

Module code	FSH510	Level	5
Module title	Fashion Capitals - London	Credit value	12
Programme(s) on which the module is taught	BA (Hons) Fashion Marketing	ECTS Credits	6
		Notional learning hours	120

1. Pre-requisite modules

None – Elective Module

2. Module aims and objectives

London, our home, is a Fashion icon. This module aims to serve as an introduction to London as a key Fashion Capital within the global industry. You will be introduced to key developments in the history of the city that led to its prominence in the international spotlight. By exploring a number of diverse areas and locations, you will learn how London is unique in its fashion geography, varied consumer base and wider appeal – including its hotspots and leading style tribes. You will explore the strong interrelationships between London’s fashion and culture, art, design and creative scenes. We will explore why the city is unparalleled in its position as home to not only the world’s most exciting and dynamic emerging talent, but also some of the world’s leading industry players. This module makes full use of London as a resource and therefore much of the activity on the module takes place outside of the classroom, and will involve work in small groups as well as individual activities.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

A2 Employ a formative knowledge and understanding of the contexts, frameworks, and environments within which wider fashion operates, including contemporary, historical, theoretical, social, cultural, ethical, and environmental perspectives **b) Skills**

Upon successful completion of this module the students will be able to:

B1 – Source, navigate, analyse, communicate and apply relevant research material from a variety of sources, to the development of responses to creative and written briefs with tutor guidance

B5 – Select from, experiment with and make appropriate use of a formative range of materials, processes, technologies and environments showing understanding of quality standard with some tutor guidance.

B7 – Communicate clearly in presenting research, ideas, reasoned arguments, and design work, in visual, oral, and written forms, employing relevant IT skills where appropriate.

4. Indicative content

- London and Fashion: past and present
- The Power of British Fashion
- London Fashion Centres
- London Style Tribes
- The relationships between Fashion and London culture
- Field research techniques

5. Learning and teaching methods

This module will be taught using a combination of lectures, discursive seminars and tutorials, but the majority of activities will take place in the 'field' through a range of guided visits, walking tours and independently conducted observation and research. Some seminars may take place off-campus – please ensure you are fully aware of the locations of all activities. Wherever possible, activities will include visits to exhibitions, demonstrations or live fashion events, dependent upon what is happening in the city at the time of your module.

12 credit module – 120 learning hours	
Directed learning	24 hours
Lectures	4
Seminars	4
Other (Field Activities)	16
Collaborative Learning	6 hours
Tutorials (1:1 and group)	6
Self-directed learning	90 hours
Preparation for class	20
Self-study after class	20
Preparation for assessments	50
Assessment	
Total	120 hours

6. Assessment and relative weightings

There is one summatively assessed component to this module:

Assessment 1 – Contribution to a London City Style Guide (100%)

During the module you will be asked to ‘pitch’ a number of pieces of work to contribute toward an annual fashion guide to London. You will be fully briefed on the theme and scope of the guide, but the work you produce should be reflective of the activities you have undertaken in the module. Length of work will vary from piece to piece, and you will be expected to take the opportunity to supplement the work with your own original imagery. The total length of your submission should not exceed 2,500w or equivalent.

7. Mapping of assessment tasks for the module

Assessment tasks	A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
Contribution to London City Style Guide (100%)		✓			✓				✓		✓			

8. Key reading

BREWARD, C. (2004) *Fashioning London : clothing and the modern metropolis*. Oxford: Berg. [Ebook]
Available at: <http://www.bergfashionlibrary.com/view/FASHLOND/book-FASHLOND0001.xml>

BUTLER, F. (2016) *It's A London Thing*. London: Prestel

DE LA HAYE, A. and EHRMAN, E. (eds.) (2015) *London couture 1923-75 : British luxury*. London: V&A Publishing.

FARES, T. and MOWER, S. (eds) (2017) *London Uprising: Fifty Fashion Designers, One City*. London: Phaidon Press.

GORMAN, P. (2006) *The Look: Adventures in Rock & Pop Fashion*. London: Adelita Ltd.

GRAVILLE, S. (2015) *London Style Guide: Revised Edition*. London: Murdoch Books (UK) Ltd.

LESTER, R. (2010) *Boutique London : a history : King's Road to Carnaby Street*. Woodbridge: ACC Editions.

O'NEILL, A. (2007) *London : after a fashion*. London: Reaktion Books.