



Fashion, prestige and magic of consumption

Mode, prestige och konsumtionsmagi

7.5 credits

Ladok Code: AE1MP1

Version: 2.0

Established by: Committee for Education in Business and Working Life 2022-09-02

Valid from: Spring 2023

Education Cycle: First cycle

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

Disciplinary Domain: Social sciences

Prerequisites: General entry requirements for university studies.

Subject Area: Leadership, Organisation and Management

Grading Scale: Seven-degree grading scale (A-F)

Content

The course provides an introduction to fashion as a socio-cultural phenomenon, linked to notions of prestige and consumer magic. The aim of the course is to provide an in-depth understanding of fashion, consumption and prestige as distinct but still interrelated phenomena. As luxury and luxury consumption are regularly associated with the fashion area, the course also highlights the meaning of luxury within the context of the course's focus. The course has a clear holistic approach and highlights fashion, prestige, and consumption through immersions in different times and spaces. The historical emergence of fashion as a cycle and system in a historical Western context is highlighted, as well as its global, political, and identity-creating dimensions. The link between fashion and luxury consumption is specifically addressed. By clarifying the deeper mechanics of these phenomena and their shifting cultural contexts, a more complete and nuanced understanding of the contemporary fashion and consumption landscape is also provided. The course is multidisciplinary and offers a review of both theoretical classics and recent contributions from several disciplines, such as social anthropology, fashion studies, sociology and cultural studies, with an emphasis on fashion studies and social anthropology. Great emphasis is placed on the importance of clothing, body, and identity. Sustainability and ethics are included as key perspectives.

Learning Outcomes

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

Knowledge and understanding

- 1.1 Explain basic scientific perspectives on fashion as a socio-cultural phenomenon,
- 1.2 present key scientific perspectives on prestige and luxury, linked to the fashion system,
- 1.3 demonstrate basic scientific perspectives on fashion and luxury as mythically charged phenomena, within the fashion system,

Skills and abilities

- 2.1 use appropriate academic knowledge and theory to analyse what constitutes luxury and prestige, linked to fashion and consumption in different cultural settings,
- 2.2 identify links between prestige, luxury, fashion and consumption, and apply them to their own examples,
- 2.3 reflect on how fashion and luxury are presented and consider their impact on prestige and consumption,

Evaluation ability and approach

- 3.1 with the support of the course literature, problematise dominant perspectives in the subject matter,
- 3.2 with the support of relevant theory and previous research, critically reflect on the impact of fashion and luxury consumption on sustainable development,
- 3.3 demonstrate the ability to identify their own need for additional knowledge and to take responsibility for their own knowledge development.

Forms of Teaching

The teaching in the course consists of lectures, workshops, seminars, and supervision.

The language of instruction is English.

Forms of Examination

The course is examined through two examination tasks.

Assignment 1: Completed in groups and reported in the form of an oral presentation during the seminar

Learning outcomes: 2.1, 2.2, 2.3, 3.1, 3.3

Credits: 2.5

Grading scale: Pass/Fail

Assignment 2: Individual written assignment

Learning outcomes: 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3

Credits: 5.0

Grading scale: A-F

For a pass (E-A) on the whole course, a passing grade (G) is required on Assignment 1 and at least a grade of E on Assignment 2. The final grade is determined by the grade of the Assignment 2.

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

Dianteill, E. (2003). Pierre Bourdieu and the Sociology of Religion: A Central and Peripheral Concern. *Theory and Society* 32 (5/6), 529-549

Marcel, M. (2001). *The Gift: Form and Reason for Exchange in Archaic Societies*. London: Routledge.

Meinhold, R. (2013). *Fashion Myths*. Bielefeld: Transcript Verlag.

Moeran, B. (2017). *Fashion Magazines and fashion as a system of magic*. *Anthropology today*, 33 (2), 1-21.

Wilson, E. (2020). *Adorned in Dreams*. London: Bloomsbury Visual Arts.

Wilson, E. (2004). *Magic Fashion: Fashion and Modernity*. *Fashion theory* 8 (4), 375-385.

Additional course literature and other teaching materials are provided/informed about via the learning platform (max 300 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

The course is a freestanding distance course.

This syllabus is a translation from the Swedish original.