
COMMUNICATING FASHION in Spring 2019 (CM3004)

Course Code	CM3004	Professor(s)	Hannah Westley
Prerequisites	None	Office Number	Grenelle, 3rd floor
Class Schedule	TF: 09:00-10:20 in C-103	Office Hours	TF 11:00-12:00 or by appointment
Credits	4	Email	hwestley@aup.edu
Semester	Spring 2019	Office Tel. Ext.	

Course Description

Dress and grooming are fundamental aspects of communication in any society. What happens when these “body techniques” become the basis for the modern phenomena of fashion? Fashions construct, disseminate, and represent socio-political power. In this course, we will study the historical development of fashion: how fashion relates to the emergence of artistic, social, and economic forms and the ways it articulates status, gender, and culture. The course also aims to investigate the role of media and marketing in the global fashion industry. We will define the different functions of fashion and clothing. What does clothing ‘mean’? What is the relationship between the clothing, the body and social space? How is clothing used to reproduce and reinforce socio-economic and cultural meaning and trends? The core of our exploration is the complicated relationship between clothing and desire, being and having, images and the body. What is the role of fashion in the production, reiteration, policing and potential subversion of femininity, masculinity, and queerness? How has fashion functioned as a tool for demarcating gender, racial, sexual and national boundaries and how might it be used to disrupt those?

Course Learning Outcomes

Students will understand the role of fashion in social performance in a variety of cultures, past and present,
how fashion relates to the emergence of artistic, social and economic forms in the modern period,
how postmodern fashion communicates status, gender and culture,
and the role of fashion in the global cultural economy.
Students will further become aware of how fashion is mediated by brand names, designer labels, fashion shows, journalism and photography, avant - garde fashion and street style, museum collections, and retail establishments.

General Education

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

This course can be used to fulfill the Mapping the World and Comparing Worlds Past and Present requirements and as such has the following learning outcomes:

- To understand the role of fashion in social performance in a variety of cultures
- To understand the role of fashion past and present in the global cultural economy

Course Outline

CLASS SCHEDULE:

January

Week 1 – 21st – 25th

Tues. 22nd: Course Introduction

Fri. 25th: Class cancelled.

Field work:

Over the centuries, different neighborhoods in Paris have been identified as the epicenter of fashion. Find a neighborhood, place, hang-out and document the characteristics (historic, geographic, ambient) that lend the place its 'fashionable' identity.

January 27th – last day to drop/add courses online

Week II – 28th – 1st (February)

Topic: Fashion in History

Readings: *Fashion and its Social Agendas*(Crane), pp. 1-24

Tues. 29th: Presentations of fashionable places

February

Fri. 1st: Discussion of reading

Week III - 4th – 8th

Topic: Fashion in History cont.

Readings: *Designers*pp. 8-28 (On Blackboard); Elsa Schiaparelli: *Hard-Edged Chic*, Rosemary Hill (On Blackboard)

Tues. 5th: Discussion of reading

Fri. 8th: Presentations

Week IV - 11th - 15th

Topic: Fashion, Social Control and Otherness

Readings: Crane, pp. 67-98; Kutesko, *Fashioning Brazil: Globalization and the Representation of Brazilian Dress in National Geographic since 1988* (On Blackboard)

Tues. 12th: Discussion of reading

Fri. 15th: Presentations

Week V - 18th – 22nd

Topic: Fashion and Industry

Reading: *Paris and fashion: reflections on the role of the Parisian fashion industry in the cultural economy* (On Blackboard); Arnold, *Fashion: A Very Short Introduction*(On Blackboard)

Tues. 19th: Discussion of reading

Fri. 22nd: Visit to Musée Yves Saint Laurent

Week VI - 25th –1st(March)

Tues. 26th: Class cancelled, faculty retreat.

Fri. 1st: Midsemester exam

March

Week VII – 4th –8

March 4th– 15th, spring break (no classes)

Tues. 5thSpring break

Fri. 8th Spring break

Week VIII –11th - 15th

Tues. 12thSpring Break

Fri. 15thSpring Break

Week IX - 18th -22nd

Topic: Fashion, gender and resistance

Readings: Crane, pp. 99-130; *What does she think she looks like?* Rosemary Hill (On Blackboard)

Tues. 19th: Discussion of reading

Fri. 22nd: Film Screening: *Is Paris Burning*, Livingston, 1990

March 22nd Mid-semester grades due

Week X - 25th – 29th

Topic: Fashion and Propaganda

Readings: *Leg-and-Skirt Management*, Anne Hollander (On Blackboard); *Lee Miller and Vogue*(On Blackboard)

Tues. 26th: Discussion of reading

Fri. 29th: Presentations

April

Week XI – 1st -5th

Topic: Fashion and Media

Readings:Bruzzi, *Cinema and Haute Couture*(On Blackboard)

Tues. 2nd: Screening of film extracts;Discussion of reading

Fri. 5th: Presentations

April 5th, last day to withdraw from a course /no credit option

Week XIII – 8th – 12th

Topic: Fashion and Media cont.

Readings: Bide, *Signs of Wear: Encountering Memory in the Worn Materiality of a Museum Fashion Collection*(On Blackboard); Spawls, *History of Vogue: Does one Flare or Cling?* (On Blackboard)

Tues. 9th: Visit to Musée des Arts Décoratifs visit (7 Rue de Rivoli, 75001 Paris)

Fri. 12th: Discussion of Reading and Presentations

Week XIV – 14th – 19th

Topic: Fashion Cities – Paris

Readings: Gilbert, *From Paris to Shanghai: The Changing Geographies of Fashion's World Cities* (On Blackboard); Rocamora, *Paris, Capitale de la Mode: Representing the Fashion City in the Media* (On Blackboard)

Tues. 15th: Discussion of reading

Fri. 19th: Presentations

Week XV – 22nd – 26th

April 22nd, Easter Monday, no classes

Topic: Fashion Cities – Tokyo and New York

Readings: Kawamura, *Placing Tokyo on the Fashion Map: From Catwalk to Streetstyle* (On Blackboard); Rantisi, *How New York Stole Modern Fashion* (On Blackboard)

Tues. 23rd: Discussion of reading

Fri. 26th: Presentations

Week XVI– 29th – 3rd(May)

May 1st, Holiday, no classes, library closed

Topic: Fashion Cities – Dakar and Moscow

Readings: Nura Mustafa, *La Mode Dakaroise: Elegance, Transnationalism and an African Fashion Capital* (On Blackboard); Vainshtein, *Mapping Moscow Fashion: Spaces and Spectacles of Consumption* (On Blackboard)

Tues. 30th: Discussion of reading

Fri. 3rd: Presentations

May

Week XVII– 6th – 10th

Tues. 7th: Course Conclusion

May 8th, last day of classes,

May 9th- 12th, reading days

May 13th – 17th, Final Exam_____

Textbooks

Title	Author	Publisher	ISBN	Required
Fashion & It's Social Agendas	CRANE, Diane	Chicago UP	9780226117997	Yes
Fashion's World Cities	Breward & Gilbert	Berg	9781845204136	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member

might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

GRADING:

Class Participation: 20%

Multimedia Presentations: 20%

Midterm: 20%

Research paper: 20%

Final: 20%

NOTE: *Two readings are set each week. One class session will be given over to a discussion of the readings; in the second class, students will give a presentation exploring one aspect of the week's reading in a multimedia format: this can include film, photography, PowerPoints, social media etc. Each presentation will be accompanied by a written summary and bibliography to be posted on the class blog.*

Other
