

Module	The Business of Fashion
Course code	BAFDH-TBF1
Credits	5
Important notes	Available for semester abroad students
Allocation of marks	100% Continuous assessment

Module aims and objectives

This module is designed to give learner a broad understanding of how the fashion industry operates by looking at the sectors in the fashion industry from couture to mass-production, the schedule, processes and roles involved. The influencing factors which mould and drive the fashion industry such as the fashion business cycle, the fashion calendar, International Colour Authority (ICA), textiles manufacturers, trend forecasting agencies, technology, Quick Response (QR) manufacturing processes, brands, the role of celebrity, fast fashion and the consumer. Looking at how fashion brands are restructuring with a vision to implement ethical trading, corporate social responsibility and sustainable design.

Minimum intended module learning outcomes

On successful completion of this module, the learner will be able to:

1. Identify the key processes and roles in the clothing supply chain from the supplier to the customer.
2. Analyse the impact of fast fashion, copying and technology on the different sectors, from haute couture and ready to wear, with reference to the fashion calendar, design and production and retail.
3. Demonstrate a knowledge and understanding of trend forecasting; explain the lifespan of trends and the influencers.
4. Identify opportunities and discuss best practice in corporate social responsibility and sustainability as implemented by global fashion brands with a view to forming future perspectives.
5. Articulate fashion business professionally in visual, oral and written forms, demonstrating an ability to work effectively in a team and independently.

Module content, organisation and structure

CLASS PLAN/ MODULE CURRICULUM		
Semester 1 / Week no	Topic No	Topic Name
1.1	1	<p>Introduction to Module, MLO & Assignments</p> <p>Industry Structure - the nature of the business; the structure of the 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.</p>

		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.
1.2	2	Fashion Calendar: Seasons, Buying, Trade and Fashion shows Fashion Business Cycle - the traditional schedule in which fashion operates looking at yarn production to international textile trade fairs and fabric lead time, from design concept to the high end designer shows and garment production lead time, from wholesale orders to the retail floor. Looking at the impact of Quick Response (QR) manufacturing processes and fast fashion.
1.3	3	The Origin of Trends: Trend Agencies, Global Trends and Street Trends (bubble up and filter down)
1.4	4	Prêt-à-Porter (Ready To Wear) – the origins, development and evolution of ready-to-wear; the fashion revolution in London in the 1960's; ready-to-wear manufacturing techniques, workrooms and studios; factors in the growth of the ready-to-wear industry.
1.5	5	Mass Production: The origin of mass production. Mass production process; machinery, design strategies for mass production; off-shore production and outsourcing and timelines. The impact of technology on the industry: from product development to supply chain management systems; 3D, CAD; CAM; the internet; case study illustrations.
1.6	6	High Street Revolution (mass market): Chain stores and conglomerates. Foreign competitors and International branding
1.7	7	Fast Fashion: The revolution on the high street, How the Fashion Cycle has accelerated how it is changing and the implications for the fashion landscape overall. An investigation of how retailers get key catwalk trends from the drawing board to the shelves as quickly as possible and supply chain management. Death of the traditional fashion seasons / Copyright and Copying
		Assignment week
1.8	8	Sustainable Design: Ethical issues and challenges within the fashion industry. Environmentally friendly fabrics and Fair Trade.
1.9	9	Corporate Social Responsibility and Business Ethics: ethical issues in retail and manufacturing. Worker Equality. The China Factor – the impact of China on sourcing garment components and garment production; Chinese & Eastern influences on the clothing industry; case study illustrations.
1.10	10	Presentations of Group PowerPoint Project

		Counterfeit Design and Fast Fashion Leaders
1.11	11	Careers in the fashion industry - broader career options and opportunities for fashion designers; tailoring your CV and portfolio presentation, the importance of learner internship to approach a desired career path. Further Study/ Summer Internship
1.12	12	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.

Module physical resource requirements

Requirements are for a fully equipped PC lab for 60 learners. The PC lab is equipped with software to include adobe, Microsoft office, Photoshop, InDesign, Autodesk, Sketch Up and Revit, and an overhead projector. The PC lab is available to learners outside of contact teaching hours, to facilitate group assignment tasks and supports peer to peer learning.

Reading lists and other information resources

Recommended Reading:

- Burns, L., D., Mullet, K., K., Bryant, N., O., 2016. *The Business of Fashion: Designing, Manufacturing, and Marketing*, Fairchild Book