

An introduction to Fashion Studies.

Understanding Fashion systems, meanings, and futures

Learning Outcomes

At the end of this course students will have the basic tools to examine fashion, adopting a multidisciplinary approach embracing historical, cultural, economic, semiotic and technological perspectives.

By investigating major issues discussed in the fashion industry, the course aims to introduce students to the field of fashion studies.

Students will develop practical skills in the application of theoretical tools for case studies interpretation in the fashion sector, and will be able to connect tradition, innovation and sustainability within contemporary fashion systems.

Course Contents

The course introduces the field of Fashion Studies by means of a description of its primary theoretical ideas and research techniques. Fashion is investigated as a cultural product shaped by globalization, consumer behavior, body image, gender, and identity.

Students explore fashion communication via branding, media, and visual storytelling. They are also introduced to design thinking as a creative method that connects art, design, and industry. Ultimately, the course examines how digitalization—such as artificial intelligence, digital archives, and technology in fashion—affects the industry, with sustainability and innovation offering essential perspectives for grasping future changes in the fashion system.

Teaching Methods

The course will incorporate a combination of lectures, panel discussions, and activities to enhance the learning experience. Lectures will offer essential knowledge, while different activities will encourage students to use their prior understanding to reconsider the history and theories of fashion, which are closely related to design studies, sociology, film studies, and cultural studies.

Readings/Bibliography

Corbellini, E., Saviolo, S. (2009). Managing fashion and luxury companies. Rizzoli.

Kawamura, Y. (2018). Fashion-ology: An Introduction to Fashion Studies. Bloomsbury Publishing.

Each lesson will be accompanied by a list of reference readings, which will provide insights into the topics covered. These readings will include a mix of scientific articles and relevant book chapters.

Teaching Tools

To support the learning process, the course will use a variety of teaching tools including PowerPoint presentations, videos and social media. Additional materials and resources will be uploaded to Teams.

Lesson 1 (2H): Introduction to Fashion Studies

An outline of contents and objectives provided by the course.

Provide an interdisciplinary framework for Fashion Studies.

Inside Fashion Studies. What is Fashion? The origins of Fashion Studies. The need for a global perspective.

Lesson 2 (2H): History and culture of fashion - tradition and innovation

Examine the evolution of fashion in history.

Understand the relationship between fashion, identity and social transformation.

From tailoring to industry: milestones in the history of fashion.

Fashion and society: the role of fashion in cultural change.

Lesson 3 (2H): Fashion Systems - Production, Distribution and Consumption

Understand the structure of the fashion industry.

Analyse consumption and distribution dynamics.

Ready-to-wear, fast fashion and luxury: business models.

The production cycle: from design to sale.

Lesson 4 (2H): Fashion and Digitalization - Artificial Intelligence, Archives and Creativity

Explore the impact of digitisation in fashion design.

Explore the role of AI and digital archives.

Introduce design thinking as a tool for creative processes.

Lesson 5 (2H): Fashion and Communication - From Branding to Visual Storytelling

Examine the role of communication in building brand identity.

Fashion branding: storytelling e immaginario visivo.

Social media e influencer marketing.