



PEOPLE
MARKETING
FASHION
RECRUITMENT

Fashion & Textiles Industry Data

SALARY SURVEY 2026 – 2027

Welcome to the People Marketing 2026–27 Fashion Industry Salary Survey.

This survey provides valuable insight into salary trends, market expectations and recruitment across the fashion and textiles industry. The data has been compiled from a variety of sources, including our own vacancy data, successful placements and hires, and a detailed analysis of recruitment activity across the fashion and textiles sector

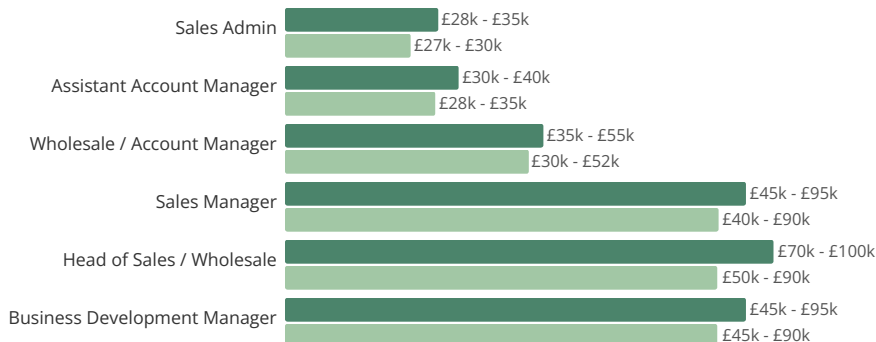
Drawing on our industry knowledge and extensive market insight, this survey offers an overview of remuneration levels across a range of roles, helping businesses better understand the evolving employment landscape.

Whether you are hiring or benchmarking salaries, we hope this survey provides a useful reference point to support informed decisions in the year ahead.

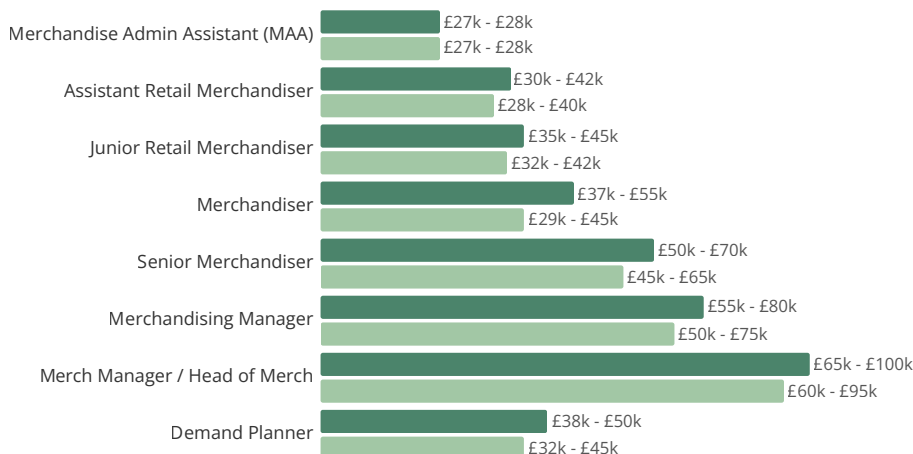
*Regards
The People Marketing Team*



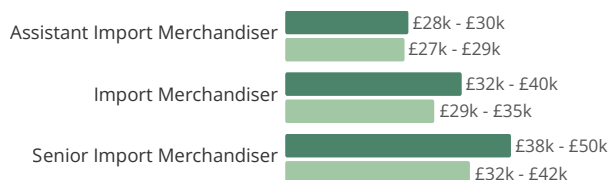
Sales & Account Management



Retail Merchandising

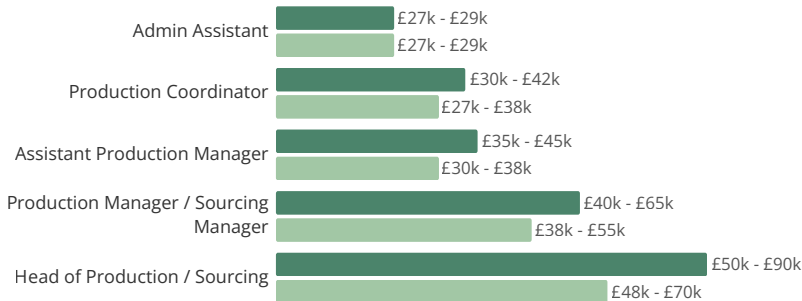


Import Merchandising



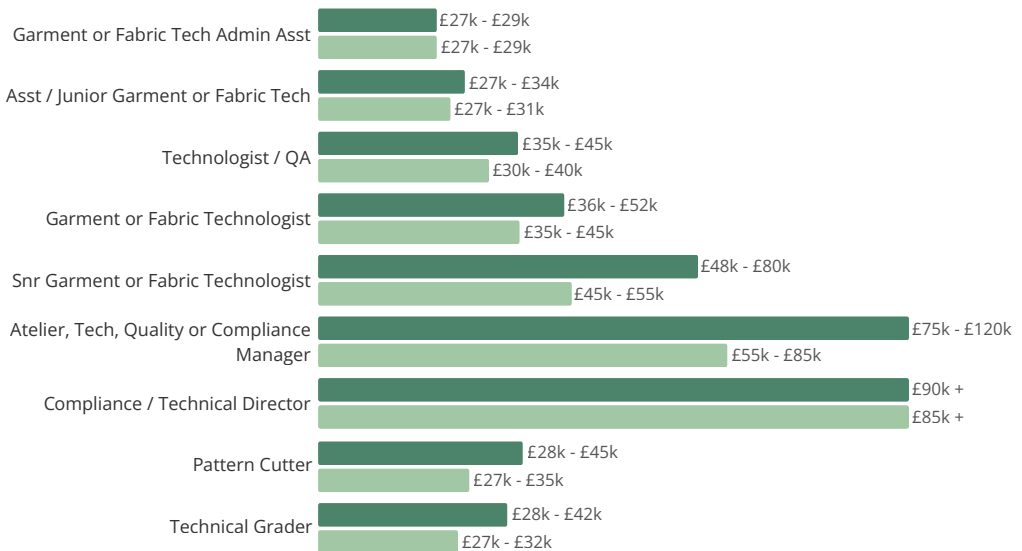
*"As supply chains become more complex, the **import merchandiser's** role has expanded far beyond order tracking. Today's professionals need expertise in logistics, compliance, supplier relationships, and problem-solving—making them some of the hardest people to recruit in UK fashion."*

Production & Sourcing



"Today's **sourcing roles** demand expertise in supplier management, compliance, ESG, and geopolitical risk, but the talent pipeline hasn't expanded at the same pace. That's making experienced sourcing professionals based in the UK harder to find than ever."

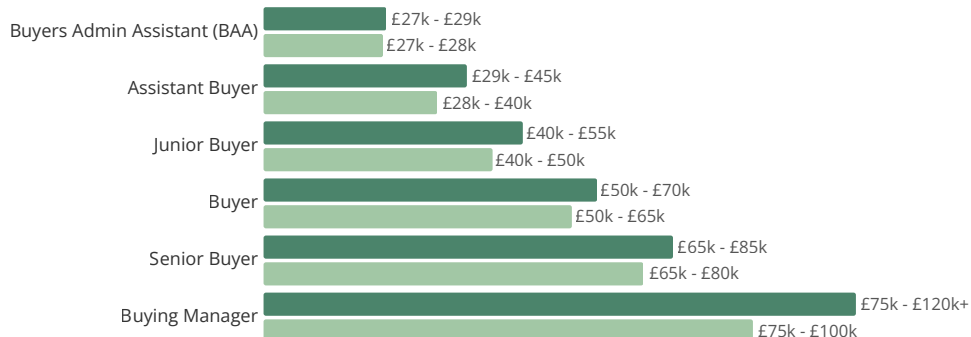
Technical, Quality & Compliance



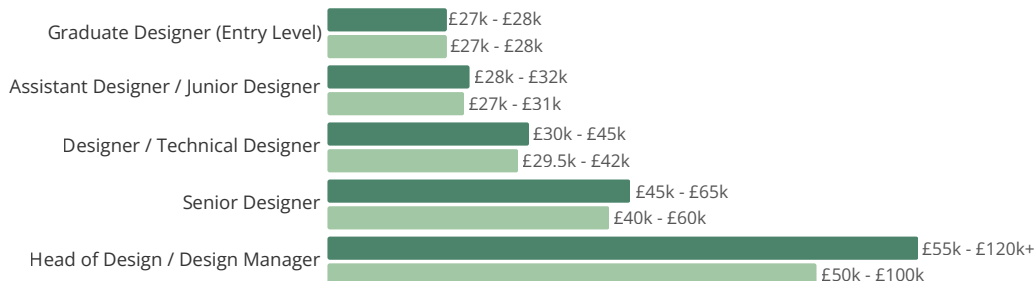
"Recruiting **technical roles** in the UK has become increasingly challenging because demand for experienced talent outstrips supply. Employers aren't just competing on salary - they're competing on flexibility, perks, hybrid working, career development, and the opportunity to make a real impact."

"Since 2020, one of the biggest challenges in recruitment has been finding the right balance between flexible working and the need for teams to be together in person. Employers increasingly value five days in-house to support collaboration, creativity, and a strong product focus, while many jobseekers now expect greater flexibility, with three days of working from home becoming a common preference. Bridging that gap has become a key challenge in attracting and retaining the best talent."

Buying



Design



Development



The British Fashion Council's research highlights a fashion industry facing structural pressures, including Brexit, changing consumer behaviour, shifts in wholesale, omnichannel retail and broader economic instability. These pressures can make employers more cautious about hiring and increase the need for individuals who can combine more than one skill set; therefore, we are seeing more and more combined roles, individuals perhaps working across creative, commercial and operational duties.