

Fashion Studies: An Introduction. History, Sociology and Imaginary of Fashion. - Dr. Flavia Piancazzo

Learning outcomes

At the end of the course, students have acquired basic skills aimed at understanding the phenomena of fashion in relation to the historical, social, economic and political landscape. Furthermore, students understand the importance of a multidisciplinary approach in fashion studies.

Course contents

The course will illustrate the interconnections between different disciplines, from history, to sociology to media culture, allowing for a broader understanding of the fashion system(s). The lectures aim at laying a common base, a foundation on which further knowledge is to be built. It will be organized so as to offer an insight into the particular way in which fashion is thought at FAST, following the path of the history of fashion.

Teaching methods

The course will include lectures supported by presentations and visual material, as well as moments of interaction with students: discussions, quiz questions, and assessment of the previous fashion-related knowledge. Each meeting will be 2 hours long.

The course will be held in presence. However, an online room will be available for all students that are unable to reach the class. Therefore, taking pictures and recording the lesson is not allowed.

Readings/Bibliography

During each lecture, the instructor will provide a bibliography of reference readings on the topics dealt with during the lecture. The slides prepared by the instructor will be shared with students on Teams at the end of the course, or at the end of each class.

Teaching tools

PowerPoint, video, tools for groups work (to be confirmed, anyway any tool will be selected only if available for each student)-

Office hours

No office hours are available. You can contact Flavia Piancazzo by email (see website: [Link](#)).

However, any request will be accepted before or after each lesson.

Flavia Piancazzo

Crash Course

Area: Fashion

SSD

SPS/08

Teaching Mode

Traditional lectures

Language

English

Campus of Rimini

Degree Programme

Second cycle degree programme (LM) in Fashion Studies (cod. 9067)

Course Timetable

from Oct 2nd to Oct 6th 2023

15:00-17:00

Course TimeTable and General topics

<p>Mon, Oct 2</p>	<p>Fashion Beginnings, The Meaning and the Evolution of Fashion as a Phenomenon • At the Royal Court: from Marie Antoinette (Queen of France from 1770 to 1793) and Rose Bertin the “Minister of Fashion”, to the Revolution • The First modern designer: Charles Frederick Worth (1825 - 1905) and the Crinoline • London and Paris: Fashion magazines, Ready-to-wear departments and the Concept of sweatshops</p>
<p>Tue, Oct 3</p>	<ul style="list-style-type: none"> • Conspicuous waste and Conspicuous consumption • Thorstein Bunde Veblen (economist and sociologist), The Theory of the Leisure Class and Georg Simmel (sociologist), On Fashion • Paul Poiret (fashion designer), the Ballets Russes and the craze for Orientalism: Analysis of an abused style and the need to Decolonise the learning of Fashion Studies • The concept of “Revival” in Fashion • Needs and Social dimension of Fashion during World War I
<p>Wed, Oct 4</p>	<p>The Golden Age of Fashion 1920 • The Radical shift in Fashion after the War: Flapper and the birth of Feminism</p> <ul style="list-style-type: none"> • The rise of big names of Fashion in 20s • The Democratization of Fashion, the Sports for women, the Modern female wardrobe • The effects of the Great Depression on Fashion and Society • Needs and Social dimension of Fashion during World War II
<p>Thu, Oct 5</p>	<p>Parisian Fashion • The rise of Italian Fashion: 1950s, the first Italian high fashion show and Giovanni Battista Giorgini, the “father” of Italian fashion and the most important archive on the birth of Made in Italy. • More than a style: Styles and fads and the influences of other cultural industries (Hollywood)</p>
<p>Fri, Oct 6</p>	<p>The Production and Consumption Models • The Birth of Prêt à Porter • The Meaning of Style: Youth Revolutions, Youth Subcultures • Dick Hebdige, Elisabeth Wilson • The Rise of the Individualism • Man’s Fashion and new product categories • The Rise of the Celebrity: Super Models • the Revival of the 1980s and 1990s.</p>