

FREE OPERATIONAL TEMPLATE

Fashion Retail Audit Checklist

Use this 60-point checklist to audit visual merchandising, product presentation, pricing, fitting rooms, inventory, transactions, people, safety, security, and corrective-action closure.

STORE / LOCATION

AUDIT DATE

AUDITOR

STORE MANAGER

1. Audit setup, store profile, governance, and trading context

1 Define the audit date, store, format, region, trading hours, auditor, store manager, and review period.

FASHION AUDIT

Zone	Finding	Owner	Due	Evidence

 **Execution tip:** Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

2 Confirm the audit scope covers apparel, footwear, accessories, beauty or lifestyle categories sold in the store.

FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 **Execution tip:** Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

3 Validate current brand standards, campaign briefs, visual guidelines, pricing files, and operating procedures are available.

FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 **Execution tip:** Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

4 Record major trading events, launches, promotions, markdowns, deliveries, staffing changes, or incidents affecting results.

FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 **Execution tip:** Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

5 Confirm previous critical findings and overdue corrective actions have been reviewed before starting the audit.

FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 **Execution tip:** Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

6 Agree scoring rules, critical controls, evidence requirements, owners, and escalation paths for this audit.

FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 **Execution tip:** Confirm the audit scope, brand references, scoring, critical controls, and ownership before beginning the store walk.

2. Exterior, storefront, entrance, and first impression

7 Check the storefront, fascia, windows, lighting, digital screens, and promotional messages are clean, current, and on brand.

FASHION AUDIT

Meets standard

Needs attention

Critical failure

Add photo



Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

8 Confirm opening hours, statutory notices, accessibility information, and customer-service details are accurate and visible.

FASHION AUDIT

Meets standard

Needs attention

Critical failure

Add photo



Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

9 Inspect the entrance, doors, thresholds, mats, security pedestals, and customer pathways for safe and unobstructed access.

CRITICAL

FASHION AUDIT

Meets standard

Needs attention

Critical failure

Add photo



Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

10 Verify window stories reflect the approved season, campaign, product mix, styling, price communication, and launch timing.

FASHION AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch



Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

11 Check mannequins, props, decals, signage, and exterior fixtures are secure, undamaged, correctly positioned, and well maintained.

FASHION AUDIT

Compliant

Partially compliant

Non-compliant

Add evidence



Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

12 Assess the first customer view for cleanliness, lighting, product impact, queue visibility, staff readiness, and welcoming behavior.

FASHION AUDIT

Current

Incomplete

Missing / incorrect

Attach record



Execution tip: Review the storefront from the customer approach and capture only current conditions that materially affect safety or brand presentation.

3. Sales floor, layout, housekeeping, safety, and accessibility

13 Confirm aisles, category zones, customer pathways, seating, mirrors, and service points match the approved layout. CRITICAL FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

14 Check floors, walls, ceilings, fixtures, rails, shelves, plinths, mirrors, and touchpoints are clean and damage free. CRITICAL FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

15 Verify emergency exits, fire equipment, electrical panels, and safety signs remain visible, accessible, and unobstructed. FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

16 Inspect fixtures, shelves, rails, display tables, hooks, and promotional units for stability, load safety, and sharp edges. FASHION AUDIT

SKU / product	Color	Size	System	Physical

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

17 Confirm lighting levels, music, scent, temperature, and overall ambience support the intended fashion retail experience. CRITICAL FASHION AUDIT

Compliant Containment needed Critical failure Add evidence

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

18 Check accessibility routes, fitting-room access, counter heights, seating, and service support meet applicable requirements. CRITICAL FASHION AUDIT

SKU / product	Color	Size	System	Physical

 Execution tip: Walk normal customer routes and test fixtures from a safe position instead of relying only on visual observation.

4. Visual merchandising, campaigns, styling, and product presentation

- 19 Verify current visual merchandising directives are implemented by zone, category, collection, story, and focal point. FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 20 Check mannequins and styled outfits use approved products, complete looks, correct sizes, accessories, steaming, and presentation. FASHION AUDIT

SKU / product	Color	Size	System	Physical

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 21 Confirm tables, wall bays, rails, shelves, and feature displays follow approved density, color flow, coordination, and hierarchy. CRITICAL FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 22 Validate campaign graphics, digital content, promotional signage, launch materials, and price communication are current and accurate. FASHION AUDIT

Compliant Partially compliant Non-compliant Add evidence

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 23 Check hero products, new arrivals, key trends, best sellers, and promotional ranges are visible, available, and easy to shop. FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

- 24 Record missing props, incomplete looks, depleted displays, outdated graphics, poor styling, or execution gaps requiring action. CRITICAL FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Compare execution against the current approved brief, not memory, and record clear evidence for every material deviation.

5. Product condition, labeling, pricing, and category standards

- 25 Inspect sampled apparel, footwear, accessories, and lifestyle products for cleanliness, damage, creasing, defects, odors, or wear. CRITICAL FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 26 Confirm size, color, style, SKU, barcode, material, care, country-of-origin, and regulatory labels are present and accurate. FASHION AUDIT

SKU / product	Color	Size	System	Physical

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 27 Verify product tickets, shelf labels, promotions, markdown stickers, and POS prices agree for sampled products. CRITICAL FASHION AUDIT

SKU / product	Color	Size	System	Physical

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 28 Check footwear pairs, accessory components, packaging, dust bags, spare parts, certificates, and product inserts are complete. CRITICAL FASHION AUDIT

TICKET | | Enter

POS | | Enter

Match

Mismatch

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 29 Confirm security tags, pins, cables, packaging, hangers, and display methods protect products without damaging presentation. CRITICAL FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

- 30 Segregate damaged, mismatched, incorrectly priced, recalled, or non-saleable products and record the approved disposition. FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Use representative styles, colors, and sizes to verify condition, ticket accuracy, sequence, and security-tag placement.

6. Fitting rooms, customer service, styling, and omnichannel experience

- 31 Check fitting rooms are clean, well lit, secure, private, available, and free from abandoned products or safety hazards.

CRITICAL

FASHION AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 32 Confirm fitting-room controls, item counts, customer assistance, product recovery, and loss-prevention routines are followed.

CRITICAL

FASHION AUDIT

SKU / product	Color	Size	System	Physical

 Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 33 Observe whether team members welcome customers, discover needs, offer styling help, and recommend relevant products without pressure.

FASHION AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 34 Verify employees can explain fit, fabric, care, sizing, availability, promotions, loyalty benefits, and return conditions accurately.

FASHION AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 35 Check endless aisle, click and collect, reserve in store, ship from store, clienteling, and online return processes work as designed.

FASHION AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

- 36 Assess queue management, service recovery, customer privacy, accessibility support, complaints, and escalation handling.

FASHION AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Observe complete customer interactions and test availability options across floor, stockroom, nearby stores, and digital inventory.

7. Inventory, stockroom, replenishment, and merchandise movement

37 Confirm stockroom zones, locations, shelves, rails, cartons, high-value storage, and quarantine areas are labeled and organized.

FASHION AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

38 Check stock is protected from crushing, moisture, dust, sunlight, pests, excessive stacking, and unsafe manual handling.

FASHION AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

39 Compare sampled system stock with physical quantities by style, color, size, SKU, category, and storage location.

FASHION AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

40 Verify replenishment routines identify floor gaps, broken size runs, missing colors, and priority products throughout trading hours.

CRITICAL

FASHION AUDIT

SKU / product	Color	Size	System	Physical

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

41 Review receiving, transfers, returns, damages, markdowns, reservations, online orders, and stock adjustments for complete records.

FASHION AUDIT

Compliant

Partially compliant

Non-compliant

Add evidence

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

42 Investigate negative stock, unexplained variances, repeat shrink, aged stock, unprocessed cartons, and delayed merchandise movement.

CRITICAL

FASHION AUDIT

Compliant

Containment needed

Critical failure

Add evidence

 Execution tip: Trace representative products through receiving, storage, replenishment, reservation, transfer, damage, and investigation statuses.

8. Checkout, POS, cash, promotions, returns, and transaction control

- 43 Confirm POS terminals, payment devices, scanners, printers, network access, and backup procedures are operational.

FASHION AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 44 Validate sampled transactions apply the correct price, promotion, discount, tax, loyalty benefit, and payment method.

CRITICAL

FASHION AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 45 Check employee discounts, manual overrides, voids, refunds, exchanges, gift cards, deposits, and price changes require authorization.

CRITICAL

FASHION AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 46 Verify cash floats, till counts, safe drops, banking, discrepancies, and end-of-day reconciliation follow approved controls.

FASHION AUDIT

SKU / product

Color

Size

System

Physical

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 47 Confirm returns and exchanges are inspected, documented, approved, and routed correctly to saleable, damaged, or quarantine stock.

FASHION AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

- 48 Check receipts, customer data, payment information, loyalty records, and transaction documents are handled securely and privately.

CRITICAL

FASHION AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions and approvals rather than confirming that a written policy exists.

9. People, training, security, loss prevention, and operational readiness

- 49 Confirm staffing levels, role coverage, breaks, peak-hour deployment, opening duties, and closing duties match the trading plan. FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 50 Check employee grooming, uniform, name badge, footwear, device use, and conduct meet brand and safety standards. FASHION AUDIT

Compliant Partially compliant Non-compliant Add evidence

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 51 Verify current training for product knowledge, styling, service, POS, promotions, safety, security, and loss prevention. FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 52 Test key, code, access-card, stockroom, safe, fitting-room, CCTV, alarm, and high-value product controls. CRITICAL FASHION AUDIT

Compliant Containment needed Critical failure Add evidence

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 53 Review suspicious activity, theft, fraud, tag alarms, missing stock, customer incidents, and security events for proper response. CRITICAL FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

- 54 Confirm opening, closing, lone-working, emergency, evacuation, incident, and business-continuity procedures are understood. CRITICAL FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Test staff knowledge through practical scenarios and verify security and emergency controls are operational at the time of audit.

10. Findings, corrective actions, verification, and sign-off

- 55 Summarize findings by zone, category, campaign, customer journey, stock process, transaction control, safety risk, and recurring theme.

FASHION AUDIT

Zone	Finding	Owner	Due	Evidence

 **Execution tip:** Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 56 Contain critical issues immediately, including unsafe fixtures, blocked exits, inaccurate prices, exposed data, or saleable damaged stock.

CRITICAL

FASHION AUDIT

Meets standard Needs attention Critical failure Add photo

 **Execution tip:** Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 57 Assign every finding a priority, owner, due date, required evidence, reviewer, escalation path, and measurable closure criteria.

CRITICAL

FASHION AUDIT

Zone	Finding	Owner	Due	Evidence

 **Execution tip:** Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 58 Complete root-cause analysis for repeat or material failures and define changes to training, staffing, layout, process, systems, or stock.

FASHION AUDIT

Current Incomplete Missing / incorrect Attach record

 **Execution tip:** Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 59 Verify closure through a revisit, recount, transaction review, corrected display, approved photo, manager confirmation, or customer follow-up.

CRITICAL

FASHION AUDIT

SKU / product	Color	Size	System	Physical

 **Execution tip:** Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

- 60 Record the final score, unresolved risks, accepted exceptions, next review date, auditor, store manager, reviewer, date, time, and signatures.

CRITICAL

FASHION AUDIT

NAME Enter	TIME _:	SIGNATURE Sign
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 **Execution tip:** Keep findings open until the required correction, evidence, recount, or recheck has been independently verified.

RUN THIS CHECKLIST DIGITALLY

Turn fashion retail findings into verified corrective action

Use Taqtics to schedule store audits, capture approved evidence, contain critical risks, assign corrections, verify closure, and compare recurring execution gaps across every location.

Try the Fashion Retail Audit Checklist in Taqtics

Scheduled store audits Zone-based scoring Photo and record evidence Critical containment
Corrective-action tracking Retail dashboards