

**BERGEN COMMUNITY COLLEGE
BUSINESS, ARTS & SOCIAL SCIENCES
Fashion Apparel Design (FAB)**

Departmental Policy Syllabus

FAB-101 Introduction to Fashion Systems

Course & Section:

Credits: 3 | Lecture [3.00]

Prerequisites: None

Co-requisites: None

Instructor:

Email:

Office Hours:

Classroom:

COURSE DESCRIPTION

This course provides students an overview of the multifaceted, global fashion industry, including sourcing, production, sustainability, wholesale and retail, marketing, calendar and technology. Students will also be introduced to major fashion milestones with a focus on the 19th through 21st centuries.

STUDENT LEARNING OUTCOMES

After successfully completing all course activities, the student will be able to:

- 1) Recognize overall trends and milestones in fashion history from the industrial revolution through to the present era.
- 2) Identify key areas and functions of the fashion global supply chain, including sourcing, sustainability, scheduling, production and distribution.
- 3) Apply the basics of product and market classifications as well as wholesale and retail operations.
- 4) Apply the fundamental principles of consumer behavior analysis and marketing in a fashion environment.

MEANS OF ASSESSMENT

Students will be assessed through a variety of methods, including:

- 1) Research Paper
- 2) Assignments
- 3) Tests
- 4) Presentation

REQUIRED TEXTBOOK(S)

Stone, Elaine; **The Dynamics of Fashion**, 4th Edition, Fairchild, 2013.

ISBN-13: 978-1609015008

There are online resources available for this textbook on the publisher's website, with additional activities and updates.

SUGGESTED RESOURCES

Brenda Polan & Roger Tredre; **The Great Fashion Designers**, Berg Publishers, 2010.

ISBN-978 1 84788 227 1

Stegemeyer, Anne; **Who's Who in Fashion**, Fairchild Publications, 1996.

ISBN- 1-56365-040-2

Angel, Samata; **Fashion Designer's Resource Book**, A&C Black, 2013.

ISBN-13: 978-1408170892

Gehlhar, Mary; **The Fashion Designer's Survival Guide**, Kaplan Publishing, 2008.

ISBN-13: 978-1-4277-9710-0

The New York Times, www.nytimes.com

WWD, www.wwd.com

The Wall Street Journal, www.wsj.com

WGSN.com

Tutoring Center

The tutoring center is located in L-125. Telephone: (201) 447-7489 and online at:

<http://www.bergen.edu/tutoring/>

Writing Center

Available in person room L-125 and online: <http://www.bergen.edu/library/learning/write/>

Library

The library has a number of textbooks, databases, multimedia and aids in its regular and reserve holdings, which may be used as a reference. In addition to the resources mentioned above students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <http://www.bergen.edu/library/>).

RESEARCH, WRITING & EXAMINATION REQUIREMENTS

Midterm Exam

Students will be tested on the information covered during the first half of the course.

Retail Critique

Students will visit a retail store and provide a critique of the product offering, store layout, visual merchandising, price points, customer service and technologies used.

Research Paper

(Suggestion 1) Students will explore the question, “Why Clothing?” by researching the historical and contemporary reasons for humans to wear clothing and writing a 4-6 page typewritten paper answering that question. Students will include an introduction, 3 supporting points, a modern-day example, a conclusion, three images and a works cited page.

(Suggestion 2) Students will choose a historical designer and a contemporary designer and compare and contrast their work, using historic facts and research to fully develop the comparison.

Current Topic Presentation

Students will choose a current topic related to the fashion industry (ie. model sizes, globalization, racial profiling, sustainability, and technology). They will research the topic and present their findings in class in a 4-6 minute presentation that covers the basics of the chosen topic, how it’s being discussed or approached in the industry, and how it may change the industry. Students will need to include a Works Cited page with three articles.

Final Exam

Students will be tested on the information covered cumulatively throughout the 15 weeks of class with a focus on the final half of the class.

COURSE CONTENT

This course will cover the following units of study:

UNIT 1: Students will learn about major fashion trends and milestones, with a European and American perspective, focusing on the industrial revolution through the present day, including the shift to ready-to-wear and current fashion business operations. Students will also learn about major fashion designers and their contributions to the industry.

UNIT 2: Students will learn about the fashion environment and market, including the basics of trends, consumer behaviors, and the fashion cycle and style adoption. An emphasis will be placed on basic fashion terminologies and business principles.

UNIT 3: Students will learn about global fashion supply chain and sustainability with a focus on the primary level of fashion: raw materials, production and manufacturing. The basics of merchandising and product development will also be covered.

UNIT 4: Students will learn to recognize the major fashion classifications, including womenswear, menswear, childrenswear, innerwear and outerwear.

UNIT 5: Students will learn to identify the global fashion markets with a focus on New York City, Paris, Milan and London and their corresponding tradeshows. Pricing, distribution and brand management will be discussed.

UNIT 6: Students will learn about the many variations of retail from department stores to specialty boutiques, including visual merchandising, omni-channel strategies, policies and customer service. Special focus will be placed on e-commerce, m-commerce and social media.

UNIT 7: Students will learn about fashion marketing and branding, from “fast fashion” to luxury, using various marketing models and analysis tools. This unit will also explore current industry trends and issues including counterfeiting, copyright, fair trade and sustainability.

GRADING POLICY

Midterm Exam 20%
Research Paper 40%
Retail Critique 10%
Current Issues 10%
Final Exam 20%

GRADING SCALE

90-100%	A	70-75%	C
86-89%	B+	60-69%	D
80-85%	B	0-59%	F
76-79%	C+		

BCC ATTENDANCE POLICY

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

FAB ATTENDANCE POLICY

Class participation and in-class work are key to succeeding in fashion apparel design. Three or more absences will result in a full letter grade drop for this course. Six or more absences will result in an automatic failing grade.

COURSE OUTLINE

Week 1: *[add class dates]*

Introduction to Class, Fashion Business Overview, Why do humans wear clothing? Group identity, self expression, protection, etc.

Week 2:

Fashion milestones, focus on 19th-20th Centuries. Sewing machine, size standardization, ready-to-wear, department stores, fashion trends, important designers.

Week 3:

The Nature of Fashion: Terminologies & Principles, Components of Design, Fashion Cycle. The Environment and Movement of Fashion: Market Segmentation, Economics, Sociology, Consumer Psychology, trends, forecasting and fashion adoption.

Week 4:

The Business of Fashion: primary, secondary and ancillary levels, designer's role, and business operations, horizontal and vertical growth.

Week 5:

Textiles and sourcing introduction, politics, taxation, sustainability, fair trade, supply chain and how this effects overall fashion accessibility, trends and sales.

Week 6:

Product Development overview. Basics of Merchandising, Design, Production and Manufacturing and Distribution. Pricing, Samples, Quality. Couture vs. designer.

Week 7:

Midterm Exam

Research project discussion.

Week 8:

Women's Apparel, Accessories, Innerwear

Week 9:

Men's Apparel, Children's Apparel

Week 10:

Global fashion markets, wholesale, market weeks and tradeshow, regional differences.

Week 11:

Fashion Retailing, history, retail types, ownership types, pricing, merchandising, policies, customer service and promotion.

Week 12:

Omni-Channel retailing: e-commerce, mobile, social media and interactive marketing.

Week 13:

Fashion marketing and branding, luxury goods; design and strategy.

Week 14:

Current Issues: Copyright, Counterfeits, Fair Trade, Human Rights, Racial Profiling, Sustainability, Global Expansion. Current Issues Presentations.

Week 15:

Current Issues Presentations continued. Review and Final Exam.

Note to Students: This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.