



Fashion studies, theory and methodology

Modevetenskaplig teori och metod

7.5 credits

Ladok Code: AE1VT1

Version: 1.0

Established by: Committee for Education in Business and Working Life 2025-02-05

Valid from: Autumn 2025

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Textile Management (G1F)

Disciplinary Domain: Social sciences

Prerequisites: Passed result in the course Fashion and the Creative Process 7,5 credits or equivalent.

Subject Area: Leadership, Organisation and Management

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

The course comprises four thematic parts: the historical development of fashion from the birth of modern fashion to the present day; fashion as consumer culture; the production of fashion as symbolic and cultural value; and the future challenges of fashion. Each part is linked to a specific research method for collecting and analysing empirical material within the field, and students will also apply these methods.

Learning Outcomes

After completing the course, the student shall be able to:

Knowledge and understanding

- 1.1 describe central concepts, questions and theoretical perspectives on fashion,
- 1.2 account for central scholarly perspectives on the fashion system and on fashion as a symbolic sociocultural phenomenon,
- 1.3 describe ideas about fashion in relation to societal and intellectual changes,

Skills and abilities

- 2.1 carry out the collection and qualitative analysis of material in relation to a problem formulation that is theoretically grounded in the course literature,
- 2.2 identify strengths and weaknesses in scholarly arguments for different methods of collecting and analysing qualitative empirical material in studies of consumption, fashion and brands from cultural perspectives,
- 2.3 visually present the results of a qualitative analysis in connection with an oral discussion,

Judgement and approach

- 3.1 reflect in writing and orally on fashion from historical and contemporary perspectives, as consumer culture and as symbolic value, and
- 3.2 reflect on ethical and moral goal conflicts concerning the future challenges of fashion in terms of consumption and production.

Forms of Teaching

Teaching in the course consists of

- lectures
- workshops/laboratory sessions
- seminars

The languages of instruction are English and Swedish.

Forms of Examination

The course will be examined through the following examination elements:

Exam: Individual written exam

Learning outcomes: 1.1-1-3, 2.1-2.2

Credits: 3.5

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Seminars: Oral and visual presentations in groups

Learning outcomes: 1.1-1.3, 2.1-2.3, 3.1-3.2

Credits: 4

Grading scale: Fail (U), Pass (G) or Pass with Distinction (VG)

To receive the grade Pass for the entire course, the student must receive a passing grade on all examination components. To receive the grade Pass with Distinction, the student must receive Pass with Distinction on all examination components.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Warkand Mida, IE & A. K (latest edition). Case Study of a Ruby Red Velvet Jacket by Christian Dior. *The Dress Detective: A Practical Guide to Object-Based Research in Fashion*, London: Bloomsbury Academic, 181–195.

Palm, C. (2023). Introduction. *The Global Fashion System: On its Social-Ecological Intertwinedness*. Doctoral thesis: Stockholm: Stockholm University, 9–24.

Riello, G. (latest edition). *Back in Fashion: Western Fashion From the Middle Ages to the Present*. New Haven: Yale University Press.

Steele, V. (1998). *A Museum of Fashion is More than a Clothes Bag*. *Fashion theory* 2:4, 327 (336), 375-385.

Rocamora, Agnès & Smelik, Anneke (eds.) (latest edition). *Thinking Through Fashion: A Guide to Key Theorists*. London: I.B. Tauris.

Scientific articles, additional course literature and other teaching materials are provided/information about them is provided via the learning platform (maximum 200 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

This syllabus is a translation from the Swedish original.

The course is offered within the study programmes: Bachelor's Programme in Textile Management, specialising in Fashion and Retail, and the Bachelor's Programme in Textile Economics.