

Essential terms for anyone working in fashion buying, retail, or design.

AW / SS	Autumn-Winter / Spring-Summer — the two main commercial seasons.	YOY / QOQ	Year on Year / Quarter on Quarter — standard period-over-period comparisons.
OTB	Open to Buy — the budget available to purchase new stock in a given period.	KPI	Key Performance Indicator — agreed metric used to measure performance.
MOQ	Minimum Order Quantity — the smallest order a supplier will accept.	DC / NDC	Distribution Centre / National Distribution Centre — where stock is held and dispatched.
FOB	Free on Board — price excludes freight; ownership transfers when goods leave port.	ePos	Electronic Point of Sale — the system recording transactions in-store.
DDP	Delivered Duty Paid — supplier covers freight and import duties to destination.	PLM	Product Lifecycle Management — software tracking a product from concept to retail.
CMT	Cut, Make, Trim — a manufacturing model where the buyer supplies fabric.	CAD	Computer-Aided Design — digital pattern and design software (e.g. Illustrator, Browzwear).
SKU	Stock Keeping Unit — a unique code identifying each individual product variant.	RTW	Ready to Wear — garments produced in standard sizes, not made to measure.
RRP	Recommended Retail Price — the price a product is sold to end consumers.	PO	Purchase Order — the formal document committing to buying goods from a supplier.
GP% / GM%	Gross Profit / Gross Margin — revenue minus cost of goods as a percentage.	QC	Quality Control — inspection process to ensure product meets agreed standards.
COGS	Cost of Goods Sold — direct costs of producing the items sold.	T&A;	Time and Action plan — week-by-week critical path from order to delivery.
STR	Sell-Through Rate — percentage of stock sold in a given period (higher = better).	FOB Point	The location where ownership of goods transfers from supplier to buyer.
WSSI	Weekly Sales, Stock and Intake — the core trading document tracking all three.	GSM	Grams per Square Metre — the weight (and often, quality indicator) of a fabric.
OOS	Out of Stock — a product with zero available units; a lost-sale risk.	CPW	Cost Per Wear — a value metric: price ÷ number of times worn.
NOS	Never Out of Stock — core lines that must always be available.	EOM	End of Month — typically when stock counts and OTB reconciliations occur.
LFL	Like-for-Like — sales comparison excluding new or closed doors.	GMR / GMROI	Gross Margin Return on Investment — how much profit each £ of inventory generates.