

Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the instructor during the first day of class.

The American University of Rome
Italian Studies and Modern Languages Program

Department or degree program mission statement, student learning objectives, as appropriate

Course Title: Contemporary Italian Fashion
Course Number: IS 214
Credits & hours: 3 credits – 3 hours
Pre/Co-Requisites: ENG 102

Course description

This course examines contemporary Italy's fashion industry in order to understand how it gained strength and importance in Italian culture from the post-WWII period to the present. The course will analyze how fashion has been effective as a communication system that has represented the development of Italian national identity and in turn has had considerable impact on Italian society and culture. Interdisciplinary in nature, the course highlights the close connection between the massive presence of art in Italy and its influence on the development of a collective sense of aesthetics that finds confirmation in fashion. The course will also address contemporary issues relating to the fashion industry, such as black-market fashion production and the search for a humanitarian and ethically responsible fashion practices.

Required Textbook (subject to change)

Scarpellini, Emanuela, *Italian Fashion since 1945: A Cultural History* Palgrave Macmillan, 2019.

Recommended Readings (subject to change)

A list of readings will be provided early in the course.

- Gnoli, Sofia, *The Origins of Italian Fashion*: V&A Publishing, 2014.
- Stanfill, Sonnet, *The glamour of Italian Fashion since 1945* : V&A Publishing, 2014.
- Craik, Jennifer, *Fashion the key Concepts* : Berg, 2009.
- Barnard, Malcom, *Fashion as Communication*,: Routledge, 2007.
- The Kyoto Costume Institute, *La Moda* : Taschen, 2003.
- Barthes, Roland, *The Language of fashion*: Einaudi, 1993.
- Gucci: *The Making of* : Rizzoli, 2011.
- *Fashionpedia: the visual dictionary of Fashion Design* : Fashion International Limited, 2016.
- *Giorgio Armani* : Rizzoli, 2015.
- *Versace* : Rizzoli, 2016.

Web Resources

Vestoj.com THE PLATFORM FOR CRITICAL THINKING ON FASHION
Innovative mix of scholarly and pop perspectives on fashion. High quality content.
<https://www.vogue.it/>

Film Viewings (available on YouTube)

- Valentino: The Last Emperor (Matt Tyrnauer)
- Made in Milan (Martin Scorsese)
- Versace: The Documentary (Loic Prigen)
- The True Cost (The Future is on sale) (Andrew Morgan)

Course Learning Objectives

At the end of the course, students will be able to:

1. Demonstrate historical knowledge of the Italian fashion industry
2. Analyze Italian fashion as an integral part of Italian culture and society
3. Demonstrate proficiency in research skills and oral and written communication

Course Learning Activities

- Participation in class discussions, and debating alternative perspectives, is a crucial element in developing theoretical knowledge and analytical skills (CLO 1, 2, 3)
- Oral Presentation - Students will present their analysis and research of a topic assigned in class relating to Italian fashion. Students must incorporate into their presentation findings from at least two quality academic secondary sources. (CLO 1, 2, 3)
- Students will carry out an individual research project (2,000 words) on a topic of their interest pertaining to Italian Fashion, applying the analytical approaches learned and drawing from academic resources - minimum of 3 secondary quality academic sources required (CLO 1,2,3). Students will be required to submit an outline (including thesis statement, point by point outline and annotated bibliography) before the research paper deadline for approval and in order for the instructor to provide feedback. (CLO 1,2,3)
- Class outings to places relevant to the study of Italian Fashion (CLO 1, 2)

Assessment tools

Weight	Assessment	Description
10%	Class Participation and Homework	Students must come to the class prepared on the reading assignment and willing to discuss topics of the day. Activities on the IG "AUR Italian Studies Program". Film Festival Writing assignment: 500 words.
20%	Quizzes	2 Quizzes, about the Scarpellini textbook.
15%	Midterm Exam	1 Midterm exam (March 14 th) Including an essay on one of the designers studied so far (500 words)
20%	Oral Presentations	1)Video about Italian street fashion (at least two minutes) 2) A Power Point Presentations in team work due and presented to the class
15%	Research Paper	2000 words on a subject chosen from the book "The Glamour of Italian Fashion Since 1945" due on April 20th
20%	Final Exam	Cumulative Including essay on one of the designers studied so far (500 words)

COURSE SCHEDULE

Week	Topic
Week 1	<p>THE IMPORTANCE OF FASHION</p> <p>Seven fashion questions.</p> <p>Syllabus our key to enter our cultural runway.</p> <p>Introduction / Key concepts.</p> <p>The True Mother of Made in Italy: Rosa Genoni. (PP)</p> <p>Fashion is music (Sanremo collection) (PP)</p> <p>Reading assignment 1: from the textbook Chapter 1 “The Cultural Significance of How We Dress”.</p> <p>IG activity 2 Checking</p>
Week 2	<p>FASHION IN POST-WWII ITALY</p> <p>Class open forum on Chapter 1.</p> <p>Giorgini’s Sala Bianca (1952)</p> <p>Salvatore Ferragamo: The Brilliant talent of an emigrant. (PP)</p> <p>Reading assignment 2: from the textbook Chapter 2 “The fashion of the New Italy”.</p>
Week 3	<p>THE 60s: PREPARING TO OVERTAKE FRANCE.</p> <p>Class open forum on Chapter 2.</p> <p>Florence and the talents of craftsmanship.</p> <p>The Italian fashion of the economic boom. (PP)</p> <p>Catwalk. From the Sala Bianca to the Milan Fashion Week.</p> <p>Reinventing fashion after WWII</p> <p>The Italian fashion revolution in Milan</p> <p>Reading assignment 3: Stanfill, 8-73 (The Glamour of Italian Fashion Since 1945 (Victoria & Albert Museum: Exhibition Catalogue), edited by Sonnet Stanfill, London : V&A, 2014)</p> <p>Review for Quiz 1.</p>
Week 4	<p>FAMILY STORIES 1: THE FENDI SISTERS</p> <p>Quiz 1 (February 21st)</p> <p>Class open forum on Chapter 3.</p> <p>The Fendi Legend. (PP)</p> <p>Reading assignment 4: from the textbook Chapter 4 “Revolutionary Fashion”.</p> <p>IG activity 2 instructions for March 2nd</p>
Week 5	<p>FAMILY STORIES 2: THE GUCCI DYNASTY</p> <p>Class open forum on chapter 4.</p> <p>The first example of brand extension:from accessories to the total look.</p> <p>From a little shop to a big empire: Gucci. (PP)</p> <p>Italian Genius: Alessandro Michele. (PP)</p> <p>IG activity 2 Checking</p> <p>Reading assignment 5: from the textbook Chapter 5 “The Democratization of Luxury” (pages 131-156).</p>
Week 6	<p>READY-TO-WEAR: THE REVOLUTION.</p> <p>Class open forum on chapter 5.</p> <p>The industrialization of textiles.</p> <p>The legend of Giorgio Armani. (PP)</p> <p>Fashion and society: The new role of women and deconstructed jacket.</p> <p>Zoom chat with Alberto Pizzimenti General Manager of Giorgio Armani Haute Couture.</p> <p>IG activity 3 instructions for mArch 16th .</p> <p>Reading assignment 6: from the textbook Chapter 5 “The Democratization of Luxury” (pages 156-182).</p> <p>Review for Midterm.</p>

Week 7	<p>VERSACE: GENIUS, ART, AND CREATIVITY. MIDTERM Class open forum on chapter 5 part two. The Medusa's story: Versace. (PP) Family issues: Donatella, Santo and the tragic death of Gianni. IG activity 3 : Checking</p>
Week 8	<p>FASHION FILM FESTIVAL 1)Made in Milan (Martin Scorsese) 2)Versace: The Documentary (Loic Prigen) Each students must watch these movies and answer to a 10 open questions about them (this Survey will be included In the homework assessment)</p>
Week 9	<p>PRADA WORLD Miuccia: the extra-mile of female empowerment. (PP) Between creativity and technology in search of a new aesthetic IG activity 4 instructions for April 13th Quiz 2 (April 4th).</p>
Week 10	<p>VALENTINO AND THE OTHERS Class open forum on chapter 6. Valentino: the Woman of Dreams. Film viewing Valentino: The Last Emperor (Matt Tyrnauer) Ferrè: the Fashion Architect. Dolce&Gabbana: the Island of Fashion, Sicily. A historical photo: all the big names in Italian Fashion. (PP) IG activity 4 : Checking</p>
Week 11	<p>TOWARDS THE FUTURE: ETHICAL FASHION AND SUSTAINABILITY Delocalization and its problem. The fashion's new challenges. DISCOVERING NFT: Zoom chat with Brice Laville Saint Martin (NFT Fashion creator) Reading assignment: from the textbook Chapter 6 "The Challenges of the Twenty- First Century"</p>
Week 12	<p>Oral Presentation: Video about the Italian street fashion (at least two minutes)(individual). RESEARCH PAPER DUE</p>
Week 13	<p>Oral Presentation: A Power Points Presentations in team work. REVIEW FOR FINAL EXAM</p>
Week 14	<p>Review for the Final Exam FINAL EXAM</p>

ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;
Students will not be penalized for three absences from classes meeting twice a week;
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please verify with the Dean's Office for the list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will not be penalized but will be counted as an absence. Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

*Note: No instructor may penalize a student more than one-third of a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		