



ACCF FDTC 390 HISTORY OF 20TH CENTURY FASHION

Course	History of 20th Century Fashion
Professor	Alessandra Dentice di Frasso alessandradentice@accademiaitaliana.it
Semester	Fall/spring

Course Description	This course explores the historical development of fashion in the 20th century, examining both high and popular fashion, mainly in Europe, placing fashion products and concepts within the social, cultural and economic context. In this introductory course the emphasis is on these interconnections, but some elementary notions of fashion theory, especially in regard to gender and marketing, are addressed. The multifaceted cultural phenomenon of haute couture (high fashion) is the course leitmotif. The work and impact of notable designers receives special attention. Students also consider the relationship between fashion and the principal Western cities, such as Paris, London and Milan. Lastly, the course also offers an extended reflection about the very notion of "fashion".
Learning Objectives and Outcomes	The course is aimed for students who wish to obtain: <ul style="list-style-type: none"> • a broad overview of major developments in 20th century fashion • basic theoretical tools for studying fashion • the ability to distinguish and analyze specific periods and designer styles (clothing and accessories) • a precise understanding of the historical and aesthetic contributions of notable designers • the ability to link fashion aspects to their historical periods, culture and society • a working awareness of major movements in modern and contemporary art, music, cinema and literature.
Student Assessment	40% midterm exam 60% final exam
Evaluation Scale	The evaluation scale is based on US Grading System (letter grades).
Bibliography, Webography, Filmography	<p>"Since 1900", V.Mendes/A.de La Haye (text book, mandatory) "Fashion", C.Breward, Oxford Univ.Press,Oxford 2003 "A Cultural History of Fashion in the 20th and 21st Century",Bonnie English,Bloomsbury "The Encyclopedia of Fashion", G.O'Hara, Thames&Hudson,London,1986. "The History of Modern Fashion:from 1850 to 2010", D.J.Cole, N.Delhi, Laurence King Publishing, 2015 "Chanel",A.de la Hayes,S.Tobin,The Overlook Press,N.Y.1996. "Elsa Schiaparelli",P.White,Aurum Press,N.Y.1995. "Christian Dior",R.Martin,A.Koda,Moma,N.Y.1997. "Giorgio Armani",G.Celant,A.Koda,Moma,N.Y.2000.</p>

Week 1	Course presentation and Class Syllabus introduction "1900-1913, Undulations and Exotica", textbook chapter 1 movie: "Chérie" (2009) by Stephen Frears part 1
Week 2	"1914-1929, la Garconne and the New Simplicity", textbook chapter 2 movie: Chérie" part 2
Week 3	"1930-1938, Recession and Escapism", textbook chapter 3 movie: "Coco Chanel"(2008) by Christian Duguay part 1
Week 4	"1939-1945, Rationed Fashion and Home-made Style", textbook chapter 4 movie: "Coco Chanel" part 2
Week 5	Museum visit
Week 6	"1946-1956, Femininity and Conformity", textbook chapter 5 movie: "Sabrina" (1954) by Billy Wilder
Week 7	Mid-Term Class Exam
Week 8	"1957-1967, Affluence and Teenage Challenge", textbook chapter 6 movie: "Sabrina" part 2
Week 9	"1968-1975, Eclecticism and Ecology", textbook chapter 7 movie: "Factory Girl", (2006) by G.Hickenlooper, part1
Week 10	"1976-1988, Sedition and Consumerism", textbook chapter 8 movie: "Factory Girl" part 2
Week 11	"1989-1999, Fashion goes global", textbook chapter 9 movie: "Marc Jacobs&Louis Vuitton" (2007)by Loic Prigent
Week 12	Museum visit
Week 13	"2000s, Planet Fashion" movie: "Valentino: the Last Emperor" (2008) by Matt Tyrnauer
Week 14	Final Class Exam