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**Mon/Wed 4-5:15pm, Room N1019**

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**COURSE OUTLINE FOR INTRO TO THE FASHION INDUSTRY: Spring 2019**

**Introduction to the Fashion Industry (BUF 1101-D010)—3 credits/3 hours**

**Pre-requisites & Co-requisites:** MKT 1210 & MKT 1214

**Required Textbook:** *Dynamics of Fashion* (4<sup>th</sup> edition), Elaine Stone, Fairchild Publishing, 2013.

**Course Description/Overview:** The course introduces you to the elements of merchandising in the fashion industry. It encompasses the major segments of fashion merchandising: textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers. The role of technology and the dynamics of fashion retailing in the age of the Internet is also emphasized. Students will develop an understanding of how the business of fashion has evolved into the fast-paced multimedia global entity that we witness today. Consequently, whenever possible, you will be expected to adopt visual merchandising technologies and multimedia techniques for your activities in this course. Aspects of 21<sup>st</sup> century marketing are integral to an understanding of this subject.

**Learning Objectives – Course Specific:**

- Understand the major segments of the fashion industry, including textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers.
- Develop an overview of the fashion merchandising process from the raw materials through production and distribution and (into the final phase) the product created for the end user or consumer.
- Describe the role of the designer, fashion editor, fashion show producer, and merchandiser (or retailer) into the entire system.
- Understand the role of technology in 21<sup>st</sup> century fashion.
- Understand how business as well as social and cultural trends affect the fashion industry.
- Understand the global implications of fashion.
- Develop an overview of the diverse career opportunities available in the fashion industry. Analyze how the process of change (including fashion change) affects and is affected by dress across time and cultures.

### Learning Objectives – General Education:

- Foster an inquisitive mind that includes perspective taking and the ability to see relations in context.
- Locate, interpret, and critically analyze appropriate resources.
- Derive solutions through processes of communication and negotiation.
- Understand and evaluate value/moral systems in a social structural context that are part of organization, institutions, and cultures.

### Student Learning Outcomes – Course Specific:

- Demonstrate knowledge of the primary, secondary, and ancillary levels of the fashion industry and the use of Quick Response in these areas.
- Evaluate the interrelationship between the domestic and international fashion markets and their significance to the fashion industry.
- Develop knowledge of fibers, yarns, cloth construction, finishes and textile terminology necessary to determine quality of fabrics.
- Illustrate the importance of studying consumer behavior and its impact on merchandising strategies.
- Distinguish the relationship between fashion forecasting and the design and development of collections, lines and private label merchandise.
- Outline the various career opportunities in the fashion industry.

### Student Learning Outcomes – General Education:

- Effectively communicate ideas in written, oral, visual, and mathematical forms using appropriate technology.
- Develop critical thinking skills that move freely between core business principles and industry specific objectives.
- Develop professional level skills in the areas of comprehensive reading, writing and analytical skills.
- *Writing Related Goals-1)* Learn how to conduct research using databases and 2) develop the ability to describe and analyze an ethical problem and suggest possible solutions (final research paper assignment).

**CUNY's Academic Integrity Policy:** *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion. **Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise. **Plagiarism** is the act of presenting another person's ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list: **Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the Internet without citing the source, and "cutting and pasting" from various sources without proper attribution.

For a more detailed explanation, you can find the full **Academic Integrity Policy** here: [http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

<b>Class Meets</b>	<b>Allowable Absence(s)</b>
1 time/week	2 classes
2 times/week	3 classes
3 times/week	4 classes

***Excessive absence/lateness will affect your grade.***

**Grading Policy:**

The final term grade will be based on the following criteria:

1. Fashion Diversity research paper 25%
2. Class participation 25% (includes homework assignments and in-class work)
3. Midterm 25%
4. Quizzes 25% (six quizzes will be given, with the lowest score dropped)

**Grading System:** All grades will be based in proportion to the following 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

**Assessment Methods:** Quizzes, Fashion Diversity Research Paper, Midterm, Class Participation.

**Course Technology/Resources:** Blackboard, textbook website, OWL

**Blackboard:** As a City Tech student, it is necessary to become familiar with Blackboard, the online instructional software. In order to learn more about Blackboard, visit the City Tech web support team in room G600 or call 718.254.8565 to find out about workshops for students. You may also visit, (use link below), for a Beginner's Guide to Blackboard.

<http://websupport1.citytech.cuny.edu/websupport1/lt/online/index.htm>.

The best thing is to go to G600 and sign up for a workshop on how to use Blackboard. Important: Be sure to register at the CUNY Portal if you need a CUNY Portal ID to access Blackboard and other online resources. Go to <http://www.cuny.edu>, click on: “Portal Log in”, then click on “Create a new account”, then follow instructions.

O.W.L.: When you want to review references on how to write, the Online Writing Lab (OWL) is a good resource on writing almost anything. It is maintained by Purdue University. **Use it often!** <http://owl.english.pu>

**Expectations:**

Students are expected to contribute to the class learning experience by participating in general class discussions. This will require reading the assignments in advance and then *actively participating during the class session*. Participation also includes asking questions or asking for clarification on course material or assignments!

Students are required to take in-class quizzes, write a fashion diversity research paper (to be discussed in class), and complete the midterm exam.

**Class Schedule:**

**Week One:**

- Jan 28/Mon            Welcome! Review syllabus
- Jan 30/Wed            Be prepared to discuss CH 1 “A Century of Fashion” from *Dynamics of Fashion* (DOF),  
  
                                 \*assignment due (tignon head wrap)

**Week Two:**

- Feb 4/Mon            Continue to discuss CH 1
- Feb 6/Wed            Be prepared to discuss CH 2 “The Nature of Fashion”

**Week Three:**

- Feb 11/Mon            Be prepared to discuss CH 3 “The Environment of Fashion”
- Feb 13/Wed            QUIZ (CH 1, 2, 3), Be prepared to discuss CH 4 “The Movement of Fashion”

**Week Four:**

- Feb 18/Mon            No Class-College Closed

Feb 20/Wed Be prepared to discuss CH 5 “The Business of Fashion”  
\*assignment due (interviews)

**Week Five:**

Feb 25/Mon Be prepared to discuss CH 6 “Textiles: Fibers and Fabrics”

Feb 27/Wed QUIZ (CH 4, 5, 6) Be prepared to discuss CH 7 “Leather and Fur”  
\*Discuss research paper assignment

**Week Six:**

March 4/Mon ***Library Research Session***

March 6/Wed Be prepared to discuss CH 8 “Product Development”

**Week Seven:**

March 11/Mon Be prepared to discuss CH 9 “Women’s Apparel”

March 13/Wed QUIZ (CH 7, 8, 9) Be prepared to discuss CH 10 “Men’s Apparel”  
\*Topic for research paper due

**Week Eight:**

March 18/Mon Be prepared to discuss CH 11 “Children’s & Teens’ Apparel”

March 20/Wed ***Review for Midterm***

**Week Nine:**

March 25/Mon **Midterm Exam**

March 27/Wed Be prepared to discuss CH 12 “Innerwear, Bodywear, Legwear”

**Week Ten:**

April 1/Mon Be prepared to discuss CH 13 “Accessories”

\*Research paper thesis and sources due

April 3/Wed QUIZ (CH 11, 12, 13) Be prepared to discuss CH 14 “Beauty”

**Week Eleven:**

April 8/Mon Be prepared to discuss CH 15 “Home Fashions”

April 10/Wed Guest Speaker: Fashion designer, Allan Virgo

**Week Twelve:**

April 15/Mon QUIZ (14, 15) Be prepared to discuss CH 17 “Global Sourcing & Merchandising”

April 17/Wed Be prepared to discuss CH 18 “Fashion Retailing”

**Week Thirteen:**

April 22/Mon SPRING BREAK

April 24/Wed SPRING BREAK

**Week Fourteen:**

April 29/Mon Film: “Fresh Dressed”

May 1/Wed QUIZ (CH 17, 18), Be prepared to discuss CH 20 “Fashion Auxiliary Services”

**Week Fifteen:**

May 6/Mon Presentations

May 8/Wed Presentations

**Week Sixteen:**

May 13/Mon Presentations

May 15/Wed No Class (Reading Day)

**Week Seventeen:**

May 20/Mon Presentations

May 22/Wed Presentations, Research Paper DUE (in class)

## **Introduction to the Fashion Industry/BUF 1101**

Engagement Writing Assignment, due Feb. 20<sup>th</sup>/Wed. (in class)

Students will interview **two people** (grandparent, family member, family friend, neighbor, etc.) who were adults *30 years ago*. Ask participants how fashions mirrored the times of 30 or more years ago, reflecting on:

- How they lived and what were their beliefs: Urban, suburban, rural? Conservative/liberal?
- Their values—what was important to them: education? Career? Trade/business/entrepreneur? Family?
- The degree of rigidity in the class structure: How was that reflected in how they dressed? What they considered appropriate?
- Ask them what activities they participated in—social, religious, political, etc.

### **Format:**

At least two pages, typed, double-spaced, 1" margins, 12 point font. Bring hard copy to class, will report findings to class and turn in assignment. List the questions you asked participants and write out their answers—this can be done using bullet points. At the end of the paper, you should draw conclusions based on material in chapters one and two of the textbook.

### **Grading:**

This is a low-stakes writing assignment and will not be given a formal grade. However, it will count toward class participation since students will report findings to class, and there will be a class discussion.

Late papers not accepted.

# BUF 1101: Introduction to the Fashion Industry

## Diversity in the Fashion Industry Research Paper (5 pp)

The term paper will cover the following areas:

- A. Identify an issue that is related to diversity in the fashion industry. Issues of diversity can include: 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, etc. Remember that the fashion industry includes beauty—skin, nail and hair care, color cosmetics, fragrance;
- B. Why is this issue important? What are some of the **core beliefs** that lead to the problem? (the belief that a thin body is better, for instance, or men are naturally better at finance). Here you can include a personal viewpoint and evaluation;
- C. How does this issue manifest in the fashion industry? Examples? Use **theories from the textbook** to support your argument: theory of cultural appropriation, upward flow theory of fashion adoption, etc.;
- D. Describe the impact this issue has on the fashion industry (lost revenue, brand image, etc.);
- E. What is the impact on consumers? Can it impact their **core beliefs**?
- F. **Take a stand in your paper!** (“I believe that women have a place in the boardroom, and research shows having women on your board increases profits...”) And then make suggestions for change: how can this issue be resolved or how can its negative impact be minimized?
- G. Use library research databases for research.

**Also to be included:**

- Headings between each of the above sections: Introduction, Diversity Issue (A, B, C), Impact on Fashion Industry, Core Beliefs, Theories, (D), Impact on Consumers (E), Suggestions for Change, (F) Conclusion;
- Write in detail and description. Must be APA in-text citation and references;
- Five pages, double-spaced, normal margins, 12-point font.

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 liaison should you need assistance.

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



*\*to be used in GenEd assessment (ethical reasoning), Spring 2019.*

**Extra Credit Assignment (*not required*)**  
**Introduction to the Fashion Industry**

Assignment due by **May 1, 2019**

Requirements:

1. Visit an exhibit in NYC (or elsewhere if you're traveling)
2. Describe exhibit
3. What about the exhibit was interesting to you?
4. Does it relate to anything we've discussed in class? (does the exhibit have examples of "classics," for instance?)
5. 3 pages minimum, double-spaced
6. Must include museum ticket/receipt with the assignment

Up to 3 points added to final grade. Points vary according to quality of student's work.

**Check Out:**

**1. FIT Museum**

<https://www.fitnyc.edu/museum/>

- **Exhibitionism: 50 Years of the Museum at FIT** (Feb 8-April 20)
- **Fabric in Fashion** (Dec 4-May 4)
- **Check website for exact dates**
- **Free admission**

**2. The Museum of the City of New York**

<http://www.mcny.org/>

**3. The Metropolitan Museum of Art (MET)**

<https://www.metmuseum.org/>

**Please email me if you have questions about this assignment or ask those questions in class!**