

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Social Sciences and Humanities
Programme:	Study Abroad
FHEQ Level:	5
Course Title:	Threads of Time: London and the History of Fashion
Course Code:	HIST FASH 5601
Total Hours:	160 (Lev 6) (4 US Credits)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US Credits

Course Description:

This course offers a global exploration of the history of Western fashion, with a special focus on the development of different British identities from luxury in royal style to radical, innovative fashion. Starting with fashion of the ruling elites in the Renaissance, the course also explores the growth of an influential fashion industry in London, from high-end locations in the City and the tailoring houses of Savile Row, to the youth fashions of the 'swinging 1960s' in Carnaby Street and Kensington. The importance of London's reputation for men's tailoring in the 19th century is considered, along with how this became part of an enduring identity for British style. Developments in luxury and affordable fashion will be considered with a focus on iconic brands like BIBA and *avant-garde* designers such as Vivienne Westwood, Alexander McQueen and Stella McCartney. Students will examine the evolution of fashion through global and local changes in politics, society, culture, and trends plus how fashion reflects, and shapes, societal values across different eras.

Prerequisites:

40 Credits

Aims and Objectives:

The aims of this course are to help students understand and critically analyse the development in Western fashion, its global nature and the evolution of London as a fashion capital, from a variety of academic perspectives. Prime objectives are to encourage students to engage with a range of sources, approaches, theories and concepts in the analysis of visual and material images and objects, as well as texts.

Programme Outcomes:

A5II

B5I

C5I

D5I

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a broad understanding of Western fashion history and its global connections.
- Demonstrate a basic understanding of some of the approaches to the subject and the key forces that determined changes in the developments of Western fashion.
- Demonstrate the ability to analyse a wide range of primary and secondary sources relating to the history of fashion, textiles and dress including texts, visual images and material objects.
- Demonstrate the ability to research independently and as part of a group and to collate and organise work adhering to appropriate academic standards for this level of study.
- Complete assigned work with a degree of clarity, competence and critical thinking, and a degree of independence and capacity for self-evaluation, appropriate for a 4000-level course.

Indicative Content:

- Fashion, dress and textiles in the 16th and 17th centuries linked to European courts, status, power and control in the use of luxury.
- Clothing sections of society – fashion, commerce and increasing consumption in the 18th century.
- Factors in the changing role of the designer, 18th century to the modern day.
- Democracy and fashion, from the French Revolution (1789) to the growth of European fashion capitals, Haute Couture, ready-to-wear and department stores, 19th to 20th centuries.
- London and British style identity and culture, 1950s-80s including class, gender fluidity, youth fashion, punk, glamrock and club style.
- Themes in the modern London style - traditional, challenging, eccentric, and provocative.
- Issues around 'value' including 1940s 'Make-do and Mend' plus an earlier value of textiles and issues of ethics and sustainability from 18th century to the 21st century.
- Issues around 'globalization' in fashion production and consumption,- luxury brands and corporatisation plus the rise of "fast" fashion, 1990s to 21st century.
- Technology and other issues in contemporary fashion.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course is taught through a combination of lectures, museum and exhibition visits and seminar classes. Lectures are primarily designed to give an overview of the issues and approaches to particular topics, and thereby provide guidance for visits and seminar discussions. Seminars will be used for debates and group/sub-group discussion and are intended to provide an interactive and participatory learning environment. Students are expected to complete suggested readings and to be prepared to contribute to class discussion and discussion in sub-groups. The general approach to classes is informal and discussion is viewed as an essential part of learning.

Indicative Text(s):

- Breward, C. (2004) *Fashioning London: Clothing and the Modern Metropolis*. Oxford: Berg.
- Breward, C. (2006) *Fashion’s World Cities*. Oxford: Berg.
- Craik, J. (2009) *Fashion: The Key Concepts*. Oxford: Berg.
- Crane, D. (2000) *Fashion and its Social Agendas: Class, Gender and Identity in Clothing*. Chicago: The University of Chicago Press.
- English, B. (2013) *A Cultural History of Fashion in the 20th and 21st Centuries: From Catwalk to Sidewalk*. London: Bloomsbury.
- Ffoulkes, F. (1999) ‘Quality Always Distinguishes Itself: Louis Hippolyte LeRoy and the Luxury Clothing Industry in Early Nineteenth-century Paris’ in Berg, M. and Clifford, H. (eds.), *Consumers and Luxury: Consumer Culture in Europe 1650-1850*. Manchester: Manchester University Press.
- Ffoulkes, F. (2018) *How to Read Fashion*. London: Herbert Press.
- Riello, G and McNeil, P. (2010) *The Fashion History Reader: Global Perspectives*. London: Routledge.
- Welters, L. and Lillethun, A. (2011) *The Fashion Reader*. Oxford: Berg.

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Nov 2024	