



## Fashion and existential sustainability

### Mode och existentiell hållbarhet

7.5 credits

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**Ladok Code:** AE2EH1

**Version:** 1.1

**Established by:** Committee for Education in Business and Working Life 2023-01-10

**Valid from:** Autumn 2023

**Education Cycle:** Second cycle

**Main Field of Study (Progressive Specialisation):** Textile Management (A1N)

**Disciplinary Domain:** Social sciences

**Prerequisites:** 60 credits and English 6

**Subject Area:** Leadership, Organisation and Management

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

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### Content

The course deals with fashion, both as a cultural phenomenon and as an industry, from an existential sustainability perspective with a history of ideas approach. The course is based on an expanded view of sustainability that goes beyond its currently usual divisions into ecological, economic, and social sustainability. Existential sustainability permeates all of these categories, but also includes more philosophical perspectives, such as how meaningfulness can be experienced by the fashion consumer as well as how the fashion industry can develop business models that do not encourage continued overconsumption. The aim of the course is thus partly to interpret the role of consumption in the creation and experience of life quality but also to analyse the fashion industry's most common business models, with a focus on how they meet the requirements of existential sustainability. The course is interdisciplinary and is based on texts from fields ranging from philosophy to sociology, but also with elements from physics. The fashion perspective is central, but scientific perspectives on the mechanisms of modernity and contemporary consumer culture are also included.

### 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 explain what the concept of existential sustainability means, from philosophical, sociological and cultural-historical perspectives,
- 1.3 demonstrate scientific knowledge of the fashion industry's business models and how these can be understood from cultural perspectives, with a focus on existential sustainability,

#### *Skills and abilities*

- 2.1 use appropriate academic knowledge and theory to analyse the contradiction between the mechanisms of modern fashion and the premises of a sustainable society,
- 2.2 identify links between clothing production, business models and fashion consumption from a cultural perspective of existential sustainability,
- 2.3 reflect on how the increasing pace of change in fashion correlates with societal innovations in transport, logistics and communications,

#### *Evaluation ability and approach*

- 3.1 from cultural perspectives, make a critical analysis of the fashion industry's overall sustainability efforts,
- 3.2 with the support of relevant theory and previous research, critically reflect on the impact of the modern fashion system on broader sustainable development, and
- 3.3 demonstrate the ability to identify their need for further knowledge of the wider context of sustainable fashion.

## Forms of Teaching

The course consists of lectures and seminars.

The language of instruction is English.

## Forms of Examination

The course will be examined through the following examination elements:

*Assignment 1: Individual, written assignment*

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

Credits: 3

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

*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: 4.5

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

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

Bell, Q. ([1976] 1992). *"Recent history", On human finery*. London: Allison & Busby.

Berger, J. (1972). *"Fine art and commerce." Ways of seeing*. London: Penguin.

Currid-Halkett, E. (2017). *The sum of small things. A theory of the aspirational class*. Princeton: Princeton University Press.

Edelkoort, L. (2015). *Anti\_Fashion Manifesto*. Paris: Trend Union.

Elder-Vass, D. (2005). *"Emergence and the realist account of cause."* *Journal of critical realism* 4:2.

Fromm, E. ([1975] 2005). *To have or to be?* London: Continuum.

Lipovetsky, G. (1994). *"The seduction of things." The empire of fashion: dressing modern democracy*. Princeton, N.J.: Princeton University Press.

Perec, G. ([1965] 2011). *Things. A story of the sixties*. London: Vintage.

Rosa, H. (2018). *Social acceleration: a new theory of modernity*. New York: Columbia University Press.

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.