FACULTY OF **ARTS AND LETTERS**

DEGREE COURSE: **FASHION AND DESIGN BA**

SUBJECT: SOCIOLOGY OF FASHION I

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OBJECTIVES
The course aims to provide students with:
1. theoretical tools for the definition of fashion and its understanding
2. difference from other concepts like clothing and costume
3. skills to interpret and analyse the phenomenon of fashion
4. relation to other phenomena (e.g. style, fad, design).
5. through the presentation of the main theories on fashion and the use of multiple textual sources (videos, images, articles), students will learn the specific features of the sociological perspective in combination with (and in comparison to) that of semiotics, history of costume, social psychology.

CONTENTS
The course will analyse the development of the concept of fashion, focusing in particular on the 19th and 20th centuries, when the phenomenon increasingly started mirroring the social changes of the period, in terms of both aesthetic traits and lifestyle.

Through the analysis of this period, the course will point out particularly important elements that define the premise for the development of the contemporary fashion system.

In order to reach an understanding of fashion as a process of meaning construction and a form of narration, intertwining between the representations of the socio-cultural context and specific forms of fashion will be analysed .

Far from presenting fashion as a mere cultural tendency, the course will present specific conceptual tools and research methods necessary to understand the phenomenon, its symbolic strength and influence on our social practice.

ASSESSMENT
Written exam: Multiple choice and open questions.

RECOMMENDED TEXTBOOKS:
Jennifer Craik, *Fashion. The Key Concepts*, Berg, New York, 2009.
Tim Edwards, *Fashion in focus. Concepts, Practices and Politics*. Routledge, New York, 2011.
Georg Simmel, *Fashion*, "American Journal of Sociology", Vol. 62, No. 6. (May, 1957), pp. 541-558.