

## PROFESSIONAL PRACTICE I: FASHION BUSINESS (1 US Credit)

### Module Aims:

This module aims to:

- Develop an understanding and appreciation of how the fashion industry operates, both nationally and internationally.
- Distinguish between the different sectors in the fashion industry, from couture to mass-production.
- Identify the characteristics of each of the fashion industry sectors, and understand their relationships to each other.
- Know the fashion business cycle and the fashion calendar.
- Identify the business and ethical issues currently affecting the fashion industry, with a view to forming future perspectives.
- Present social responsibility and legal issues as they relate to the fashion industry.

### Indicative Module Content:

**Industry overview** – the nature of business; the structure of fashion industry from couture and ready-to-wear to mass production; how the fashion industry works; an overview in sequential order from concept to consumer.

**Couture** - Couture: its meaning and its place in the fashion industry; couture house organization; Paris and London couture houses; Hollywood and Haute Couture; the decline of the haute couture system in the 1960's; the revival of couture in the 1980's and 1990's; the relevance of couture today.

**Ready to Wear** - definition; origins of ready-to-wear; development and evolution of ready-to-wear; the fashion revolution in London in the 1960's; ready-to-wear manufacturing techniques; ready-to-wear workrooms or studios; factors in the growth of the ready-to-wear industry.

**Mass Production** - the mass production process; design strategies in mass production; off-shore production and outsourcing.

**The Fashion Business Cycle:** business cycles; the time cycle in which fashion operates from the couture shows to the designer shows; retail fashion cycles; fabric and production lead times.

**The impact of technology on the industry** – from product development to supply chain management systems; CAD; CAM; the internet; case study illustrations.

**Major trends transforming the industry:** globalization of the fashion industry; its impact on sourcing, supply chains, production and retail; the power of mass production: global culture and the global consumer.

**The China Factor** – the impact of China on sourcing garment components and garment production; Chinese & Eastern influences on fashion; case study illustrations.

**The chain store challenge:** The revolution on the high street - how the high street is changing, and the implications for the fashion landscape overall; an investigation of how retailers try to get key catwalk trends from the drawing board to the shelves as quickly as possible, supply chain management.

**Fashion Business Issues:** Ethical trading; copyright and the issue of copying in fashion; corporate social responsibility; legal responsibilities, business ethics, sustainable design.

**Careers in the fashion industry:** career options and opportunities for fashion designers; tailoring your portfolio presentation, CV and approach to your desired career path.

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