



Santa Reparata International School of Art
Course Syllabus

Semester Course

Course Title: History of Italian Fashion

SRISA Course Number: FDES 3202

Maryville Course Number: ARTH 262

Credits: 3, Contact Hours: 45

1. COURSE DESCRIPTION

Using Italian fashion as a model, this course is structured to familiarize students with the history of Italian fashion design. From textile design and accessories, to haute-couture and prêt-a-porter, students will explore the many aspects of the Italian fashion industry. Visits to design studios, fashion exhibits and textile factories introduce students to the industry first hand. The history of Italian fashion component of the course will begin pre-WWII, explore the High Fashion in Rome during the 50's, the birth of the Italian Fashion Industry in Florence, and ready to wear in Milan. There is a special focus, through videos and visits, on the lives and careers of the most relevant Italian designers of the 20TH century in order to offer a general understanding of the foundation of Made in Italy.

2. CONTENT INTRODUCTION

In this course, the history of Italian fashion is approached from different perspectives. The high fashion in Rome during the 1950's, the ready to wear in Milan, and the birth of the Italian fashion industry in Florence are all fundamental aspects of the course. Focus will also be put on the lives and careers of the most relevant designers of the 20th century. People such as Valentino, Armani, Schiaparelli, Ferragamo, Gucci, Prada, Cavalli and others are studied in detail. The course will also explore the roots of Italian textile traditions, which will provide students with a wide understanding of the uniqueness of the Italian apparel industry today.

The course will be structured as follows:

- Historical component: in class lectures, video sessions and group critiques; with reading assignments, research, essays and tests.
- Out-of class component: visits and trips to museums, exhibitions, fairs, studios and stores to enrich student's knowledge and personal opinions on the "real" side of fashion industry.

3. PRE-REQUISITES

There are no any pre-requisite for this course, though an artistic background is helpful.

4. GOALS AND OBJECTIVES

At the end of this course students will have a general understanding of the History of Italian Fashion and appreciate main designer's styles.

They will understand the historical roots of Italian Made in Italy and develop a general knowledge of the major events in the Italian Industry of clothing and accessories.

5. REQUIRED TEXTS AND MATERIALS

The booklet "History of Italian Fashion" will be provided by the Professor .

This is the list of books used for this course:

- *Fashion, Italian Style*, Valerie Steele.
- *Museo Salvatore Ferragamo-Shoes and Famous Feet*, Leonardo Arte.

- Fashion 150, A.Piazza, Laurence King Pub.
- The Glamour of Italian Fashion since 1945, Sonnet Stanfill, V&A Pub.

Plus information from other sources

Supplies list:

Students should get the following supplies: notebook, pen, pencil, eraser, pencil sharpener.

6. GRADING POLICY AND EVALUATION PROCEDURE

Your final grade will be based on the following percentages:

- 25% Homework
- 15% Mid-term critique
- 20% Classroom participation/attendance.
- 25% Final exam
- 15% Final paper

Following **grading system** will be observed:

- A Excellent 4.0 (grade points awarded) 95% percentage of 100%
- A- 3.7, (90% to 94%)
- B+ 3.3 (87% to 89%)
- B Above Average 3.0 (83% to 86%)
- B- 2.7 (80% to 82%)
- C+ 2.3 (77% to 80%)
- C Average 2.0 (73% to 76%)
- C- 1.7 (70% to 72%)
- D Below Average 1.0 (60% to 69%)
- F Failure 0.0 (59% and below)
- W Withdrawal 0.0

7. PLAGIARISM AND COPYING

SRISA severally condemns ignorant plagiarism and copying during examinations. Any student that makes use of words or ideas taken from another person's work without properly citing credit for the specific purpose of deceiving their professor will receive an automatic "F" on that assignment or exam. Should the offense be repeated, the student will receive an automatic "F" in the class.

8. EXAMS

There are mid-term and final exams for this course. No make-ups are admitted for the exams and the dates of the exams cannot be changed for any reason. If a student is absent for the mid-term exam the final grade will be lowered by one full letter grade, if a student is absent for the final exam the final grade will be an "F".

Late work: Assignments and projects must be turned in on time. Should students turn projects in late they will receive a penalty of 5 points (half letter grade) for each day the assignment is late.

In evaluating creative projects and exams, consideration will be given to fashion awareness, creativity, effort, class participation, and group critiques.

** Critiques are friendly group discussion of each student's course work. They allow you to see your own work through the eyes of your peers and instructor, and also encourage you to develop critical insights about your work and the work of others.*

9. ATTENDANCE AND BEHAVIOR POLICY

Students are required to attend all classes. If you miss class without an excused absence your grade will be lowered by one letter grade for each unexcused absence. If you are ill you should obtain a doctor's note in order to receive an excused absence. Missing more than four classes will result in an "F" on your transcript.

- Excused absences require a doctor's note or a written note from the Director.

- Tardiness: After 20 minutes into class time, students are considered absent.
- Students who leave 20 minutes before class time ends will be considered absent.
- Arriving in class unprepared to work is considered an unexcused absence.
- The use of cellular phones is prohibited during class time.
- The use of cell phones and iPods is prohibited in the darkroom at all times.
- Using your laptop or the computers in the lab is prohibited during class-time, unless it relates to a photography assignment.
- Students are expected to participate in class, act responsibly, and behave properly while on the school premises.
- Classrooms are to be left in order and clean.
- Students must take care of equipment and materials and promptly report any damage and/or loss.

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10. COURSE CALENDAR

WEEK 1

Introduction to the course

The Importance of Italian fashion in the historical outline of fashion

The Role of Florence in Italian Fashion History and Industry

Fashion Walking Tour

Reading assignments: Fashion Italian Style , The success of Italian Fashion

WEEK 2

The importance of materials and the Fashion fairs

Guilds and textile districts/ Focus on Prato

The myth of Made in Italy between art and industry

Reading assignments: Material speak for itself, When the street were name for trades

Visit to the Pitti Palace: *Gallery of Costume (16 euro)*

WEEK 3 -Special field trip to Milan Fashion Week (tbc)

WEEK 4

The birth of the Italian fashion Industry: Florence.

Special focus on Gb. Giorgini and Emilio Pucci

Reading assignments:The birth of Italian Fashion, Biography of Emilio Pucci

WEEK 5

Evolution of Italian Labels : The Gucci case

Reading assignments:Gucci company profile

Visit to the Gucci Museum

WEEK 6

Lecture: Milan: the birth and rise of p.a.p.

The three fathers of Italian Style :Giorgio Armani, Gianni Versace and Gianfranco Ferre'

The Italian Terms of Fashion

Reading assignments:Milan: the birth of p.a.p., Biographies of Armani, Versace and Ferre'

WEEK 7

The Century of Designers

Pioneers of Made in Italy: Salvatore Ferragamo

Reading assignments:Accessories are more important than ever,

Visit to the Ferragamo Museum (costs 8 euro)

WEEK 8

Presentation of Mid-term project

Review for midterm exam

Mid term exam

Break

WEEK 9

The 1940's: out of the war into the Dolce Vita

High Fashion: Rome meets Hollywood.

Projection of the movie "Valentino :The last Emperor"

WEEK 10

Special focus on the Fontana sisters and Roberto Capucci

Reading assignments : Dolce Vita or Rome Triumph

Valentino, Fontana sisters and Capucci biography

WEEK 11

Fendi : "the evolution of the family company "

The importance of Menswear, how did it start.

Special Focus on Brioni / Italian Style for man analysis

Reading assignments : The Italian Look

WEEK 12

New direction in Italian fashion from Rome and Florence to Milan

Focus on Roberta di Camerino

Video: Made in Italy

Reading assignments : New direction in Italian fashion,

Camerino, Fiorucci , Missoni and Albini biographies

WEEK 13

Image of Italian Fashion:Prada versus Dolce and Gabbana

Reading assignments :Image of Italian Fashion

WEEK 14

Presentation on Final projects

Conclusions and Review for final exam

WEEK 16

Final Exam

Student show

11. ACADEMIC ACCOMMODATIONS

SRISA strives to foster an all-inclusive learning environment that best caters to its students' needs. While faculty frequently work one-on-one with students, there are some situations in which special accommodations are required. Should a student have any academic accommodations regarding test taking or otherwise, they must present an official letter from their home University to the SRISA Director within the first week of class stating the accommodations.

12. DISCLAIMER

This Syllabus may be amended as the course proceeds. You will be notified of any changes.