

**GCIN2006**

**Fashion and Luxury: Cultural and Organizational Dynamics**

**6 credits - total learning hours: 150**

**Session A: June 26 – July 14, 2017**

**14:00 to 17:00, Mon-Fri**

### **Course Description**

This course enables students to study the cultural and organizational dynamics of the fashion and luxury industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation, value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the fashion and luxury industry in the global market.

### **Aims and Objectives**

- 1) To enable students to familiarize themselves with the structures of the fashion and luxury industries.
- 2) To enable students to examine the value creation process in the fashion and luxury industries.
- 3) To enable students to discern the cultural dimensions of the fashion and luxury industries.

### **List of Topics to be covered in meetings**

- 1) What is Fashion? What is Luxury?
- 2) The Structure of the Fashion Industry
- 3) Fashion Designers
- 4) Fashion Magazines
- 5) Fashion Houses
- 6) The Structure of the Luxury Industry
- 7) Luxury Production
- 9) Luxury Branding
- 10) Luxury Marketing
- 11) Value Creation as a Cultural Process

### **Teaching resources**

#### *Textbooks*

Auguste, Gilles, and Michel Gutsatz. 2013. *Luxury talent management: Leading and managing a luxury brand*. Basingstoke: Palgrave Macmillan.

Chadha, Radha, and Paul Husband. 2006. *The cult of the luxury brand: inside Asia's love affair with luxury*. London: Nicholas Brealey International.

Collins, Hilary. 2010. *Creative research: the theory and practice of research for the creative industries*. Lausanne: AVA Academia.

Donzé, Pierre-Yves. 2014. *A business history of the Swatch Group: the rebirth of Swiss watchmaking and globalization of the luxury industry*. Basingstoke: Palgrave Macmillan.

Hoffmann, Jonas, and Ivan Coste-Maniere. 2012. *Global luxury trends: Innovative strategies for emerging markets*. Basingstoke: Palgrave Macmillan.

Yim, Chi Kin, and Monica Park. 2007. *Shanghai Tang: the first global Chinese luxury brand?* Hong Kong: Asia Case Research Centre, The University of Hong Kong.

#### *Further reading*

Currid, Elizabeth M. 2006. "The New 'New' New York Scene: How and Why Fashion, Art and Music Happen in New York City." PhD dissertation, Columbia University.

Godart, Frederic Clement. 2009. "Status and style in creative industries: The case of the fashion system." PhD dissertation, Columbia University

Moon, Christina Harriet. 2011. "Material Intimacies: The Labor of Creativity in the Global Fashion Industry." PhD dissertation, Yale University.

(Please note the topics and teaching resources may vary and are provided here as a guide.)

**Assessment**

100% coursework

**Learning outcomes:**

On successful completion of the course, students should be able to:

1. Demonstrate the ability to identify the key features and actors of the fashion and luxury industries.
2. Demonstrate the ability to explain the business models and the mechanism of value creation of the fashion and luxury industries.
3. Demonstrate the ability to reflect on the role of culture in shaping the fashion and luxury industries.