The Global Fashion Industry: Britain

Class code

Class Details
The Global Fashion Industry: British Fashion and Style

Wednesday 10am – 1pm

Prerequisites
There are no prerequisites for the class

Class Description
The Global Fashion Industry and British Fashion aims to introduce fashion history and theory in its contemporary social and cultural context. The course will examine various aspects of the fashion industry and offer an understanding of critical concepts such as social identity, consumer culture and globalization. Students will explore aspects of the British fashion industry, including fashion media, retail environments, fashion exhibitions and the impact of sub and counter culture.

The majority of classes will take place in Bedford Square and be formed of illustrated lectures, class activities and discussion of set readings, as well as student presentations.

The students will be able to reference key themes, debates and concepts covered in the unit. A critical analysis of examples relevant to the field of fashion history and theory. Students will have a working understanding of many aspects of the fashion industry and the symbolic production of fashion.

Assessment Components
- Research Project 1500 x 2000-word written essay, due Week 7 (40%).
- 5 – 10 minute oral class presentation, accompanied by 500 – 700 word outline (representing 10% of the total assessment)
- 2 Hour Seen Exam (30%).
- Attentiveness to, and engagement with, the presentations of visiting lecturers, company representatives welcoming the group in to businesses and studios, as well as fellow students will represent 20% of each student’s total assessment. This mark includes preparatory work undertaken in advance of study sessions and participation in the discussion of readings in class.
Failure to submit or fulfill any required course component results in failure of the class.

**Assessment Expectations**

**Grade A:** Students demonstrate an excellent understanding of the inter-related sectors of the fashion industry, can proactively source primary data, and combine it with a thorough critical engagement with secondary sources, to generate an independent approach to the assessments set during the programme.

**Grade B:** Students demonstrate a very good understanding of the inter-related sectors of the fashion industry, can proactively source primary data, and combine it with secondary sources, to deliver clear and articulate responses to the assessments set during the programme.

**Grade C:** Students demonstrate an acceptable understanding of the inter-related sectors of the fashion industry, and can demonstrate through their assessments an awareness of key concepts.

**Grade D:** A very low pass.

**Grade F:** A fail grade.

**Required Text(s)**


**Additional Key Text(s)**


**Supplemental Text(s) (not required to purchase as)**


Tungate, Mark Fashion Brands: Building Style from Armani to Zara Kogan Page; 3 edition (3 Oct 2012)

Students will be required to give short presentations to their peers on their reading of one allocated text during the course. These will be indicated at Wk2 and the books made available in the NYUL Library, if not already there.

Additional readings may be posted on NYU Classes and students are expected to keep up to date with any additional readings the course leader may provide in this manner.

Useful Fashion sites

www.businessoffashion.com

http://showstudio.com

http://www.dazeddigital.com

(all students will be expected to have signed up for the daily newsletter from this website)

Additional Required Equipment

Computer, camera & access to DVD & internet facilities; where workshop sessions require specific materials, advance notice will be given

Session 1

3rd Feb

INTRODUCTION: FASHION, MODERNITY AND THE CITY

We will look at Gilles Lipovetsky, A Century of Fashion and consider the
following questions:

- What is Modern Fashion?
- Why do we think of ‘modern fashion’ to be feminine in essence?
- What according to Lipovetsky, was revolutionary in creating, as well as innovative in selling fashion?

**Session 2**

*10th Feb*

*10am – 1pm*

**LONDON AND FASHIONABLE SHOPPING**

This session will introduce the link between fashion and consumer culture. We will look at the history of the department store and shopping as a fashionable past time. Key focus will be on innovation in retail and critical aspects of consumer culture.

Required Reading:


**Session 3**

*17th Feb*

*10am – 1pm*

**FASHION AND SOCIAL IDENTITY:**

**GENDER, YOUTH AND COUNTER CULTURE**

In this session we will focus on key concepts and ideas concerning social identity with a particular focus on gender and fashion as a form of cultural production.

Required Reading:


Mort, Frank Cultures of Consumption, Routledge, London, 1996


Session 4

24th Feb
10am – 1pm

ASSESSED STUDENT PRESENTATIONS

Session 5

2nd March
10am – 1pm

CONSUMPTION AND TASTE AND DETAILED ESSAY BRIEFING

Required Reading:


Session 6
ESSAY TUTORIALS

9th March
10am – 1pm

FIELD TRIP: VISIT LONDON BASED DESIGN STUDIO

Session 7
16th March
10am – 1pm

ESSAY HAND-IN

Session 8
23rd March
10am – 1pm

FASHION FILM AND THE MOVING FASHION IMAGE

In recent years, digital media has had an enormous impact on the way fashion is produced, consumed and promoted. This session will look at the symbolic production of fashion, including advertising, editorials and catwalk shows. Fashion photography and image making exists within a digital space and interactive platforms offer new and innovative visual language. Fashion film and fashion promos have become part of visual culture and the session will focus on London based media platforms, such as Dazed Digital and SHOWstudio who have shaped the fashion media landscape.

Required Reading:


MARCH 25TH TO APRIL 3RD SPRING BREAK
Session 9
6th April
10am – 1pm
Guest Speaker: TBC

Session 10
13th April
10am – 1pm
THE IMPACT OF CELEBRITY CULTURE: BRANDING AND POPULAR CULTURE

Required Reading:


Session 11
20th April
10am to 1pm
FASHION AND GLOBALISATION

Required Reading:
The global luxury market is likely to see 5% annual growth in 2014/15, giving it a market value of €223bn. This session will focus on new trends in the luxury industry and concepts such as globalization and sustainability within the fashion industry.


**Session 12**

**Field Trip: London based Fashion Design Agency**

27th April
10am to 1pm

**Session 13**

**FASHION MEDIA, BLOGGING AND THE GLOBAL MEANING OF STYLE + DETAILED EXAM BRIEFING**

4th May
10am – 1pm

**Required Reading:**


Steele, Valerie (2011) The Homogenization of Street Style, New York Times F opinion pages


Welch, Will (2011) Street Style is Too Self-Aware, New York Times, Room for pages

**Session 14**

**Visit to V&A Exhibition: Shoes - Pleasure and Pain**

11th May
10am to 1pm
Session 15
18th May
10am to 1pm

No mobile phones allowed in the classroom. Students are expected to contribute to class discussions and engage with the opinions of their colleagues. Laptops are not required as the course is based predominantly around discussion and live action research.

NYU LONDON ACADEMIC POLICIES

Plagiarism: the presentation of another piece of work or words, ideas, judgments, images or data, in whole or in part, as though they were originally created by you for the assignment, whether intentionally or unintentionally, constitutes an act of plagiarism.

Please refer to the Student Handbook for full details of the plagiarism policy.

All students must submit an electronic copy of each piece of their written work to www.turnitin.com and hand in a printed copy with the digital receipt to their professor. Late submission of work rules apply to both the paper and electronic submission and failure to submit either copy of your work will result in automatic failure in the assignment and possible failure in the class.

Electronic Submission
The Turnitin database will be searched for the purpose of comparison with other students' work or with other pre-existing writing or publications, and other academic institutions may also search it.

In order for you to be able to submit your work onto the Turnitin website, you will need to set up an account:

1) Go onto the Turnitin website http://www.turnitin.com
2) Click ‘Create Account’ in the top right hand corner
3) Select user type of ‘student’
4) Enter your class ID & Turnitin class enrolment password (these will be e-mailed to you after the drop/add period, or contact academics@nyu.ac.uk if you have misplaced these).
5) Follow the online instructions to create your profile.

To submit your work for class, you will then need to:

1) Log in to the Turnitin website
2) Enter your class by clicking on the class name
3) Next to the piece of work you are submitting (please confirm the due date), click on the ‘submit’ icon
4) Enter the title of your piece of work
5) Browse for the file to upload from wherever you have saved it (USB drive, etc.), please ensure your work is in Word or PDF format, and click ‘submit’
6) Click ‘yes, submit’ to confirm you have selected the correct paper (or ‘no, go back’ to retry)
7) You will then have submitted your essay onto the Turnitin website.
8) Please print your digital receipt and attach this to the hard copy of your paper before you submit it to your professor (this digital receipt appears on the web site, immediately after you submit your paper and is also sent to your e-mail address). Please also note that when a paper is submitted to Turnitin all formatting, images, graphics, graphs, charts, and drawings are removed from the paper so that the program can read it accurately. Please do not print the paper in this form to submit to your lecturers, as it is obviously pretty difficult to read! You can still access the exact file you uploaded by clicking on the ‘file’ icon in the ‘content’ column.

Please also see the Late Submission of Work policy, above.

Students must retain an electronic copy of their work for one month after their grades are posted online on Albert and must supply an electronic copy of their work if requested to do so by NYU in London. Not submitting a copy of a piece of work upon request will result in automatic failure in the assignment and possible failure in the class. NYU in London may submit in an electronic form the work of any student to a database for use in the detection of plagiarism, without further prior notification to the student. Penalties for confirmed cases of plagiarism are set out in the Student Handbook.

Written work due in class must be submitted during the class time to the professor. Late work should be submitted in person to a member of NYU London staff in the Academic Office (Room 308, 6 Bedford Square) during office hours (Mon – Fri, 10:30 – 17:30). Please also send an electronic copy to academics@nyu.ac.uk for submission to Turnitin.

Work submitted within 5 weekdays after the submission time without an agreed extension receives a penalty of 10 points on the 100 point scale.

Written work submitted more than 5 weekdays after the submission date without an agreed extension fails and is given a zero.
Please note end of semester essays must be submitted on time.

NYUL has a strict policy about course attendance. **No unexcused absences are permitted.** While students should contact their class teachers to catch up on missed work, you should NOT approach them for excused absences.

Excused absences will usually only be considered for serious, unavoidable reasons such as personal ill-health or illness in the immediate family. Trivial or non-essential reasons for absence will not be considered.

Excused absences can only be considered if they are reported in accordance with guidelines which follow, and can only be obtained from the appropriate member of NYUL's staff.

**Please note that you will need to ensure that no make-up classes – or required excursions - have been organised before making any travel plans for the semester.**

**Absence reporting for an absence due to illness**

1. On the first day of absence due to illness you should report the details of your symptoms by e-mailing absences@nyu.ac.uk including details of: class(es) missed; professor; class time; and whether any work was due including exams. Or call free (from landline) 0800 316 0469 (option 2) to report your absences on the phone.

2. Generally a doctor's note will be required to ensure you have sought treatment for the illness. Contact the Gower Street Health Centre on 0207 636 7628 to make an appointment, or use HTH general practitioners if you cannot get an appointment expediently at Gower Street.

3. At the end of your period of absence, you will need to complete an absence form online at http://bit.ly/NuCl5K. You will need to log in to NYU Home to access the form.

4. Finally you must arrange an appointment to speak to Nigel Freeman or Donna Drummond-Smart on your first day back at class. You must have completed the absence form before making your appointment.

Supporting documentation relating to absences must be submitted within one week of your return to class.

**Absence requests for non-illness reasons**

Absence requests for **non-illness** reasons must be discussed with the
Academic Office prior to the date(s) in question – no excused absences for reasons other than illness can be applied retrospectively. Please come in and see us in Room 308, 6 Bedford Square, or e-mail us at academics@nyu.ac.uk.

**Further information regarding absences**

Each unexcused absence will be penalized by deducting 3% from the student’s final course mark. Students are responsible for making up any work missed due to absence.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from an examination (with authorisation, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, viva voce (oral examination), or an increased weighting on an alternate assessment component, etc.).

NYUL also expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. If timely attendance becomes a problem it is the prerogative of each instructor to deduct a mark or marks from the final grade of each late arrival and each early departure.

Please note that for classes involving a field trip or other external visit, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at an agreed meeting point in a punctual and timely fashion.

Please refer to the Student Handbook for full details of the policies relating to attendance. A copy is in your apartment and has been shared with you on Google Docs.

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**Grade conversion**

NYU in London uses the following scale of numerical equivalents to letter grades:

- A=94-100
- A-=90-93
- B+=87-89
- B=84-86
- B-=80-83
- C+=77-79
- C=74-76
- C-=70-73
- D+=67-69
- D=65-66
F=below 65

Where no specific numerical equivalent is assigned to a letter grade by the class teacher, the mid point of the range will be used in calculating the final class grade (except in the A range, where 95.5 will be used).

NYU in London aims to have grading standards and results in all its courses similar to those that prevail at Washington Square.