



NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS

BUF 3310 CONTEMPORARY DESIGNERS AND LUXURY MARKETS

Prerequisites: BUF 3100, SBS 3201

Credits: 3

INSTRUCTOR:

Faculty Office:

Office Hours:

Office Phone:

E-mail:

Meeting Date/ Time:

Room:

COURSE DESCRIPTION:

Examines the aesthetics of major fashion designers from the 19th to the 21st centuries through lecture and study of museum clothing collections.

Students will gain knowledge of historic fashion influences with application to contemporary and future fashion apparel.

LEARNING OUTCOMES:

Upon successful Completion of this course, students will be able to

| Outcome | Assessment |
|---|--|
| Integrate past designers' styles with current fashion and fashion designers | Class discussion, <i>Designer Paper & Presentation</i> |
| Effectively discuss distinctions of fashions among different time periods and styling | Class discussion, reading current events, <i>Designer Paper & Presentation</i> |
| Apply critical thinking skills and appropriate design terminology to an analytical study and comparison among selected designers. | Class discussion, course work, <i>Designer Paper & Presentation</i> |
| Demonstrate knowledge of the key aesthetic and major style contributions of selected designer | Class discussion & midterm examination |

GENERAL EDUCATION LEARNING OUTCOMES

| Outcome | Assessment |
|---|--|
| Locate, interpret, and critically analyze appropriate resources used in historical research | Research and writing of <i>Designer Paper & Presentation</i> |

| | |
|--|--|
| Derive solutions to problems through processes of visual communication and perception. | Class discussion, Research and writing of <i>Designer Paper & Presentation</i> |
| Synthesize information into a usable form to further understand culture | Class discussion, Research and writing of <i>Designer Paper & Presentation</i> |
| Build knowledge based on concepts, principles, theory, and creative connections | Class discussion, current events, course work, midterm & final examinations |

RECOMMENDED TEXTBOOK:

ASSESSMENT AND GRADING:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. A student's score is converted into a percentage and a grade will be assigned using the scale listed below.

GRADING ASSIGNMENTS

| | |
|------------------------------------|-------------------|
| 5 Current Event Projects (20 each) | 100 points |
| Designer Project/Presentation | 200 points |
| Midterm Exam | 100 points |
| Final Exam | 100 points |
| Total | 500 points |
| Participation | 10% |

PROCESS FOR EVALUATION

| | |
|-------------------|--|
| Outstanding (A) | work exceeds the grading criteria. |
| Good (B) | work met all grading criteria, performed to top standards. |
| Average (C) work, | met all but one or two of the grading criteria. |
| Below Average (D) | work met only one or two of the grading criteria. |

GRADE SCALE

| | | |
|----|---|----------------|
| A | = | 93 – 100 |
| A- | = | 90 – 92.9 |
| B+ | = | 87 – 89.9 |
| B | = | 83 – 86.9 |
| B- | = | 80 – 82.9 |
| C+ | = | 77 – 79.9 |
| C | = | 70 – 76.9 |
| D | = | 60 – 69.9 |
| F | = | 59.9 and below |

COURSE POLICIES AND PROCEDURES:

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade.** Coming to class is NOT participation.

Participation involves:

- **Active Learning.** Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

NO LATE WORK POLICY:

Assignments and projects are due at the beginning of class as scheduled. NO LATE work will be accepted. Assignments delivered to the Faculty Office will *not* be accepted.

GUIDELINES FOR WRITTEN ASSIGNMENTS:

All papers MUST be typed. A page is the equivalent of a 1.5 line-spaced 8.5 x 11-inch paper with one-inch margins using 12- point type. Follow the page length guidelines for each assignment and number each page. All work MUST contain the student name(s) and email address(es), the course name and number, the date the assignment is *submitted*, and the name of the assignment.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.
- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

Written work must be word processed/typed on standard size 8 1/2" by 11" paper in black ink in Times New Roman font. All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.

EMERGENCIES:

In the case of an emergency, you may submit your assignment the following class day. For once a week courses you may e-mail your assignment to me prior the start of the class to get full credit. Documentation on Professional Letterhead of the emergency will be expected. Coming late to class does not constitute an emergency.

COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):

See standard policy document

SCHEDULE OF TOPICS:

The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials. When reviewing for an examination be certain to review end of chapter questions in addition to lecture notes and questions listed here.

| SESSION | TOPIC | ASSIGNMENT |
|----------|--|-------------------|
| Week 1: | Gabrielle "Coco" Chanel / Karl Lagerfeld | |
| Week 2: | Christian Dior / Raf Simons | |
| Week 3: | Halston / Marios Schwab | |
| Week 4: | Saint Laurent | |
| Week 5: | Ralph Lauren | |
| Week 6: | MIDTERM EXAMINATION/ESSAY | Essay due |
| Week 7: | Hedi Slimane | |
| Week 8: | Versace / Vera Wang | |
| Week 9: | Giorgio Armani / Diana Von Furstenburg (DVF) | |
| Week 10: | John-Paul Gaultier | |
| Week 11: | Alexander McQueen / Marc Jacobs | |
| Week 12: | Tom Ford / Calvin Klein / Francisco Costa | |
| Week 13: | BURBERRY / Christian Bailey | |
| Week 14: | Michael Kors / Stella McCartney / Jason Wu | |
| Week 15: | Final Examination | Final Project Due |

BIBLIOGRAPHY:

- Benbow-Pfalzgraf and Richard Martin, eds. *Contemporary Fashion*. 2nd Ed. Detroit: St. James Press, 2002
- Black, Sandy, ed. *Fashioning Fabrics: Contemporary Textiles in Fashion*. London, Black Dog, 2006.
- Braddock, Sarah and Marie O'Mahony. *Techno Textiles 2*, rev. ed. London: Thames & Hudson, 2005.
- Elsasser, Virginia H. *Textiles: Concepts and Principles*, 2nd ed. New York: Fairchild, 2005.
- Gale, Colin. *Fashion and Textiles: An Overview*. New York: Berg, 2004.
- Gigi Ekstrom, Margaret. *Fashion Marketing*. New York: McGraw Hill/Glencoe, 2006.
- Goworek, Helen. *Careers in Fashion and Textiles*. Ames, IA: Blackwell Pub., 2006.
- Laver, James. *Costume and Fashion: A Concise History*. New York: Thames & Hudson, 2002.
- Mauro, Lucia and Kathy Siebel. *Careers for Fashion Plates & Other Trendsetters*. Blacklick, OH: McGraw Hill, 2002.
- Rosenau, Jeremy A. and David Wilson. *Apparel Merchandising: The Line Starts Here*. New York: Fairchild Publications, 2001.
- Steele, Valerie. *Fifty Years of Fashion: New Look to Now*. New Haven: Yale University Press, 2006.
- Tortora, Phyllis G. *Understanding Textiles*, 6th ed. Upper Saddle River, NJ: Prentice Hall, 2000.

SAMPLE TERM ASSIGNMENT:

Your store is preparing a “Fortnight Festival” (a two-week promotion) honoring three of the world’s great designers. This promotion will run throughout the store covering all departments.

You are responsible for:

- Preparing the store layout and display featuring contemporary garments and accessories which were inspired by each of the great designers you are featuring
- Advertising copy

PART 1:

In the area of apparel and accessories you will create a department for each of the designers.

- In each department you will describe with a written report why each designer is considered a “great”?
- include images of the designer and examples of their style.
- What are the characteristics of this designer’s aesthetic that translates to your store today?

You will stock each department with clothing and accessories from current collections of contemporary designers and brands that are inspired that particular designer featured in the department. Each department will have 20 products including garments and accessories.

PART 2:

You will provide the local newspaper with the written details of your promotion.

The copy should answer the following questions:

- Where will the promotion will be held?
- When it will begin and end?
- Who is being promoted?
- Why is each great designer significant both then and now?
- What will be featured in product and incentives to shop?
- How you are setting up the departments with products and décor?

FORMAT AND PAPER REQUIREMENTS:

This project should be 8 to 10 pages (not less than 8 pages) in length, double-spaced, 12 point font, Times New Roman, and should follow the APA format for documentation, not including visuals. All visuals should be presented at the end of the research project.