Teacher: Dr. Annamari Vänskä  
Master’s Programme in Fashion Studies, year 1, Fall term 2013  
Meanings of Fashion, unit 4  
Location: Seminar room Wilson

**Schedule**

**Thursday 28th Nov. 13-15**

What do we talk about when we talk about fashion studies?  
Readings:  
Wilson: “Explaining It Away” (course literature)  
Lipovetsky: “Fashion and the West: The Aristocratic Moment” (course literature)  
Kawamura: “Fashion as an Institutionalized System” (course literature)

**Tuesday 3rd Dec. 13-15**

In a class of its own? Fashion and class  
Readings:  
Simmel: “Fashion” (course literature)  
Veblen: “Conspicuous Consumption” & “Dress as an Expression of the Pecuniary Culture” (course literature)  
LeGrand: “Creating a Folk Devil: The Moral Panic over ‘Chavs’” (Mondo)

**Thursday 5th Dec. 13-15**

The Fashionable Individual  
Readings:  
Carlyle: “The Dandical Body” (course literature)  
Barthes: “Dandyism and Fashion” (course literature)  
Entwistle: “Fashion and Identity” (course literature)  
Vänskä: “See-through Closet” (Mondo)

**Tuesday 10th Dec. 10-12**

Men, women, boys, girls… Fashion and Gender  
Readings:  
Entwistle: “Fashion and Gender” (course literature)  
Rahman et.al.: “Lolita”: Imaginative Self and Elusive Consumption” (Mondo)  
Conekin: “Fashioning the Playboy: Messages of Style and Masculinity in the Pages of Playboy Magazine, 1953–1963” (Mondo)  
Vänskä: “Guiding Mothers. On the Heterosexualization of Children in Vogue Bambini” (Mondo)
Thursday 12th Dec. 13-15
Immoral clothes, sexual signs. Fashion and sexuality
Readings:
Davis: “Ambivalences of Sexuality” (course literature)
Steele: “The Corset: Fashion and Eroticism” (Mondo)
Attwood: “Fashion and Passion: Marketing Sex to Women” (Mondo)
Carreno: “Marc in Skirts” (Mondo)

Tuesday 17th Dec. 13–15
Veiling in style, Fragmenting the Black Male Body. Fashion and ethnicity
Readings:
Duits & van Zoonen: “Headscarves and Porno-Chic” (Mondo)
Lewis: “Veils and sales” (Mondo)
Gilligan: “Fragmenting the Black Male Body: Will Smith, Masculinity, Clothing, and Desire” (Mondo)
Akou: “Building a New ‘World Fashion’: Islamic Dress in the Twenty-first Century” (Mondo)

Thursday 19th Dec. 13–15
New Meanings of Fashion? Green Fashion, Eco-fashion, Sustainable Fashion
Thomas: “From ‘Green Blur’ to Ecofashion: Fashioning an Eco-lexicon” (Mondo)
Clark: “Slow + Fashion – an Oxymoron – or A Promise for the Future…?” (Mondo)
Winge: “‘Green is the New Black’: Celebrity Chic and the ‘Green’ Commodity Fetish”
Beard: “The Branding of Ethical Fashion and the Consumer: A Luxury Niche or Mass-market reality?” (Mondo)

Wednesday 15th Jan. 2014
Returning the home exam to Nina Wennberg, Centre for Fashion Studies