

Career advice

Getting the right advice for your career direction is vital

Dressed for success

Fashion jobs du jour, where to find them and how to go about it.

FASHION is the undisputed global language and employers are always searching for fluent communicators. Up until recently, searching for jobs in the fashion industry came with many hours trawling through generic job sites, eyes peeled for the one among the crowd.

Natasha Zurnamer, with years of experience in the fashion industry, acted upon a well-educated hunch, invested \$60 into the domain name Ragtradejobs.com, and created the only Australian fashion based careers website worth visiting, with a view to go global.

She gives prospective employees some good tips on what to look for in the dynamic industry that is fashion.

"One of the most exciting things about fashion is the number of different careers on offer. Look beyond design, buying and PR," she said. "Product development, sales support, merchandise planning and production co-ordination get you a slice of the action and are less competitive to gain entry into."



PASSION FOR FASHION

Natasha Zurnamer

Founder of www.ragtradejobs.com.au with a long and successful history within the fashion industry.

Why choose this site?

According to Hitwise, for the rolling four-week period ending March 8 this year, Ragtradejobs.com was the most successful website to receive traffic from the search term 'fashion jobs', representing 50.46% of all traffic.

NATASHA'S TOP 3 RESUME TIPS

- Your resume is the most important foot in the door. It must be short, sharp and to the point. Highlight key words and skills.
- Apply for jobs that are within your skill and keep a diary of your applications. If you feel you have skills that may not look obvious from your resume, you must detail them in your cover letter.
- Always go to an interview even when you feel the job is not right. You just never know - they may love you and offer you something else. Fashion is a close-knit community - never close a door.

ask the experts

email your questions to the careers department: info@alivesydney.com.au