



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Fashion, Images, and the City of Milan. A Sociological Perspective on Modern Italian Fashion

PROF. AMBROGIA CEREDA

Area of study:	Fashion and Design
Area Code:	SO/CU302
Method of Instruction:	In-person

Description

Modern Italian fashion and the role of Milan as a fashion capital are considered pivotal factors in the development of Made in Italy and they are identified with the diffusion of prêt-à-porter. This is the typology of fashion internationally known and often celebrated as the invention of the designers of 1960-70s. During the course this idea will be analyzed and discussed in order to reconfigure the origins of Italian fashion system: an organization established in the mid-twentieth century and related to a necessity for high-end mass marketing and thrived on late-century global overconsumption. Practical sessions of research on the field will help detect how the main components of Italian fashion are now intertwined (i.e. adherence to the markings of a rich cultural heritage, an instinctive progression toward the globalization of fashion via various modernist aesthetics, and an ability to reinvent image ideals through advertising and promotion).

Course contents

The first part of the course will be dedicated to understanding the cultural, historical and social factors that influenced the development of Italian fashion. The focus will be on Florence and Tuscany, Rome, and Milan, so to provide a socio-historical framework for the most salient features of the evolution of the Italian aesthetic. The second part of the course will focus on the role of the body in contemporary fashion. Some of the ways will be presented in which fashion defines bodily appearance via the 'narrations' of magazines and advertising in order to identify how visual resources influence people's everyday life through the 'aura' of Italian style and taste. The last part of the course will analyze the fashion as related to urban lifestyle: Milan will represent the main stage of the analysis and the focus to discuss the contemporary transformation of the fashion market. This part of the course might include off-class sessions of ethnographies (urban observation) meant to experiment a real fieldwork in specific locations in the city of Milan.

Prerequisites

None

Method of instruction

Lectures will be held by employing different sources (frontal lectures, slides, documentaries, shows and films), visits and classroom debates will be held as an important part of the course. Students are expected to complete the readings before each class in order to take active part in the lectures. A part of the course will be dedicated to cool hunting and will be arranged in order to allow preparation for fieldwork, the fieldwork itself (urban observation), and the analysis of the material collected. At the end of this module, students will organize their field notes and draw from them topics for class discussion.



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Course requirements

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Credits

6 ECTS

Grading

Attendance and participation	20% of final grade
Group assignments/ class presentation	15% of final grade
Midterm test	30% of final grade
Final written exam	35% of final grade

Course readings and materials

All the readings will be available in a course pack and the lecturer's slides will be available on Blackboard.

Instructor bio

Prof. Ambrogia Cereda held a PhD in Sociology and Methodology of Social Research at UCSC, where she collaborates with ModaCult a research centre for the study of fashion and cultural production. She is lecturer in Sociology of culture at eCampus University and Social communication at Istituto Marangoni Milan. She has worked on various projects in the field of consumption, design, and fashion-advertisement. Her main research interest is the interrelationship between body image, identity, and gender. She also has extensive experience working on the issues related to sociology of cultural production and cultural anthropology and she is currently working on the field of emotions.

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