

**SYLLABUS**  
**BA IN FASHION MARKETING AND PROMOTION**  
**SEMESTER – II**  
**DESIGN APPLICATION IN FASHION**

**Sub. Code: BFMP-205**

**Credits: 04**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**Unit 1: Fashion World and Fashion Show**

Fashion World: Introduction, Defining a Couturier, the Empire Builders.

Fashion Show: Corporate Face and Fashion Show, On the Catwalk; A brief history of Model, Model into Super Model.

**Unit 2: Fashion and Society**

Dressing Society; Fashion and Social Stations; High Fashion & High Society.

**Unit 3: Fashion Leaders & Lines**

Fashion Leaders: New Fashion Leaders, Fashion and Politics, Mans Produced Fashion.

Fashion Lines: Early Pret-A-Prefer; the Rise and Rise of Ready to Wear, What's in a (Designer's) Name?

Fashion in Films and Television: Dressing Films and Television, Cosmetics Connections, the Media and the Consumer, Promo Costuming.

Company Organizations: Management; Merchandising; Production and Sales; Job Descriptions in the Fashion Design Industry.

**Unit 4: Retail and PR**

Retail: Retailing, Shop within Shops.

Public Relations: Introduction to PR, PR in Fashion, PR in General.

**Unit 5: Buyers**

Types of Buying Officers; Co-ordination

**Suggested Readings:**

1. Fashion Show: Paris Style, Pamela A. Parmal, Didier Grumbach, Susan Ward, Lauren D.Whitley, Museum of Fine Arts, Boston, MFA Publications
2. Fashion and Society, Deaton & Spencer
3. The Visible Self: Global Perspectives on Dress, Culture, and Society, Joanne Bubolz Eicher, Sandra Lee Evenson, Hazel A. Lutz, Fairchild Publications
4. Fashion, Desire and Anxiety: Image and Morality in the 20th Century, Rebecca Arnold, IB Tauris & Co Ltd.
5. Designing Clothes: Culture and Organization of the Fashion Industry, Veronica Manlow, Transaction Publishers