Course Description:
The fashion industry’s need to navigate the complex demands of globalization and technology requires a creative approach that connects business, design and innovation. This course is designed to provide students interested in the fashion industry the understanding between the essential connections of:

- Brand development;
- Creativity and innovation;
- Competition and how to effectively navigate;
- Changing consumer demographics and their evolving spending habits;
- Globalization and its impact on brand perception, product, pricing and promotion.

We will also explore fashion’s role in history, the arts and pop culture and how they each interface with:

- Current trends and their business cycle;
- Strength of digital and social media and its impact on consumer behavior;
- Corporate social responsibility and its impact on individuals, company and industry as a whole;
- Entrepreneurship and how to take a business idea through all stages of development from conceptualization to reality;

Course Objectives and Goals:
Provide a comprehensive overview of the fashion industry in its entirety prior to your contemplating your specific role and/or opportunity in the retail business:

- Demonstrate, through project work, analysis and discussion, the importance of balancing both creative vision and commercial savvy in creating a successful enterprise
- Maximize learning and participation through experiential, project based team and individual work, supplemented with selected readings for context, cultural and historical perspective
- Understand the power of combing and balancing business perspective and academic expertise
- Build on how current events, with historical perspective, can aid in individual reflection and strengthen the dynamics of working as part of a team
**Evaluation Criteria/Deliverables:**
40% timeliness, attendance (class and panel event) and overall participation
30% intermediate projects and deliverables
30% final project

Students are required to complete four projects that engage directly with aspects of the fashion industry. There will be one individual project, one paired project, and two team projects. All submissions will be graded on both the written and oral work. Please note, all projects and deliverable will be shared with fellow students in the Practicum. Our collective work will inform and strengthen our overall knowledge.

Students are assigned weekly readings and are required to submit responses in an email attachment to both professors by the Monday before class at noon. Responses should include 3-5 bullet points on the business readings, 3-5 bullets on the interdisciplinary readings, a paragraph (fewer than 300 words) summarizing how the readings relate and 3-5 questions that you would like to address in class. We are interested in the synthesis of the reading, not simply a summary. We ask that you recap how the information in the readings might be relevant to the subject matter that we will be discussing.

If you cannot submit your work on time, you must inform us so that we may agree on a revised date for submission. Work submitted late without notification and missed assignments will adversely impact your grade.

**Grading system for Reading Response Guide:**
- Check-plus (√+) — equivalent to an A or an A-;
- Check (√) — equivalent to a B+ or B;
- Check-minus (√-) — equivalent to a B- or lower.

All responses will be evaluated as part of your total work in the class.

**Lateness and Attendance Policy:**
If you know that you will be late to class or absent, please make the effort to email us in advance. Absences due to illness, family emergency, etc., will be excused if properly documented. More than one unexcused absence will cost you one letter grade.

**Incompletes:**
If you find that you will not be able to complete the course work by the end of the semester, please speak with the professors before the end of the semester.

We will schedule individual midterm meetings to discuss your work and address any questions or issues.
**Academic Integrity:**
As a Gallatin student, you belong to an interdisciplinary community of artists and scholars who value honest and open intellectual inquiry. This relationship is dependent upon mutual respect, responsibility and integrity. Failure to uphold these values will be subject to severe sanction, which may include dismissal from the university. Examples of behaviors that compromise the academic integrity of the Gallatin School include:
- Plagiarism
- Elicit collaboration
- Recycling coursework
- Cheating

Please consult the Gallatin Bulletin or Gallatin website (http://gallatin.nyu.edu/academics/policies/integrity.html)

**Weekly Required Reading:**
- www.businessoffashion.com
- www.style.com
- www.luxurydaily.com
- www.jingdaily.com
- The New York Times Thursday and Sunday style sections (monthly Friday Men’s style section)

**Required Texts/Subscriptions:**
- Women’s Wear Daily (wwd.com; student rate $49.00 for 16 weeks)
- Additional required readings will be posted on NYU Classes or distributed in class. In addition, you should be reading a variety of fashion magazines and blogs.

Note: Laptops and other electronic devices are permitted in class solely for note taking.

**Reading Response Guide:**
The four-part response format is to be followed for each response:
- A short paragraph summary of each reading with annotation of author, title, place of publication
- List two to three key things that you specifically want to remember from each reading (bullet response)
- Discuss how the information in each reading might be relevant to issues or to the subject discussed in the same day’s class, previous class, or upcoming class

If you cannot submit your work on time, you must inform the professors so that we may agree on a revised date for submission. Work submitted late without notification and missed assignments will adversely impact your grade.

Send your responses as an email attachment to both professors. The goal of the response is to articulate information, develop questions, ideas and challenges that are relevant to the reading.
<table>
<thead>
<tr>
<th>SESSION 1/ Tuesday, September 6</th>
<th><strong>SESSION</strong></th>
<th><strong>REQUIRED READING/VIEWING</strong></th>
<th><strong>PROJECTS, DELIVERABLES, COMMENTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic: Introduction to the Fashion Practicum</strong></td>
<td><strong>Readings:</strong></td>
<td><strong>Assign Project 1: Fashion/Retail Pioneers (individual)</strong></td>
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<tr>
<td>- Introduction</td>
<td>- NY Times, October 14, 2015, Should Fashion Be Politically Correct?</td>
<td>- Written presentation due Monday, September 19</td>
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<tr>
<td>- Review of course objectives and goals</td>
<td>- BOF, August 23, 2015, Is Fashion Education Selling a False Dream?</td>
<td>- Oral presentation to class</td>
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<tr>
<td>- Review syllabus, readings</td>
<td>- BOF, Education Report, Balancing Business and Creative Learning</td>
<td>o Tuesday, September 20 (1-10)</td>
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<tr>
<td>o Written requirements</td>
<td>- Financial Times, August 29, 2014, Why Fashion Matters</td>
<td>o Tuesday, September 27 (11-20)</td>
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<tr>
<td>o Grading system</td>
<td>- BOF, January 9, 2015, Do Fashion Trends Still Exist?</td>
<td>o Power-point presentation</td>
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<td>o Discuss projects (total 4)</td>
<td>- Aeon Essays, Why Does Philosophy Hold Clothes in Such Low Regard?</td>
<td>o 5-7 minutes in duration</td>
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<td>▪ Individual</td>
<td>- The Atlantic, September 1, 2015, “The King of Couture, How Louis XIV invented fashion as we know it”</td>
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<td>▪ Paired</td>
<td>- The Anatomy of Fashion, Colin McDowell, 2015; Intro and pages 14-17, 146-149 [PDF in Classes]</td>
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<td>▪ Team</td>
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<td>- Discussion “News of the Week”</td>
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<td>o Fashion happenings</td>
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<td>o Brands/People</td>
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<td><strong>Discussion:</strong></td>
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<tr>
<td>- How would you define your own fashion style?</td>
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<td>o What three words best describe your style</td>
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<tr>
<td>o What does it mean to you?</td>
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<tr>
<td>o Are you a trend follower?</td>
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<td>- Who is your favorite designer, brand, store?</td>
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<td>- What are some pressing issues facing fashion today?</td>
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**Introduction to next week’s topic: Fashion Designers in Turmoil**
SESSION 2/ Tuesday, September 13

**Topic: Designers in Turmoil; Buy-Now-Wear-Now, a new approach to Fashion**

- How would you describe the current state of fashion?
- What has caused the recent number of designer changes/resignations? How are the design houses dealing with these changes?
- What makes a designer relevant? What do you believe to be the future of fashion shows?
- What is the consensus of reducing timelines for fashion introduction?
- What are some common traits among the designers interviewed in *Fashion Lives*?
- Does the fashion system destabilize designers?

**Introduction to next week’s topic: What Makes a Brand?**

**Readings:**

- “Fashion World Fears Designer Burnout” The Guardian, November 2015
- “These Two Guys Are Changing How We Think About Fashion” NY Times, April 12, 2016
- “Fashion Industry, Faces Disruption from Outside-And From Within” FT, May 22, 2016;
- “Think Tank: Buy-Now-Wear-Now, a new approach to Fashion” WWD April 27, 2016;
- “The Future of the Fashion Show” Runway, Vogue;
- *Fashion Lives* (2015) Fern Mallis (pp. 9-49; 74-91; 180-207; 246-289; 416-441) [PDF in Classes]
- *Ladies Paradise*, begin reading the novel; discussion around Chapter 10, Oct. 4, Session 5
- Ralph Lauren’s American Dream, Racked, July 26, 2016

**Assign Project 2: Industry Leader Interview (groups)**

- Contact interviewee; schedule interview time; organize questions, etc.
  - Oral presentation scheduled Tuesday, October 18
  - 5-7 minutes in duration
  - Prior to your meeting:
    - Conduct research on your interviewee
    - Provide 20 questions for review by September 20 (Session 3)

**Distribute applications for Panel Moderator**

- Applications due back on Tuesday, September 20
SESSION 3/ Tuesday, September 20

**Topic: What makes a brand?**

- What makes a brand? ...
  - What is the DNA of the brand?
  - Why is branding necessary?
  - Does the brand fill a void in the marketplace? In the psyche of the consumer?
  - Mission Statement – why is it necessary
- What else besides product creates a brand’s ethos?
  - How does the “chatter” around a brand contribute to the ethos?
- Why are so many fashion brands suffering?
- Wholesale vs. retail (DOS), benefit or curse?
- How are brands positioning themselves in today’s marketplace?
  - Uber luxury
  - Luxury
  - Affordable luxury
  - Fast Fashion
- What part does advertising and social media play in a brand’s development?
- How can a brand manage over-proliferation?

**Readings:**

- “8 Critical Brand DNA Questions to Answer” Go To Market Strategies;
- “Creating a Fashion Brand” Fists of Fury, Martin O’Toole;
- “Distinguishing your Brand in a Saturated Fashion Market” Not Just a Label;
- “Vetements and the exaggerated death of Wholesale” Loose Threads, June 25, 2016;
- Queen of Fashion, Carolyn Weber; Intro-page 46; afterword [PDF in Classes]
- Inside Chanel: view the short films on the timeline
- Francesca Bellettini on Saint Laurent in the Post-Hedi Slimane Era, BOF, April 25, 2016

**Project 1: Fashion Designer Presentation (individual) 1-10**

- Written presentation submitted by Monday, September 19
- Oral presentation delivered to class
  - Power-point presentation
  - 5 minutes in duration

Questions due today for review (send via email)

**Applications for Panel Moderator due today**

**Introduction to next week’s topic:**

*Fast Fashion and its impact on workers, designers, high street retailers*
### SESSION 4/ Tuesday, September 27

**Topic: Fast Fashion and its impact on workers, designers, high street retailers**

- How has “Fast Fashion” impacted the retail business?
- How can the stores/brands (i.e. The Gap, Luxury Brands) of today compete with the speed and prowess of the Fast Fashion leaders?
- How has supply chain and speed to market become a critical factor in performance and success of FF?
- Are speed and quality mutually exclusive?
- How have designer collaborations changed the customer’s appetite for high-end fashion?
- How do start-ups compete?

### Readings:

- “Fast Fashion Case Study” Harvard Business Review;
- “What Happens When Fashion Becomes Fast, Disposable and Cheap?” NPR, April 10, 2016
- “Planet Money Makes a T-Shirt” NPR
- “The True Cost” 2015 (stream on Netflix, Amazon Prime, etc.);
- “Affluent shoppers are abandoning traditional retailers — and now cheap fast fashion is taking over” Business Insider, January 31, 2016;
- “TRENDING Olivier Rousteing’s glamour army” The New Yorker, October 12, 2015
- Chanel Snaps Up 4 Companies to Secure High-End Silk Supplies, BOF, July 22, 2016

### Project 1: Fashion Designer Presentation (individual) 11-20

- Written presentation submitted by Monday, September 19
- Oral presentation
  - Power-point presentation for class
  - 5 minutes in duration

### Introduction to next week’s topic:

**Brick and Mortar vs. Internet Retailing: Is It All About The Experience of Shopping?**
SESSION 5/ Tuesday, October 4

Topic: Brick and Mortar vs. Internet Retailing; Is It All About The Experience of Shopping?

- Is the Internet the savior or the villain to retail today?
- What sort of research do you do prior to making a purchase via the web or in a brick and mortar store?
- How is store design influencing consumer’s shopping behavior?
- What services are being added back into stores to enhance the customer experience?
- How prevalent is the attitude of “experiential” shopping dominating retail?
- Internet retailing, what happens after you hit the buy button?

Readings:

- “Economist: Why Both Bricks and Clicks Matter Most at Retail” WWD, December 8, 2015;
- “Retail store system is broken: Luxury Institute” Luxury Daily, March 2, 2016;
- “Wooing and wowing Shoppers After They Hit the ‘Buy’ Button” WWD, April 11, 2016;
- "Ways Retailing is Failing-And How To Fix It" WWD
- The Store of the Future, BOF, July 10, 2016
- "Is Fashion Ready for the Experience Economy” BOF, March 24, 2016;
- Ladies Paradise, Emile Zola, 1883; Chapter 10
- Land of Desire: Merchants, Money, and the Rise of a New American Culture, William Leach, 1993; Chapter 10, Sell Them Their Dreams [PDF in Classes]

Guest Speaker:

Jeremy Bergstein, President of The Science Project
- What digital innovations are happening to make the brick and mortar store more relevant?

Assign Project 3: Evaluating a Brick and Mortar Store (pair)
- Written presentation due Monday, November 7
- Oral presentation on Tuesday, November 8
  - Power-point presentation
  - 5-7 minutes in duration

Introduction to next week’s topic: Fashion and Art: An Uneasy Alliance
SESSION 6/Tuesday, October 11

Topic: Art and Fashion: An Uneasy Alliance

• To quote a 2014 article from the WSJ: When an art-lover buys art, it's called "collecting." When a fashion enthusiast buys clothing, it's called "shopping."
• Shakespeare described fashion as “a deformed thief”
• Chanel said, “A dress is neither a tragedy nor a painting, it is a charming and ephemeral creation, not an everlasting work of art.”
• Fashion historian Valerie Steele: “Museums are filled with objects that were produced for one reason—a utilitarian reason or ritual reason—which have now become redefined as art....” Where does this place fashion?
• In 1993, sociologist Pierre Bourdieu wrote: “The work of art is an object which exists only by virtue of the (collective) belief which knows and acknowledges it as a work of art”

Introduction to next week’s topic:
It All Starts With Discovering “White Space”

Readings:

Read and/or watch the material we have provided in the Art & Fashion folder on Classes, and come to class prepared to discuss which collaborations/alliances between artists and designers/brands make sense to you from an esthetic point of view (in terms of the brand’s esthetic). In addition, you should choose 3 collaborations, including one that predates 1950) and learn, through research, which of these succeeded—and why—as business moves for the designers/brands.

NYT’s Style Section, July 1, 2016, Bill Cunningham Remembered
## SESSION 7/ Tuesday, October 18

**Topic: It All Starts With Discovering White Space**

- Identifying a business opportunity using multiple criteria:
  - Gender
  - Age
  - Customer demographic
  - Product void; Service void
- What is the challenge to remaining successful?
- What does it take to start a trend?
  - How to create it
  - Determine the lifecycle
- Is gender fluidity in fashion the latest marketing ploy or is it here to stay?
- How do the new business models proposed in Fashion Disrupter strike you? Inventive? Viable? Uninspired?

**Discussion on upcoming Project 4:**
- Building the “Next Great Thing”
  - Product
  - Service
  - Experience
  - Competition consideration
  - Digital vs. brick and mortar

**Readings:**

- “In Fashion, Gender Lines Are Blurring” NYT, August 19, 2015;
- “The Power to Start a Trend” WSJ, April 2, 2015;
- “Is Fashion’s Gender Blurring a One-Way Street?” Vogue, September 1, 2015;
- Fashion Disrupter
- “How Becca Got Its Glow Back” WWD, July 7, 2016,
- “Menswear and gender fluidity: Fashion fad or retail reality?” WGSN, May 9, 2016
- Online Marketplace for Unwanted Subscription Box Items Launches, WWD, July 7, 2016
- We Had Employees All Over the Country And It Didn’t Work, Fortune, July 6, 2016

**Introduction to next week’s topic:**
*Showroom visit: Shinola*

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**Project 2: Industry Leader Interview Presentation (team) 1-5**

- No written presentation necessary
  - Oral presentation
  - 10 minutes in duration

**Tomorrow: Panel Discussion**

6-8 PM

Jerry H. Labowitz Theatre for the Performing Arts

1 Washington Place
Ground Floor
New York, NY 10003
Panel Discussion/ Wednesday, October 19

Topic: Resale, Consign, Subscribe: Concepts That Are Redefining How People Shop
6-8 PM

Jerry H. Labowitz Theatre for the Performing Arts
1 Washington Place
Ground Floor
New York, NY 10003

Readings for Panel Discussion:

- “Want to Shop for a Surprise? Try a Subscription Box” NYTs, August 12, 2015,

- “This unique business model is taking over retail — and customers are saying they hate it” Business Insider, January 17, 2016,

- “Will the Sharing Economy work for Fashion?” BOF May 8, 2016;

- “The Age of Consignment” NYT, May 21, 2016;

- “Ranking the Resale Value of Designer Fashion Labels” WWD June 8, 2016

- “2nd Time Around Adds E-Commerce To Its Sales Options” WWD, June 22, 2016;

- Consignment websites turn designer cast-offs into cash, FT, July 11, 2016
### SESSION 8/ Tuesday, October 25

**Topic: Showroom visit: Shinola**

177 Franklin Street  
Street Entrance  
New York, NY 10013

- Experience the brand first hand in a "brand" controlled environment
- Understand the strategy behind the product categories
  - Design esthetic
  - Price-points
  - Classification focus
- Observe the brand’s culture
  - Language
  - Presentation speak
  - Showroom
  - Furniture
- Marketing strategy and new initiatives
- Go forward strategy
  - US expansion
  - Global expansion
  - Channels of distribution

<table>
<thead>
<tr>
<th>Readings:</th>
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<tbody>
<tr>
<td>&quot;Shinola Takes Its ‘Detroit Cool’ Message on the Road” NY Times, January 6, 2016;</td>
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<tr>
<td>“The Real History of America’s Most Authentic Fake Brand” Inc.,</td>
</tr>
<tr>
<td>“How Tom Kartsotis is Banking on America” BOF,</td>
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<tr>
<td>“FTC tells Shinola: Stop saying 'Where American is made’” Detroit Free Press, June 17, 2016,</td>
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**Introduction to next week’s topic:**

*The International Traveler and their impact on Global Retail*
### SESSION 9/ Tuesday, November 1

**Topic: The International Traveler and their impact on Global Retail**

- What impacts the way the international traveler shops?
  - Currency fluctuation (Brexit)
  - National Holidays
  - Health crises
  - Terrorism
- How has the composition of the international traveler evolved?
  - Chinese
  - Japanese
  - Russian
- How do marketing strategies differ for Western brands vs. Chinese brands?
- How does “authenticity” impact a purchase decision?
- How much does fashion consider cultural differences when marketing to the international traveler?
- What errors are being made with regards to international pricing, in-store associate behavior, marketing materials?

### Readings:

- “Think Tank: A New Paradigm In The International Retail Industry” WWD, October 14, 2015;
- “Airport Shopping, The Sixth Continent” The Economist;
- “China Falters and the Global Economy Is Forced to Adapt” NYT, August 27, 2015;
- “Travel Industry Wonders About Lasting Impacts From Recent Terrorism” WSJ Nov. 17, 2015
- “What impact will Russian politics have on the fashion industry?” Luxury Daily, Sept. 19, 2014
- “In Japan, Luxury Flourishes While Economy Flounders | Global Currents” BOF,
- “Paris in August — Bonnes Vacances! | Opinion, BoF Comment” BOF,
- “Hong Kong’s Luxury Brands Confronted by Changing Chinese Tastes” FT May 22, 2016;
- “The Price of Transparency” BOF, June 17, 2016;

### Assign Project 4: The Next Big Thing (5 teams of 4)

- Paragraph describing NBT due by email Monday, November 14, 6pm
- Write up of project due Tuesday, November 22
- Final Written presentation due Monday, November 28
  - Power-point presentation
  - Group Presentation made orally to the class
  - 10-15 minutes in duration

### Introduction to next week’s topic:

*Corporate Social Responsibility (CSR)*
<table>
<thead>
<tr>
<th>Topic: Corporate Social Responsibility (CSR)</th>
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<tbody>
<tr>
<td>• How are brands dealing with their social responsibility?</td>
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<td>• What is happening to all the excess clothing and products being produced and not sold?</td>
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<td>• If a company does not line up with your environmental views, would you be willing to forego purchasing something from the brand?</td>
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<td>• Ethical Fashion, is it real or imaginary?</td>
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<td>• How to balance ethical responsibility (provide jobs AND provide safe conditions and working wage)</td>
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<td>• How does a country’s political climate/policies impact CSR?</td>
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<td>• Manufacturer or Consumer responsibility?</td>
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<td>• Is it SR or fear that drives corporations to improve conditions?</td>
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<th>ELECTION DAY: DID YOU VOTE?</th>
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<tbody>
<tr>
<td><strong>Readings:</strong></td>
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<tr>
<td>• “Fashion Brands, Long Focused on Excess, Are Finally Waking Up to Sustainability” Adweek, May 20, 2016;</td>
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<td>• “All Your Clothes Are Made With Exploited Labor” The Atlantic, June 3, 2015;</td>
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<td>• “Bangladesh Apparel Factory Collapse” Congressional Research Service (PDF Download);</td>
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<tr>
<td>• “Three years After Rana Plaza, Has Anything Changed?” BOF, April 19, 2016;</td>
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<td>• “Blake Mycoskie of Toms on Social Entrepreneurship and Finding his Business Soulmate” BOF July 29, 2013;</td>
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<td>• “Can Lean Manufacturing Put an End to Sweatshops?” HBR, May 26, 2016;</td>
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<td>• “Inventively, PETA becomes a shareholder in Hermes to confront it about its use of exotic skins,” Quartz</td>
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<th>Guest Speaker:</th>
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<tr>
<td>Suzanne Karkus, President of Lokai</td>
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<tr>
<th>Project 3 – Evaluating a Brick and Mortar Store Presentation 1-5</th>
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<tbody>
<tr>
<td>• Written presentation due Monday, November 7</td>
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<td>o Oral presentation to class</td>
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<td>o Power-point presentation</td>
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<td>o 5-7 minutes in duration</td>
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<th>Project 4 - Reminder</th>
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<tr>
<td>• Paragraph describing NEXT BIG THING due by email Monday, November 14, 6pm</td>
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<td>SESSION 11/ Tuesday, November 15</td>
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<tr>
<td><strong>Topic:</strong> Impact of Social Media on Brands, Stores, Shopping</td>
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<tr>
<td>- Why are bloggers considered and today’s “authorities” of brands, fashion, shopping?</td>
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</tbody>
</table>
| - What bloggers do you follow?  
  - How do they influence your purchase decision?  
  - How multi-sensory are you when developing your opinion? |
| - What is the role of fashion journalism? |
| - How can the consumer tell the difference between editorial and advertisement? Does it matter if she/he cannot? |
| - Is there a burn-out factor for the consumer: is there too much unrelenting information? |
| - How can brands combat this? Can they? |

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<tr>
<td>- “How social media is transforming the fashion industry” - BBC News</td>
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<td>- Lady’s Magazine (one of the first magazines to cover fashion)</td>
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<td>- YaleNews</td>
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<td>- “How Instagram’s New Feed Will Impact Brands and Influencers” BOF, May 24, 2016;</td>
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<td>- “How The Internet and Social Media Are Changing Culture” Aspen Review</td>
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<td>- “Inside the Fascinating Life of a Fashion Critic” whowhatwear</td>
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  - Oral presentation to class  
  - Power-point presentation  
  - 5-7 minutes in duration |

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<td>- Write up of project due Tuesday, November 22</td>
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**Introduction to next week’s topic:**  
Cooper-Hewitt Design Museum: Scraps: Fashion, Textiles and Creative Reuse
**SESSION 12/ Tuesday, November 22**

**Visit to Cooper-Hewitt Design Museum:**

Exhibit:

‘Scraps: Fashion, Textiles and Creative Reuse’

"Featuring creative and alternative approaches to confronting textile industry waste, Scraps: Fashion, Textiles and Creative Reuse presents the work of three designers who put sustainability at the heart of the design process. Highlighting contemporary design that embraces the tradition of using handcraft to give new life to scraps and cast-offs, the exhibition showcases work by Luisa Cevese, founder of Milan-based design studio Riedizioni; Christina Kim, founder of Los Angeles-based brand dosa; and Reiko Sudo, cofounder of Tokyo textile design firm Nuno . . . ‘Scraps’ brings critical focus to the human and environmental costs of fashion consumption while also offering viable solutions for reducing waste and raising awareness”

**Readings:**

- Press info exhibition: “Scraps: Fashion, Textiles and Creative Reuse
- Empire of Cotton, Sven Beckert, chapter 1; pages 3-28 [PDF in Classes]

**Next Week: Final Project 4 Presentation: The Next Big Thing (GROUPS 1-5)**

**Project 4 – Reminder:**

- Final Written presentation due Monday, November 28

**Have a Happy Thanksgiving!**

**Introduction to next week’s topic:**

**FINAL PROJECT PRESENTATIONS: THE NEXT BIG THING!**
### SESSION 13/ Tuesday, November 29

**Topic: FINAL PROJECT PRESENTATIONS: THE NEXT BIG THING!**

*Introduction to next week’s topic:*

**Topic: Debrief on final projects, class discussion**

#### Project 4 – The Next Big Thing Presentation (Group) 1 – 5

- Written presentation due Monday, November 28
  - Oral presentation to class
  - Power-point presentation
  - 15 minutes in duration

### SESSION 14/ Tuesday, December 6

**Topic: Debrief on final projects, class discussion**

Personal stories, lessons learned

**Final Session**

**Have a great break!**