

SUMMER PROGRAM 2021

Course title: Paris Fashion Culture

Meeting Times and Days: June 28 – July 9, 2021 / Monday - Friday, 9am-5pm

Instructor: Kegham Djeghalian

Room: TBD

COURSE DESCRIPTION

The city of Paris has been seen as the international capital of style and fashion for the last three centuries. Although currently challenged by other fashion poles like Milan, London, New York and Tokyo, Paris remains to have a special flare in the collective eye and holds a legendary status as the hallmark of style, notably for being the only city to stage a Haute Couture week.

This course aims at reading the city of Paris through the lens of fashion culture and exploring the key elements that gave the city its status in the industry. Through lectures, sight visits (boutiques, department stores, streets...), museum visits, guest talks and practical workshops this course will immerse the student in the staples that are synonymous with Parisian fashion.

You will learn about the key moments in modern French fashion, perfume culture, haute couture, the codes of a fashion house, the fashion geography of Paris, retail space & the boutique, representation of Paris fashion in the media among other things.

The main practical focus of the course is based on visual story-telling and narrative construction where each student will develop a subjective personal voice on Paris by creating an Instagram page, mood boards and a digital or printed zine.

COURSE REQUIREMENTS

Attendance and participation to all field trips, class lectures, talks and workshops. Completion of all practical projects. Documentation of field trips. Critical curiosity about the addressed topics and ability to conduct research.

LEARNING OUTCOMES

Upon successful completion of the course, a student should be able to:

- Identify the key moments in modern French fashion history
- Understand the major elements which constitute Parisian fashion culture
- Know basic skills in story-telling to develop a personal view on a given topic
- Conceive and curate a personal zine
- Create pictorial collages
- Express individual aesthetic direction

ASSESSMENT

Students will be assessed on the following criteria:

Attendance and participation	25%
Assignments + Personal project	25%
Instagram	20%
Zine	30%

Students will be given a grade based on the following descriptions:

- A = Work of exceptional quality which goes beyond the stated goals of the course
- A- = Work of very high quality

- B+ = Work of high quality
- B = Very good work
- B- = Good work
- C+ = Above average work
- C = Average work, passable
- C- = Passing but below average
- D = Below average indicating that the student did not fully understand or complete assignment
- F = Failure, no effort shown, no credit received

ATTENDANCE

Students are expected to fully participate in every session to be sure not to miss important information which will lead to the successful completion of the course.

Substantial absences are factored into grades. Please note the following:

- 2 late arrivals (more than 15 minutes) or early departures= one full absence
- 2 absences = considered excessive absence for a course
- 3 absences are grounds for failure in the course

SCHOOL POLICIES

1. No mobile phones, radios, MP3 players, computers, or game consoles are allowed in class, unless otherwise specified by the instructor.
2. No emailing, web surfing, or instant messaging, etc. is allowed during class time, unless otherwise specified by the instructor.
3. Classrooms are community space. Please leave them clean and tidy.
4. Plagiarism is a serious offence and will not be tolerated. All research, text, and image sources must be cited using Chicago (Turabian) style. See your instructor or the Student Handbook if you are unclear about what constitutes plagiarism.
5. You are required to attend and participate in class critiques and other presentations. Be respectful of your fellow classmates.
6. All PCA buildings are NON SMOKING. You must go outside to smoke.

MATERIALS AND SUPPLIES

Students should have with them:

- DSLR camera (preferably), a point-and-shoot camera or a good mobile camera
- Laptop
- Sketchbook/scrapbook + notebook
- Craft materials: scissors, cutter, glue, tape, pins, clips, boards, paper...

RESOURCES AND READINGS (optional)

- Agnès Rocamora, *Fashioning The City: Paris, Fashion and the Media*, I.B.Tauris, 2009.
- Ines de la Fressange and Sophie Gachet, *Parisian Chic: A Style Guide*, Flammarion, 2011.
- Marian Frances Wolbers, *Uncovering Fashion: Fashion Communications Across the Media* (Chapters 7, 9 & 11), Fairchild Books, 2009.
- Valerie Steele, *Paris Fashion: A Cultural History* (Chapters 4 & 14), Berg, 1998.

RECOMMENDED FILMS

- *Paris, Je t'Aime* by 18 directors (2006)
- *Midnight in Paris*, Woody Allen (2011)
- *Amélie*, Jean-Pierre Jeunet (2001)
- *Funny Face*, Stanley Donen (1957)

- *Moulin Rouge*, Baz Luhrmann (2001)
- *Before Sunset*, Richard Linklater (2005)
- *Prêt-à-Porter*, Robert Altman (1994)

RECOMMENDED INSTAGRAM ACCOUNTS

General Paris Photography

@raulcabrera
@juanjerez
@frenchwords
@parisjetaime
@mylittleparis
@seemyparis
@herve_in_paris

Lifestyle and Fashion

@parisinfourmonths
@adenorah
@daphnemoireau
@theparisianman

Parisian Icons

@carolinedemaigret
@inesdelafressangeofficial
@jeannedamas
@carinroitfeld
@charlottegainsbourg
@ludoillon



COURSE SCHEDULE

Please note that this outline is subject to modification.

Monday, June 28

-Course introduction

-Discuss syllabus

-*Paris, Fashion City*

- Material and symbolic construction of Paris
- Fashion System
- Crash course and key moments in Modern fashion history in Paris

-In-Class Assignment, teams of 2:

Analysis and presentation of a pioneer fashion house / designer of Paris (History and background, Iconic creations and looks, brand identity and codes, significance)

Tuesday, June 29

-*Paris, the street and its representation:*

- The importance of the street in fashion
- The notion of *Le Flanneur et la Passante*
- The geography of Paris Fashion
- The representation of Paris and the Parisian Iconography in fashion photography

-Deciphering the codes of a fashion house

Museum visit, Yves Saint-Laurent

Wednesday, June 30

-Workshop on In-Design and Zine Making

-*La Parisienne*, Demystifying la Parisienne, that inimitable archetype in style.

-Guest Talk (TBC)

Thursday, July 1

-*Le parfum: the Paris signature*

- History & significance
- Sight visits to classic and contemporary French perfume houses and Fragonard perfume museum

-Start working on Zine

Friday, July 2

-*Retail Space*

- The boutique
- The historical arcades (les passages couverts)
- The original department store

-Sight visits: arcades, boutiques & le Bon Marché

Guest talk and tour by Pamela Breit

Weekend assignment

Monday, July 5

- Critique of weekend assignment

- Class work on zine

- Museum visit (TBC)



Tuesday, July 6

- Work on Zine and Instagram (brainstorm personal project)
- Understanding *Haute Couture*
- Haute Couture Week: walk and street style photography around the fashion shows

Wednesday, July 7

- Work on Zine and Instagram
- Personal Project

Thursday, July 8

- Work on zine + personal project + Instagram

Friday, July 9

- Finalizing the zines and printing (if needed)
- Critique
- Exhibition