

FST801:FASHION STUDIES

L:3 T:0 P:0 Credits:3

Course Outcomes: Through this course students should be able to

CO1 :: examine historical and contemporary fashion trends

CO2 :: critique the impact of fashion on individual identity and social norms

CO3 :: demonstrate fashion terminology, trends and current issues in context with sustainability

CO4 :: develop a report on contemporary fashion concerns

CO5 :: argue the impact of industrial revolution on fashion industry

Unit I

Fashion and forms : fashion as an art form, fashion and identity, fashion and gender

Unit II

Fashion and terminology : casual wear, formal wear, sports wear, lingerie wear, power dressing, executive wear, luxury wear

Unit III

Language of fashion : fashion cycles : classic, fad, interrupted, recurring, fashion theories : trickle up, trickle down, trickle across, brand study : channel, louis vuitton, Gucci, Versace, dior

Unit IV

Fashion and society : social factors, economical factors, cultural factors, geographical factors, technological factors

Unit V

Most influential fashion trends : the s- bend corset, the hobble skirt, flapper style, bias-cut gowns, the bikini, the "new look", the mini skirt, platform heels, leggings, minimalism

Unit VI

Fashion globalization : fashion capitals of the world, fashion innovators around the world, fashion icons

References:

1. THE FUNDAMENTALS OF FASHION DESIGN by RICHARD SORGER, JENNY UDALE, BLOOMSBURY PUBLISHING
2. FASHION: FROM CONCEPT TO CONSUMER by FRINGS, GINI STEPHENS., PRENTICE HALL
3. DIOR BY DIOR (V&A FASHION PERSPECTIVES) by CHRISTIAN DIOR, V&A PUBLICATIONS
4. THE LITTLE BOOK OF CHANEL by EMMA BAXTER-WRIGHT, CB PUBLICATION