



Introduction to Fashion Theory

En introduktion till modeteori

2.5 credits

Ladok Code: AE1IM1

Version: 1.0

Established by: Committee for Education in Business and Working Life 2026-06-10

Valid from: Autumn 2026

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Textile Management (G1N)

Disciplinary Domain: Social sciences

Prerequisites: General entry requirements for university studies

Subject Area: Leadership, Organisation and Management

Grading Scale: Fail (U) or Pass (G)

Content

The course introduces theories and concepts for understanding fashion as a social phenomenon from social, cultural, economic, and material perspectives. The course covers fundamental classical and contemporary theoretical approaches and presents fashion as a sociocultural practice, a form of consumer culture, and a process of identity construction in different historical contexts, from the emergence of fashion to contemporary settings. The course provides students with a theoretical and conceptual foundation for reading, discussing, and critically engaging with literature in fashion studies and prepares them for further studies in fashion theory and methodology.

Learning Outcomes

Upon successful completion of the course, students will be able to:

Knowledge and Understanding

1.1 Explain fundamental theories and concepts in fashion studies.

1.2 Explain how a fashion product is shaped and acquires different meanings depending on context and use.

Skills and Abilities

2.1 Identify, describe, and communicate orally, in writing, and visually the biography, i.e. the life cycle, of a fashion product or service.

2.2 Analyse empirical material in the form of a specific product from the perspectives on fashion presented in the course and course literature, and communicate the results orally, in writing, and visually.

Judgement and Approach

3.1 Reflect on the role of fashion in society from ethical perspectives.

Forms of Teaching

Teaching is conducted through

- lectures
- seminars

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Assignment 1: written and visual individual assignment

Learning outcomes: 1.1, 1.2, 2.1 och 2.2

Credits: 2

Gradingscale: Fail (U) or Pass (G)

Presentation: oral individual presentation

Learning outcomes: 1.1, 1.2, 2.1, 2.2 och 3.1

Credits: 0.5

Gradingscale: Fail (U) or Pass (G)

To receive the grade Pass for the course, students must achieve the grade Pass in all assessment 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

Wilson, E. (latest edition). *Adorned in dreams: fashion and modernity*. London: I. B. Tauris.

Scientific articles, additional course literature and other learning materials are provided/informed about via the learning platform (max 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 course is offered to incoming exchange students.

This syllabus is a translation from the Swedish original.