



School of Global Affairs

BUS 314-AIX 1

The Global Fashion Industry in the Mediterranean

202425 Fall

Course Details

Credit Hours: 3

Days: Mondays and Wednesdays

Time: 10H30-11h55

Prerequisites: ENG 101 or equivalent, and at least one 200 level courses in business, management, international business or related fields; or instructor permission.

Instructor Information



Samantha Mureau

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Additional Information:

Samantha has worked in the fashion industry for over 20 years as a buyer in London for the UK's leading fashion brand Topshop, Arcadia Group and as a fashion forecaster for USA's LBrands, with particular focus on Express and Victoria's Secret and as a trend consultant for further international Brands.

Currently Samantha is innovating and developing her unique Grape Leather Alternative at Planet of the Grapes, using the grape waste from her local vineyards in Aix-en-Provence to produce a new sustainable material for the fashion industry that is being manufactured in Milan, Italy.

Samantha's delighted to share her fashion insights with her students at ACM & IAU.

Course Description

Students learn about the history and structure of the global fashion industry, understanding the key roles played by different countries: from “designing countries” to “manufacturing countries.” The Mediterranean is a center of both design and production and the course will explore the vibrant Mediterranean fashion scene, with local brands being used as case studies. Students learn how the different parts of the fashion industry work, from fast fashion to local brands, examining the entire supply chain, and exploring the challenges associated with different brand types. Students will become active participants by playing the roles fashion needs for future success.

Learning Outcomes

By the end of the semester students will be able to:

- Explain the history of the global fashion industry, and why the Mediterranean has both historically been and currently is a dynamic region for fashion.
- Describe the fashion supply chain, from the raw materials, through to logistics and distribution, communication and omnichannel retailing.
- Analyze the strengths, weaknesses, opportunities and threats across the entire supply chain of individual Mediterranean countries and the whole region for the global fashion industry.
- Identify the opportunities and challenges for Mediterranean countries in the global fashion industry in the near future.

Instructional Methods and Activities

- Interactive class lectures

- Class discussions and activities to encourage critical thinking and inquiry
- Peer-to-peer learning from research studies and current events
- Case studies of Mediterranean fashion brands
- Guest speakers from the Mediterranean fashion industry
- Joint classes with other ACM School of Global Affairs courses
- Field studies in Aix-en-Provence and Marseille

Primary/Required Textbooks and Materials

Fashion Logistics: Insights into the Fashion Retail Supply.

Authors: Fernie, J. and Grant, D.B.

Publisher: Kogan Page.

Publication Date: 2019

Edition: 2nd ed.

Assessment, Evaluation, and Grading

1. Participation Continuous - 10% of your final grade
2. Mediterranean Mood Board - 20% of your final grade. Due Week 4.
3. French Fashion Brand Presentation - 20% of your final grade. Due Week 6.
4. Mediterranean SWOT Analysis Presentation - 20% of your final grade. Due Week 11.
5. Final Presentation and Discussion Paper - 30% of your final grade. Due Week 13.

Grading System/Grade Distribution

Grading System/Grade
Distribution

U.S	ACM	French Equivalent
95-100%	A	17-20
90-94%	A -	16

U.S	ACM	French Equivalent
88-89%	B+	15
84-87%	B	14
80-83%	B-	13
78-79%	C+	12
74-77%	C	11
70-73%	C-	10
68-69%	D+	9
64-67%	D	8
60-63%	D-	7
0-59%	F	0-6

Attendance

One of the primary requirements this semester is that you attend class. This is not a lecture class; it's essential that you come to class on time, be prepared for the lesson, and be ready to participate in discussions and activities. Attendance will be part of your final grade. Any absences can harm your final grade. It will be up to the student to manage and communicate with professors about their absences. For every absence, your final grade may be lowered by one half-letter grade (B+ to become a B, B to become B-, and so on). ACM-IAU professors are empowered to impose academic sanctions (including a lowered grade or even failure) upon students for unexcused absences, frequent tardiness, work submitted late, or any other actions or behaviors that violate ACM's academic standards and policies.

Academic Policies

All students are responsible for reading, knowing, and understanding the information pertinent to their areas of study available in the ACM Catalog. The catalog contains requirements for all degree programs, course descriptions, academic policies, and regulations that govern ACM. All parts of the catalog are subject to annual changes as university rules, policies, and curricula change. It is your responsibility to keep informed of such changes; failure to do so will not exempt you from whatever penalties you may incur. Catalogs are published from August through July.

Review the latest catalog at: <https://www.acmfrance.org/academics/catalog>

Schedule of Classes and Assignments

Unit 1: Understanding the global fashion industry and the Mediterranean region as a source of tradition, inspiration and production:

Week 1: Introduction to the global fashion industry.

Readings: Fernie/Grant Chapters 1 and 2.

Week 2: The history of fashion in the Mediterranean

Readings: Fernie/Grant Chapters 1 and 2

Goizueta-Mimo, Felix. "Industrial Development: European Textiles During the Modern Era." *Social Science*, vol. 44, no. 3, 1969, pp. 154–64.

Shen, Bin, et al. "Design Outsourcing in the Fashion Supply Chain: OEM versus ODM." *The Journal of the Operational Research Society*, vol. 67, no. 2, 2016, pp. 259–68.

Week 3: Mediterranean design: what is the Mediterranean 'feel, look, vibe' of today?

Field study: exploring the Mediterranean cultural influence in Aix-en-Provence through a walking tour and museum visit

Readings: Fernie/Grant Chapters 3

Unit 2: Mediterranean country case studies across the supply chain

The first week of this unit will introduce SWOT analysis, which we will use as a framework for the following five weeks. We will delve deep into individual countries in the Mediterranean. The aim is to see how each country stands out from the other: what their 'specialties' are across the supply chain, from start to end for each country.

Note: You must read Fernie/Grant Chapters 4, 6 and 7 in your own time in preparation for the Mediterranean SWOT analysis presentation, due in Week 11. Please plan accordingly.

Week 4: The Mediterranean's contemporary role in the global fashion industry

Readings: Fernie/Grant Chapters 5

Due: Mediterranean mood board presentation

Week 5: France

Readings: Fernie/Grant Chapters 8

Week 6: Explore your own French fashion brand case study in Aix-en-Provence

Field study: the French designers and retailers in Aix-en-Provence

Due: France fashion brand presentation

Week 7: Italy: from the design houses to the manufacturers, including some of the great global names, and their recognition for quality

Readings: The Italian Case of a Supply Chain Based on Native Wools, Simone Guercini, Silvia Ranfagni, The Journal of Corporate Citizenship, No. 52 (December 2013), pp. 76-89.

Week 8: Greece and Turkey: a focus on cotton production and design

Joint class with the international business students

Week 9: Portugal and Spain: the traditional and new manufacturers and retailers of the Mediterranean; Zara case study

Guest presentation: a designer or manufacturer in the fashion industry.

Readings: Tokatli, Nebahat. "Global Sourcing: Insights from the Global Clothing Industry—the Case of Zara, a Fast Fashion Retailer." Journal of Economic Geography, vol. 8, no. 1, 2008, pp. 21–38.

Week 10: Morocco and Egypt: exploring the supply chain and the designers

Field study: Fask Academy or Fil Rouge in Marseille

Readings: Nicholas, Claire. "Moroccan Women Embroiders: Technical and Ethical Reconfigurations." Ethnology, vol. 49, no. 2, 2010, pp. 105–27

Week 11: Understanding the strengths, weaknesses, opportunities and threats of the Mediterranean fashion industry

Readings: Fernie/Grant Chapters 11

Due: Mediterranean SWOT analysis presentation

Week 12: Roles in the global fashion industry

Presentation: Planet of the Grapes start-up business

Joint class with sustainable entrepreneurship students

Week 13: Due: Final presentations and discussion paper

