

GCIN2006 Fashion and Luxury: Cultural and Organizational Dynamics

Course Instructors:

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Lectures: Tuesdays, 1.30 – 3.20pm. CPD-2.19

Course Content

This course enables students to study the cultural and organizational dynamics of the fashion and luxury industries to understand the economic, social, cultural and material processes that underpin both industries. Through an in-depth and comparative study of the creative process, marketing strategies, brand management, industrial structure and consumer images of the two industries, 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 industries in the global market.

Learning Objectives

By the end of the course students should have gained an understanding of:

1. The concepts of fashion and luxury;
 2. The culture of fashion and luxury
 3. The structures of the fashion and luxury industries;
 4. The marketing and branding strategies of fashion and luxury;
 5. The process of managing fashion and luxury brands;
 6. The consumer behaviours towards fashion and luxury products.
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Teaching Methods

Lectures, case studies, presentations, and class discussion.

Assessment

A. Class Participation (20%)

You are expected to attend lectures and complete tasks assigned in class. You are also expected to actively contribute to the class discussions and activities. Random attendance lists will be taken throughout the course.

B. In-class test (20%)

You are required to complete an in-class test. The test will be used to assess your (1) understanding of the fashion and luxury industries and (2) ability to apply what you have learnt in class to identify key issues with management, branding and marketing in the industries as such and to recommend possible solutions.

C. Group Project (60%)

You will undertake a group project to work on a comparative case study of the fashion and luxury industries. Each group is expected to deliver a presentation on the project **(20%)**. Each group will have 15 minutes to present their findings followed by a 5-minute Q&A session. You will receive feedback from your peers and instructors to improve the content. Each group is required to submit a final written report covering comprehensive findings and analysis of the case study **(40%)**.

Submission deadline for the final report:

Each group is required to submit the final report electronically in Turn-it-in on Moodle, and as hard copy to the General Office of the School of Modern Languages and Cultures (5.01 Run Run Shaw Tower) by **5pm, 10 December 2018 (Monday)**.

Further details of the assessment will be discussed in class.

Indicative literature

Berry, C.J., 1994. *The idea of luxury: a conceptual and historical investigation*, Cambridge: Cambridge University Press.

Danziger, P. 2005. *Let them eat cake : Marketing luxury to the masses : As well as the classes*. Chicago, Ill.: Dearborn Trade Pub.

Kawamura, Y. 2005. *Fashion-ology : An introduction to fashion studies*. Oxford ; New York: Berg.

Calefato, P. 2014. *Luxury : Fashion, lifestyles and excess*. London: Bloomsbury.

Kapferer J. 2012. *The New Strategic Brand Management: Advanced Insights and Strategic Thinking* (5th ed.) London: Kogan Page.

Rath, P. 2015. *The why of the buy : Consumer behavior and fashion marketing* (Second ed.). New York: Fairchild Books

Hines, T., & Bruce, M. 2007. *Fashion marketing : Contemporary issues* (2nd ed.). Amsterdam ; Boston: Butterworth-Heinemann.

Easey, M. 2009. *Fashion marketing* (3rd ed.). Oxford ; Ames, Iowa: Wiley-Blackwell

Tentative Course Outline¹

Week 1	04/09/18	Invitation to the Study of Fashion and Luxury
Week 2	11/09/18	The Essence of Luxury
Week 3	18/09/18	The Luxury Market
Week 4	25/09/18	Public Holiday (no class)
Week 5	02/10/18	Luxury Marketing Strategies
Week 6	09/10/18	Luxury Brand Management
Week 7	16/10/18	Reading week (no class)
Week 8	23/10/18	The Fashion Business
Week 9	30/10/18	Fashion Marketing Strategies
Week 10	06/11/18	Fashion Management Strategies
Week 11	13/11/18	In-class test
Week 12	20/11/18	Group Presentation
Week 13	27/11/18	Group Presentation

¹ The tentative schedule is subject to change.