Global Fashion Industry: Britain

Instructor Information
- Nathalie Khan
- Office hours: 13:00-14:00 Wednesday

Course Information
Class meeting days and times: Wednesday 9:00-12:00

There are no prerequisites for the class

Course Overview and Goals
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 queer fashion 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.

Upon Completion of this Course, students will be able to:

- 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.

Course Requirements

Grading of Assignments
The grade for this course will be determined according to these assessment components:
Assignments/ Activities | Description of Assignment | % of Final Grade | Due
--- | --- | --- | ---
Class participation | Attentiveness to, and engagement with, the presentations of visiting lecturers, industry speakers, as well as fellow students | 20% | 
Paper | 1500 – 2000 word essay | 40% | Week 7
Project | 8 to 10 minute class presentation, accompanied by an individual 500 - 700 word outline | 10% | Week 4
Test | 2 hour seen exam | 30% | Week 15

Failure to submit or fulfill any required course component results in failure of the class

Grades

Letter grades for the entire course will be assigned as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percent</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>Example: 93.5% and higher</td>
<td>[Enter expectations for A]</td>
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<tr>
<td>B</td>
<td>Example: 82.5% - 87.49%</td>
<td>[Enter expectations for B]</td>
</tr>
<tr>
<td>C</td>
<td>Example: 72.5% - 77.49%</td>
<td>[Enter expectations for C]</td>
</tr>
<tr>
<td>D</td>
<td>Example: 62.5% - 67.49</td>
<td>[Enter expectations for an D]</td>
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<tr>
<td>F</td>
<td>Example: 59.99% and lower</td>
<td>[Enter description of failing work]</td>
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Course Materials

Required Textbooks & Materials


**Optional Textbooks & Materials**


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

**Resources**

- **Access your course materials:** [NYU Classes](nyu.edu/its/classes)
- **Databases, journal articles, and more:** [Bobst Library](library.nyu.edu)
- **NYUL Library Collection:** [Senate House Library](catalogue.libraries.london.ac.uk)
- **Assistance with strengthening your writing:** [NYU Writing Center](nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](nyu.edu/it/servicedesk)

**Course Schedule**

SAMPLE SYLLABI – SUBJECT TO CHANGE
<table>
<thead>
<tr>
<th>Session/Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>Session 5</td>
<td>Field Trip: Savile Row with Russell Nash</td>
<td><a href="https://www.guiderussell.co.uk">https://www.guiderussell.co.uk</a></td>
<td>Student Presentations</td>
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<tr>
<td>Session/Date</td>
<td>Topic</td>
<td>Reading</td>
<td>Assignment Due</td>
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<tr>
<td>Session 7</td>
<td>Guest Talk: Eden Loweth and Tom Barratt: Art School</td>
<td><a href="https://www.artschool-london.com/about/">Link</a></td>
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<tr>
<td>Session/Date</td>
<td>Topic</td>
<td>Reading</td>
<td>Assignment Due</td>
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<tr>
<td>Session 13</td>
<td>Guest Talk: Jeff Horseley</td>
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<td><a href="http://www.jeffreyhorsley.com">http://www.jeffreyhorsley.com</a></td>
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### Co-Curricular Activities

**Independent Study and Field Trip:**

You will visit the following locations in your individual groups:

Mount Street, Mayfair in W1:

- Christopher Kane,
- Hussein Chalayan,
- Simone Rocha

Dover Street W1:

- Victoria Beckham

For additional research you may also visit **Liberties** on Regent Street, **Dover Street Market** at Haymarket.

### Useful Online Resources

- [www.businessoffashion.com](http://www.businessoffashion.com)
- [http://showstudio.com](http://showstudio.com)
- [http://www.dazeddigital.com](http://www.dazeddigital.com)

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

### Classroom Etiquette
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.

NYUL Academic Policies

Attendance and Tardiness
- Key information on NYU London’s absence policy, how to report absences, and what kinds of absences can be excused can be found on our website (http://www.nyu.edu/london/academics/attendance-policy.html)

Assignments, Plagiarism, and Late Work
- You can find details on these topics and more on this section of our NYUL website (https://www.nyu.edu/london/academics/academic-policies.html) and on the Policies and Procedures section of the NYU website for students studying away at global sites (https://www.nyu.edu/academics/studying-abroad/upperclassmen-semester-academic-year-study-away/academic-resources/policies-and-procedures.html).

Classroom Conduct
Academic communities exist to facilitate the process of acquiring and exchanging knowledge and understanding, to enhance the personal and intellectual development of its members, and to advance the interests of society. Essential to this mission is that all members of the University Community are safe and free to engage in a civil process of teaching and learning through their experiences both inside and outside the classroom. Accordingly, no student should engage in any form of behaviour that interferes with the academic or educational process, compromises the personal safety or well-being of another, or disrupts the administration of University programs or services. Please refer to the NYU Disruptive Student Behavior Policy for examples of disruptive behavior and guidelines for response and enforcement.

Disability Disclosure Statement
Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

Instructor Bio
Nathalie Khan teaches fashion history and theory at Central Saint Martins and London College of Fashion. She is also a guest lecturer at Sotheby’s Institute of Art in New York, La Cambre Mode(s) in Brussels and The Conde Nast School of
Fashion and Design. Khan is a leading theorist and writer on contemporary fashion media and the impact of new technology on the traditional catwalk show and fashion photography. Recent curatorial practice includes a project titled *I know simply that the sky will last longer than I*, with the Belgian visual artist Pierre Debusschere during the 28th International Festival of Fashion and Photography (*Hyères, 2013*). Nathalie is currently working on an exhibition about London Club Culture and Queer identity for vFd at New Art Projects London.

Publications include:


