



The Hebrew University of Jerusalem

Syllabus

Fashion Theory: Culture Economy and Desire in the Modern Wardrobe - 54214

Last update 27-08-2024

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Cultural Studies-Individual Graduate Prog.

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Liroy Choufan

Coordinator Email: liroychoufan@gmail.com

Coordinator Office Hours: Upon request

Teaching Staff:

Mr. Leeroy Choufan

Course/Module description:

The course will establish a foundation for discussion through a critical examination of fundamental issues related to fashion – from the question of whether fashion is a Western invention to the modes of consumption, design, and distribution of the fashion object, with an emphasis on globalization, media, branding, and technology.

Course/Module aims:

The course will position the fashionable garment as an organizing axis of modern society, revealing its centrality in everyday life. In doing so, it will provide access to material culture, visual culture, and consumer culture.

Learning outcomes - On successful completion of this module, students should be able to:

- Develop a theoretical discussion on issues related to modern fashion.
- Define interface points between the fashion industry and the cultural, economic, and political industries.
- Critically discuss political, social, and consumer issues related to fashion.
- Apply insights from fashion theory to related phenomena and vice versa.

Attendance requirements(%):

100

Teaching arrangement and method of instruction: Lectures and discussions.

Course/Module Content:

מבוא: אי אפשר לחיות בלי בגדים

- Turner, Terence. 1993. "The Social Skin." In *Reading the Social Body*, 15-39. Iowa: University of Iowa Press.
- Flugel, J.C. 1930. *The Psychology of Clothes*, 15-39, New York: International Universities Press.

מבוא: אופנה: המצאה אירופאית או תופעה אוניברסלית

- Wilson, Elizabeth. 2013. "Adorned in Dreams: Fashion and Modernity." Revised, Updated ed. London: I.B Tauris.
- Simmel, George. 1957. "Fashion." *The American Journal of Sociology* 62 (6):

541-548.

- הלמן, ענת. 2012. בגדי הארץ החדשה. 9-18. ירושלים: מכון זלמן שזר.

איך מדברים על אופנה וסגנון: אובייקט, תמונה, מילה

- Barthes, Roland [1990 (1967)], *The Fashion System*, University of California Press.

- El Or, Tamar. 2012. "The Soul of the Biblical Sandal: On Anthropology and Style." *American Anthropologist* 114 (3): 433-445. doi:10.1111/j.1548-433.2012.01444.x.

אופנה וזהות: מה בגדים (לא) אומרים עלינו

- Tseelon, Efrat. 2016. "Jean Baudrillard: Post-modern fashion as the End of Meaning." In *Thinking Trough Fashion: a Guide to Key Theorists*, ed. Rocamora Agnes and Smelik Anneke, 215-232 I.B. Tauris.

- Bovone, Laura. 2012. "Fashion, Identity and Social Actors,". In *Identities Through Fashion*, ed. Ana Marta Gonzalez and Laura Bovone, 67-93. London: Berg.

לובשים רק מעצבים: המיתוס של מעצב האופנה המודרני

- Rosa, António Machuco. 2013. "The Evolution and Democratization of Modern Fashion: From Frederick Worth to Karl Lagerfeld's Fast Fashion." *Comunicação E Sociedade* 24: 79-94. doi:10.17231/comsoc.24(2013).1777.

- Peirson-Smith, Anne. 2013. "Wishing on a Star: Promoting and Personifying Designer Collections and Fashion Brands." *Fashion Practice* 5, no. 2: 171-201. <https://doi.org/10.2752/175693813X13705243201450>.

חווייה גופנית, חוויה רגשית

- Entwistle, Joanne. 2011. "The Dressed Body", inside *The Fashion Reader*, 2nd edition, ed. Linda Walters and Abby Lillethun, 138-149. Bloomsbury.

- Löfgren, Orvar. 2016. "Emotional Baggage. Unpacking the Suitcase." In *Sensitive Objects: Affect and Material Culture*, edited by Maja Povrzanović Frykman and Jonas Frykman, 125-151. Lund: Nordic Academic Press.

תאווה ומרחבי צריכה: תשוקה, מוות ופסאז'

- Bourdieu, Pierre. [1992] 1984. "Haute Couture and Haute Culture." In *Sociology in Question*. London: Sage Publications.

- בנימין, ולטר. 2019. פרויקט הפסאז'ים: כתבים כרך ג', 27-42. תל אביב: רסלינג.

תאווה ומיתוג: איך מותגים מספרים אופנה

- Donez, Pierre-Yves and Wubs Ben (2018), "LVMH: Storytelling and Organizing Creativity in Luxury and Fashion", in *European Fashion: The Creation of a Global Industry*, ed. Blaszczyk, Regina Lee and Pouillard, Veronique. 35-62 (optional), 63-85. Manchester: Manchester University Press

הדמוקרטיזציה של האופנה: מאומנות ואמנות לאופנה מהירה

- English, Bonnie. 2013. *A Cultural History of Fashion in the 20th and 21st Centuries: From Catwalk to Sidewalk*. 2nd ed, 29-43. London: Bloomsbury Academics.

- Lipovetsky, Gilles. 1994 [1987]. *The Empire of Fashion: Dressing Modern Democracy*, 88-128. Princeton: Princeton University Press.

- Pouillard, Veronique. 2019. "Production and Manufacture." In *The End of Fashion: Clothing and Dress in the Age of Globalization*, edited by Adam Gecy, and Vicki Karminas: 141-54. London: Bloomsbury Publishing.

איך יופי נודד: אופנה והמסך הגדול

- Breward, Christopher. 2003. "Fashion and Film", in *Fashion*, 131-141. Oxford: Oxford University Press.

- Radner, Hilary. 2019. "Cinema." In *The End of Fashion: Clothing and Dress in the Age of Globalization*, edited by Adam Gecy, and Vicki Karminas: 83-98. London: Bloomsbury Publishing.

מדיה חדשה כמעצבת אופנה

- Mendes, Silvano. 2021. "The Instagrammability of the Runway: Architecture, Scenography, and the Spatial Turn in Fashion Communications". *Fashion Theory*, 25:3, 311-338, DOI: 10.1080/1362704X.2019.1629758.

- Rocamora, Agnes. 2017. "Mediatization and Digital Media in the Field of Fashion." *Fashion Theory* 21, no. 5: 505-22. <https://doi.org/10.1080/1362704X.2016.1173349>.

אופנה במאה ה-21: מבגדים משומשים לבגדים דיגיטליים

- Choufan, Liroy. 2021. "Fashion You Do Not Own, Fashion You Cannot Feel: Toward a New Paradigm of Sharing Fashion in the Digital Age." *Fashion Theory* 26 (3): 307-328. doi:10.1080/1362704X.2021.1912954.

- Choufan, Liroy, and Nir Tila-Cohen. 2023. "From Secondhand to Invisible Hand: Methods of Manipulating Object Biographies on the Realreal Online Marketplace." *Fashion Theory*: 1-26. <https://doi.org/10.1080/1362704X.2023.2176810>

אופנה במאה ה-21: למכור יופי או למכור מוסר?

- Emily Huggard, Patrick Lonergan & Anja Overdiek. 2023. "New Luxury Ideologies: A Shift From Building Cultural to Social Capital", *Fashion Theory*, 27:4, 555-579, DOI: 10.1080/1362704X.2022.2117008

Required Reading:

Under course topics. The list is expected to be updated before the semester.

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 80 %

Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research

proposal 20 %

Additional information:

None