



COURSE: History of Fashion
DIPARTIMENT: Fashion Design
ACADEMIC YEAR: 2018/2019

Duration: Semiannual
Prof.ssa Silvia Casagrande

1. GENERAL CHARACTERS OF THE COURSE

The dress, fundamental element in the public manifestation of self, in some ways represents the gap between being and appearing. In this tension must be placed the inexhaustible anxiety of improvement and the continuous search for new models of clothing. The German philosopher Friedrich Hegel in *Aesthetics* reminds us that "[...] the garments [...] remove the immediate sight of what, as simply sensitive, is meaningless", thus anticipating the Barthesian idea that the human body, as a pure sensitive, can not mean and the garment ensures the transition from the sensible to the sense.

The dress is, therefore, a sort of second skin, an identity card with which to decipher the information of a person. More and more in the twentieth century, but already since the nineteenth century, the dress has been analyzed as a language, with its grammar and its syntax. The sociosemiotic readings have highlighted its linguistic and communicative nature, the dimension of theatrical representation and the creation of meaning. The dress is the language of the body, which through the dress inscribes itself on ways of being, stories, stories, belonging.

The course aims to interpret fashion from its origins in the modern age with references to the historical, economic, social and cultural context of the time and with particular attention to its constant relationship with the world of contemporary art and design.

2. PROGRAM

Fashion as a cultural reflection of the zeitgeist

Fashion is a pluri-semantic field. It can be seen from different points of view and according to different disciplines. It is a privileged observatory of both superficial and deep social changes. Fashion doesn't simply state the difference among social ranks – as Veblen's and Simmel's sociological analysis put in evidence – but, at the same time, it enables us to represent our time.

An interdisciplinary analysis, from art to theater, from architecture to cinema, is appropriate to understand the styles of the time.

During the course the main historical steps of transformation of the dress will be analyzed together with the analysis of the work of the most important fashion designers of the time. Moreover, the theoretical foundations of the discipline will be introduced: from the analysis of styles to the biographies of stylists, from the aesthetic deepening to the semiotics of fashion.

FIRST PART

The century of fashion

Historical and aesthetic analysis of the development of fashion in the twentieth century: from the birth of haute couture to post-fashion

SECOND PART

Fashion and communication. Introduction to the semiotics of fashion and analysis of forms of fashion communication



3. PURPOSE

The course aims to provide the student with the tools of analysis on the historical evolution of fashion, within the transformations of styles and taste of the nineteenth and twentieth centuries, together with the research methodology necessary for a critical and systematic reading of the fashion.

The course is intended to provide the tools for a knowledge of the history of fashion, favouring an interdisciplinary perspective.

The course has as its purpose:

- the analysis of clothing as a historical document;
- the ability to recognize the basic elements of fashion;
- an analysis of fashion in relation to the Arts (Painting, Sculpture, Architecture, etc.)
- an analysis of fashion in relation to Semiotics (dress as language)

4. METHOD OF EXAMINATION

The examination procedure is oral. The test consists of an oral interview on the texts and themes indicated in the program.

5. BIBLIOGRAPHY

Obligatory:

- During the academic year will be delivered "Lecture notes" and suggested texts to study

They are also obligatory, one to be chosen among these three texts: (for Italian Student)

MORINI ENRICA, *Storia della moda: XVIII-XXI secolo*, Milano, Skira, 2011

ELEONORA FIORANI, *Abitare il copro: la moda*, Milano, Lupetti, 2004.

Optional:

CHARLOTTE SEELING, *Moda. 150 anni di stilisti designer atelier*, Gribaudo, 2011

Il Docente

Prof.ssa Silvia Casagrande