

Course Syllabus & Itinerary, THTR 216, Maymester 2015 The Art, History, & Business of London Fashion

We will explore many facets of the business of style that make London one of the most cutting-edge and influential fashion capitals of the world.

Our study will begin with an overview of fashion history and its connection to the fine and decorative arts. We will learn about the origins of Haute Couture, from its roots in England and France in the 19th century, to today's well known designers and trendsetters who have kept this cosmopolitan city at the forefront of the industry. Dynamic British designers from the 20th and 21st century at the heart of our study, who have continually pushed boundaries and changed rules of etiquette in their quest for fashion to mirror political, economic, and sociopolitical changes in society, include: Charles Frederick Worth, considered to be the father of Haute Couture; Mary Quant and her mini-skirt revolution; Vivienne Westwood and her influence on the world of punk fashion; Alexander McQueen and his creation of artful garments; and Stella McCartney and her ethical, sustainable approach to design.

Excursions will include trips to: world renowned museums, to study works of fine and decorative art and historic examples of clothing; theatrical performances, to compare the theatricality of stage costumes and the principles of stage design to both runway and everyday fashion; the Making of Harry Potter, to see how designers create artful film designs; and a variety of commercial fashion venues, in which contemporary clothing is produced, marketed, and sold.

Museum visits will include: The Victoria and Albert, one of the world's greatest museums of art and design; The British Museum, which houses statues and architecture of the ancient worlds of Egypt, Greece, and Rome; The National Portrait Gallery, with its fascinating portraits from the Tudor period including spectacular images of Queen Elizabeth I; and The Wallace Collection, which specializes in some of the finest art and decorative arts examples from the 17th and 18th centuries, including furniture owned by Marie Antoinette. An architectural tour of Bath and a trip to the Fashion Museum, which houses some of the oldest fashion pieces on exhibit in the world as well as their choice of "dress of the year," will serve as background to the history and interconnectedness of architecture and fashion.

We will meet with representatives from a broad variety of fashion retailers, in order to see how the history of art and design translates into the complicated and fascinating world of modern fashion production. These producers of clothing, in order to stay competitive and viable, must find ways to balance traditional with rapidly changing practices in production, sales, and marketing. They include: the traditional bespoke tailor of Savile Row; the not-so-traditional business of fashion of Abercrombie and Fitch on Savile Row; independent dress designer Sabina Motasem who is eager to share her trade secrets with us and to teach us about her training, design process, and business model; the traditional London store Burberry; and London branches of stores that represent an international fast-fashion model, such as Zara and H&M.

***Our itinerary will include a wide array of venues, each of which represents a professional path for the aspiring artist, fashion designer, theatre designer, or person who holds an interest in the opportunities in the world of the business of fashion. Tour guides and professionals with whom we will meet and discuss the subject matter at hand include the: art historian; museum curator; tailor; designer; marketer; creative director; and more. Students interested in pursuing careers in related topics will be introduced to a wonderful array of people who specialize in a wide variety of jobs in the field of clothing design and manufacture, and art and fashion history and preservation.

Course Objectives Include the Exploration of:

- Creative, hands-on techniques for exploring your own design ideas including fashion sketching and collage techniques
- The fashion designer's training, inspiration, and business through hands-on experience with an exciting independent dress designer who is eager to share her trade secrets with us, Sabina Motasem
- Exquisite examples of fine and decorative art and their aesthetic connection to past and present fashion
- Important silhouettes, periods, events & personalities of fashion history
- A wide variety of resources in and around London related to fashion, theatre, and fine art
- The connection between fashion design and theatrical stage design
- Fashion design in London, from the roots of Haute Couture through the business of fashion today
- Groundbreaking and trendsetting British designers through history
- The different fashion areas of London
- The importance of London from the creator's/consumer's/shopper's perspective
- Various roles in the fashion industry, including: designer; tailor; fashion photographer; seamstress; journalist; student; buyer; historian; curator
- Traditional bespoke tailoring of Savile Row
- The business side of a traditional, classical London fashion retailer represented by Burberry
- The business practices of fast fashion

Course Requirements:

Readings, and attendance at all lectures, discussions, and excursions in and around London.

Class Assignments:

- **Journal entries:** written or in a format of your choosing, for the majority of our excursions, in which you will reflect on our shared experiences and your discovery of the visual source of your inspiration and aesthetic leanings, as well as reflecting on our various experiences and their significance within the overall context of our course of study.
- **Fashion objects:** student research and analysis. As part of your journal entries and for in-class presentations, you will choose items and evaluate their quality and aesthetic value, as well as discuss how the items inspire you aesthetically.
- **Final project:** an individual fashion research and design portfolio, including a line of fashion, conceptualized by each student, inspired by your choice of a British designer or fashion movement from any period.
- **Photo-journal blog:** The class will create and maintain a photo-journal blog on London street style which will include photographs taken in vastly different fashionable areas throughout London.

***I will encourage you to explore your creativity and aesthetic design style through your class projects. We will do in-class projects in order for you to explore techniques and methods for your own creative expression. No prior experience or any previous art skill is necessary.

Readings Include:

A Concise History of Costume. James Laver, 2002.

Fashion Brands: Branding Style from Armani to Zara. Mark Tungate, 2012.

Fashion Reader, Second Edition. Linda Welters & Abby Lillithun, 2011.

Fashion's World Cities. Christopher Beward and David Gilbert, 2006.

Overdressed: the Shockingly High Cost of Cheap Fashion. Elizabeth L. Cline, 2013.

AXLE: This course will fulfill an AXLE requirement for Perspectives and 3 credit hours

THTR 216: The Art, History, & Business of London Fashion

Course Itinerary

WEEK 1 & 2: The History and Art of Fashion

MAY 7-10, 2015

DATE	ACTIVITY
THU 7	ARRIVAL (Heathrow) Take the Tube to FIE residence following all instructions provided to you by FIE Try to stay awake until late evening and then get a good night's sleep!!
FRI 8- SUN 10	FIE ORIENTATION

WEEK #2

MAY 11-14

HISTORY OF FASHION OVERVIEW, ANCIENTS TO MODERN INTRODUCTION TO THE FASHION DESIGNERS ART AND BUSINESS

Date	Lecture and Discussion Topic	Activities	Schedule
MON 11	<p>What is Haute Couture, Style & Fashion? How to study fashion & fashion history Groundbreaking British fashion designers and their innovations</p> <p>Fashion Designer Sabina Motasem How a designer builds and sustains a business and uses fashion and art history in her creation of her contemporary design aesthetic and fashion pieces</p>	<p>Review syllabus and itinerary</p> <p>Meet with Sabina: Introduction to her couture dress business</p>	<p>9:30-11:00: FIE classroom</p> <p>1:00-3:00: meet with Sabina Motasem</p> <p>5:30: Welcome Dinner: Wagamama. Meet Foundation House, Student Common Room</p>
TUE 12	<p>Art and Fashion of the Ancients: Egypt, Greece, and Rome</p> <p>Image-Making Through the Ages: Signs and Symbols</p>	<p>British Museum: Artifacts of Egypt, Greece, and Rome</p> <p>National Portrait Gallery: Tudor Rooms</p> <p>Evening Theatre Performance</p>	<p>9:30-11:00: FIE classroom</p> <p>1:00-4:00: British Museum and National Portrait Gallery</p> <p>7:00: evening theatre performance, TBA</p>
WED 13	<p>The Origins of Haute Couture & Fashion Branding Charles Frederick Worth From Dressmaker to Style Creator Origins & Psychology of Fashion Branding</p>	<p>V&A introduction and overview Curators fashion tour</p>	<p>9:30-11:00: FIE classroom</p> <p>1:00-3:00: Victoria & Albert Museum</p>

THU 14	Day Trip to Bath Fashion history overview, including the “2015 Dress of the Year”	Fashion Museum Architectural Tour Roman Baths	9:00: Meet for all day trip to Bath
FRI/SAT/SUN, May 15- 17, FREE LONG WEEKEND			
WEEK #3: The Business of Fashion			
MAY 18-23			
EXPLORING A VARIETY OF FASHION INDUSTRY BUSINESS MODELS DEVELOPING YOUR OWN FASHION DESIGN IDEAS			
Date	Lecture and Discussion Topic	Activities	Schedule
MON 18	Fashion Objects: Student Research & Analysis Creating your Research Portfolio 17th Century Art and Design	Student Presentations Wallace Collection	9:30-11:00: FIE classroom 1:00-3:00: Wallace Collection tour
TUE 19	Fashion, Gender & Identity Roles & Clothes for Men & Women Fashion Subcultures	Savile Row: Introduction and tour of a Savile Row tailor shop Evening Theatre Performance	9:30-11:00: FIE classroom 1:00-3:30: Historic Walk of the Fashionable Male Jermyn Street, Savile Row and Soho 7:30: Evening Theatre Performance , TBA
WED 20	Haute Couture & Corporate Fashion The Ethics of Consuming Clothes Fashion and it’s Modern Meaning	Savile Row: meet with marketing executive at Abercrombie and Fitch	9:30-11:00: FIE classroom 1:00-3:00: Meet with fashion business representatives at Abercrombie and Fitch
THU 21	Fast Fashion The Good and Bad of the Fast Fashion Business Model	Meet with fast fashion industry representative: fast fashion production, sales, and marketing Evening Theatre Performance	9:30-11:00: FIE classroom 1:00-3:00: Meet with fashion business representatives at fast fashion franchise 7:30: Evening Theatre Performance, TBA
FRI 22	Tools of the Trade that Make Ideas Reality: Fashion Sketching, Collage, and Drawing Technical Flats	Sabina Motasem: Trade secrets of a couture dress business	9:30-11:00: FIE classroom 1:00-4:00: Meet with Sabina Motasem

SAT 23	Vanderbilt Alumni and Student Tea		Date and time TBA
SUN 24	FREE DAY		
WEEK # 4: Exploration of Additional topics and resources			
MAY 25- 30			
EXPLORATION OF A VARIETY OF RELATED TOPICS AND WORK ON FINAL PROJECTS			
Date	Lecture and Discussion Topic	Activities	Schedule
MON 25	<p style="text-align: center;">TBA museum exhibit: Lecture & discussion of related topic</p> <p style="text-align: center;">Student Presentations: Fashion and Art Discoveries</p>	TBA Museum Exhibit	<p>9:30-11:30: FIE classroom</p> <p>1:00-3:00: Museum outing</p>
TUE 26	<p style="text-align: center;">Harry Potter Studio Tour Exploring the Art and Design of the World of Harry Potter</p>	All day train trip to the Harry Potter Warner Brothers Studio Tour	9:00 AM: train trip to Harry Potter Studio tour
WED 27	<p style="text-align: center;">Fashion Photography Fashion and life through the lens of the camera. What is the effect and impact?</p>	Fashion photography exhibit	<p>9:30-11:30: FIE classroom</p> <p>10:30-11:30: 20th century fashion history guest lecturer Jenny Good on British fashion photographers and their impact</p> <p>1:00-3:00: fashion photography exhibit</p>
THU 28	<p style="text-align: center;">Student Designs & Research Portfolio and Project Presentations</p>	TBA Excursion	<p>9:30-11:00: FIE classroom</p> <p>Evening: End of semester banquet for all Vanderbilt students</p>
FRI 29	Project Completion		9:30-11:00: FIE classroom
SAT 30	STUDENTS DEPART		