements of show production. The show is the full charge of the students under the supervision of faculty. The success of the show is a source of pride for the Department of Fashion Design and Merchandising. The 2010 show, titled 2010, held at the newly renovated Virginia Museum of Fine Art, generated \$11,600 in ticket sales. Ticket demand escalated in 2011 and 2012 as tickets for Heritage (2011) sold out in six hours and RAW (2012), sold out in two and a half hours. Based on high ticket demand of the previous three years, two shows called Catalyst, were presented in 2013, which doubled the audience to approximately 800. In 2014, one show, Impact, was presented generating just over \$19,000 in ticket sales and sponsorships.

Fashion 391 Saks Fifth Avenue Workshop: Co-taught Saks Fifth Avenue Workshop with Assistant Professor Rose Regni in the 2004 fall semester. The unique workshop class was comprised of a group of ten students acting as consultants in the study and research of the Richmond branch of Saks Fifth Avenue. The result was a comprehensive demographic, marketing, merchandising, and community involvement analysis. The workshop was 15 weeks of research culminating in recommendations to store management through a detailed in store presentation.

Fashion 443 Management and Supervision: The study of advanced leadership skills as they relate to the fashion industry. Topics include team building, negotiations, time and stress

management, and communications. Through role playing and various in class exercises and games, students experience the characteristics and skills required to be an effective manager and leader in the fashion industry. Emphasis is placed on leadership and supervision skills across cultures. Personal and business ethics are pervasive throughout the course to emphasize the qualities of honesty, integrity, and trustworthiness in all manner of relationships and interactions.

Fashion 450 Line Development: Students learn the fundamentals of producing a line of apparel, accessories or home fashions from concept to consumer. Students develop a theme for a five to eight piece fashion line. The concept is presented first through an inspiration board visualizing the aesthetics of the line through photographs, colors, textures, and graphic design. Following the concept and inspiration, students are called on to complete front and back sketches of each garment in the line. Fabric and color swatches accompany the sketches to illustrate the vision of each garment and its place in the line. Emphasis is placed on market research where students pinpoint the customer for the line including demographics, psychographics and market analysis. Students also complete detailed specification sheets, costing sheets, discuss sourcing of raw materials and production, product and marketing materials, and sales projections for the line.

Fashion 492-004 Independent Study Service Learning: Fashioning a Better Community: Created in 2016 by Deidra W. Arrington, Fashioning a Better Community is an independent study where fashion concepts are used in service learning to examine fashion and its connectedness to middle school age, mostly Hispanic, female children in projects designed to improve the communities where they live and to develop a healthy self-esteem and self-worth in each child. Practical application is explored through understanding cultural, textural, and civic expression. Projects are based on participating student's interests in order to demonstrate and develop their influence on the world around them as well as experiencing how their influence impacts the lives of others.

Summer Luxury Program – The summer luxury program was created in 2012 by Deidra Arrington, Donna Reamy, and Rose Regni. Deidra W. Arrington and Rose Regni serve as program coordinators. The program accommodates 10-14 students in a four-week study where students explore the luxury industry through lectures, assignments, and face-to-face exposure to suppliers, manufacturers, and retailers in the luxury sector in Richmond, Virginia and New York, New York. Students experience luxury on the primary, secondary, retail, and auxiliary levels by visiting designer showrooms, luxury department stores, manufacturing facilities, and fashion forecasters. During the four week study, students earn six credits in two classes; FASH260 Survey of Luxury Fashion and FASH450 Line Development. The successful program is in its fifth year and students consistently offer enthusiastic reviews about the depth of learning, the New York experience, and the impact the program has on their college experience.

MEMBERSHIP IN SCIENTIFIC, HONORARY, ORGANIZATIONS AND PROFESSIONAL SOCIETIES

2014-Present

Popular Culture Association

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| 2014-Present | Costume Society of America |
| 2013-Present | Virginia Commonwealth University Fashion Stiletto Club |
| 2012-Present | Omicron Delta Kappa National Leadership Honor Society |
| 2009-Present | Beta Gamma Sigma Business Honor Society |
| 2009-Present | Virginia Commonwealth University Alumni Association |
| 2007-Present | International Textile and Apparel Association |
| 2006-2014 | Fashion Group International |