

BUF 1101: Introduction to the Fashion Industry (Fall'19)

Fashion Industry Research Paper (5 pp)

Your paper will:

- A. Identify a topic or an issue in the fashion industry. Topics or issues can include: diversity/inclusion in the fashion industry (body size, race, social class, religion/modesty, gender, LGBTQ, cultural appropriation as well as the lack of diversity in the board room and the runway to digital editing in fashion magazines), a focus on an innovative designer, a deeper look at a particular fashion theory of adoption (explore how this relates to streetwear, for instance), sustainability in fashion, textiles, etc. Remember that the fashion industry includes beauty—skin, nail and hair care, color cosmetics, fragrance (have you ever heard of Madam C.J. Walker?);
- B. Explain why this topic/issue is important. Here you can include a personal viewpoint and evaluation/analysis;
- C. Explain how this topic/issue manifests in the fashion industry. Must use concrete examples and must use material from the textbook and/or other sources to support your argument/thesis;
- D. Describe the impact this topic/issue has on the fashion industry;
- E. Describe the impact on consumers, if any;
- F. Take a stand in your paper! For instance: “I believe that more women should have leadership roles in the fashion industry, and research shows that having women on your board increases profits...” (and then make suggestions for change—how can this issue be resolved/how can the impact be minimized/maximized—back up with sources) or “The designer Jane Doe revolutionized women’s wear in the 1950s with her new silhouette and bold use of colors and textures...” (and then back this up with sources);
- G. Incorporate relevant library research databases for research.

Format:

- Use headings between each of your paper sections to help organize the material: Introduction (with a clear thesis statement), Appropriate headings in the body of the paper that pertain to your topic/issue, Conclusion;
- Write in detail and description - you can include your opinion in this paper;
- Must be APA in-text citation and references; Use ***Purdue OWL*** as a guideline to writing in APA format;
Link to Purdue OWL - <https://owl.purdue.edu>
- Five pages, double-spaced, normal margins, Times New Roman, 12-point font. Please do not put any extra space between paragraphs/headings. The reference page does not count in the five-page requirement.

Please note that any visuals (photos, charts, graphs, etc.) are *in addition* to the five-page paper. APA format for documentation should be carefully followed. Be sure to use the Writing Center to proof read your work. Use the library databases and contact your library liaison should you need assistance. Language will also be part of the grading component such as grammar, spelling, punctuation, and vocabulary. Be sure to include the terminology from the textbook.

This paper is to be presented orally, and presentation should be approximately 5 minutes in length. All students must partake in the presentation.

** used for AIRE writing assessment Fall 2019.*