



FAST – FASHION AND ACCESSORY STUDIES AND TECHNOLOGY

DEPARTMENT OF: FASHION COMMUNICATION AND PUBLISHING
COURSE TITLE: STYLE AND THE CITY: FLORENTINE FASHION WALKS
COURSE CODE: FTFSC280 GSUSC280
3 Semester Credits

1. DESCRIPTION

3 semester credits. Through a series of walks and visits focused on art and design this course intends to show famous and hidden fashion paths in Florence. A journey through time and space to discover the place that marked the birth of Italian fashion and opened the doors to Made in Italy. Back in 1954, Florence was the star of the fashion system, anticipating trends and stealing the exclusive scene from Paris. Italy embraced the “new” in fashion through the talent and genius of Giovanni Battista Giorgini, who staged the first ever Italian fashion shows in Florence. Students will discover a city of exquisite taste, tradition and artistic craftsmanship. Starting from the location of the first Italian cat walk held in the Sala Bianca of Palazzo Pitti, they will learn how to map the fashion environment of the city. From Renaissance to modern day inspiration, fashion is kept alive in the products that were designed here and that grace the beautiful city today. Designers, such as Gucci, Salvatore Ferragamo, Emilio Pucci, Stefano Ricci, Ermanno Scervino, and Roberto Cavalli, have all developed and changed through the years and they have all surely blossomed here in Florence. The course is intended to provide academic knowledge through guided field learning activities that include research, on-site involvement, and topic assessment for each fashion themed walk in Florence.

The approach of this course is based on experiencing the city of Florence as the academic space for learning and engagement. Classes are not held in a traditional, frontal-style setting; each lesson is carefully mapped for curricular content and featured locations: lectures, observations, exercises, analysis, and reflections on presented topics are held in relevant sites that are accounted for in the academic planning, syllabus, and related course material. Coursework and submissions will be regularly assessed on the course site through daily assignments in addition to exams, papers, and projects. Learning through the on-site classroom approach fosters a deeper understanding of the cultural environment of Florence and how it is related to the subject of study represented by the course, and allows the overall experience to contribute to the students' academic and personal enrichment.

2. OBJECTIVES

Upon successful completion of this course, students will be able to:

- Identify the main aspects and people that fostered the birth of Made in Italy.
- Recognize the close connection between artisanship and luxury fashion in Florence.
- Refer to specific venues, streets, squares and stores in the city of Florence and explain their relevance among the fashion environment.
- Retrace the fashion history of the city of Florence and its evolution from the Middle Ages to present day.
- Gain knowledge of how Italian fashion was born in Florence and is still the leader today of the men's fashion system.

- Outline the distinctive traits of some of the most renewed Italian designers that have interacted with the city in historical and modern periods.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, discussions, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, and experiential and/or field learning activities where applicable. As described in point 1, lessons are not held in traditional classroom settings but are based on the city of Florence as the academic space for learning and engagement. Please review the course description for the structural approach and method of coursework.

5. TEXTBOOK - FURTHER READINGS - RESOURCES

TEXTBOOK (Copy available at the university library):

Ghilardi, Erika et al. *Fashion in Florence. Through the Lens of Archivio Foto Locchi*, Gruppo Editoriale, 2017.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

- Abulafia, David. *Italy in the Central Middle Ages*. Oxford, New York: Oxford University Press, 2004.
- Bauzano, Gian Luca. "Giovanni Battista Giorgini: Designing the Future," in *ZoneModa Journal*. Vol.11, 2021. Available [here](#).
- Da Cruz, Elyssa. "Made in Italy: Italian Fashion from 1950 to Now," in *The Metropolitan Museum of Arts*, 2004. Available [here](#).
- La Marqueza, *Panama Hat Origin & History of Panamas*, 2023. Available [here](#).
- Lladò, Maria Teresa & Mirò, Eva Pascual. *The Art and Craft of Leather*, Barron's, 2008.
- Florence University of the Arts, *Crafted with Love*, Ingorda, 2015.
- McCarthy, Mary. *The Stones of Florence and Venice Observed*, Penguin Book, 2006.
- Steele, Valerie. *Fashion Italian Style*, Yale University Press, 2003.
- Tungate, Mark. *Fashion Brands: Branding Style from Armani to Zara*, Kogan Page, 2012.
- Wheeler, Alina. *Designing Brand Identity: A Complete Guide To Creating, Building, And Maintaining Strong Brands*, John Wiley, 2003.

ADDITIONAL ONLINE RESOURCES:

- Avetisov, Garik. *The Italian Fashion Show, Giovanni Battista Giorgini, Palazzo Pitti, Florence, Italy, 1954*, 2017. Available [here](#).
- CBS Sunday Morning, *Keeping Florence's artisan traditions alive*, 2019. Available [here](#).
- Paladino, Elisa. "La Rinascente 1865-2017: The History of Department Store," in *Rinascente Archives*, 2017. Available [here](#).

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION - GRADING SYSTEM

10% Attendance

10% Participation

20% Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

20% Reflective Journal

20% Final Exam

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE - PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.
- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS. It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS - PAPERS - PROJECTS

The **Reflective journal** accounts for the 20% of the final course grade. Students will engage in a daily writing exercise based on their experience in Florence and its fashion locations and observations about the city related to the course topic explored during lectures. Each entry is between 200/250 words.

Assignments account for the 20% of the final course grade. These are exploratory assignments related to the course content. Students are assessed based on their accuracy, cultural competence, punctuality, and formatting skills.

Midterm and Final exams account for the 20% of the final course grade. Both exams will be uploaded on the course website and are to be completed by the student at home under exam conditions.

This means that:

- The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in current or previous years.
- You may use any publicly available material you want, including books, the internet, etc.
- However, you are NOT allowed to submit questions to internet discussion groups.
- Use your own words. If you find a solution of a question in a book or online, cite it in your submission and do not copy it as-is. Make changes which demonstrate you understand what you are writing. Plagiarism will be severely penalized.
- You may take as much time as you need within the deadline to complete the exam. You may start the exam and return to it at a later stage. Note, you will no longer have access to the exam once the deadline has passed.
- The solved exam must be uploaded on the course site before the deadline. Late submission will be penalized; technical problems will not be accepted as an excuse for late submissions. It is your responsibility to make sure that your computer and internet connection work properly and that the solved exam is uploaded on time.

Exam content: the content of the exam will be based on the course walks, the assignments, the textbook and on the websites, bibliography provided by the professor. Please make sure you have read these resources thoroughly before taking the exam.

Exam format (for both exams):

The exam is divided into three sections:

Part I. Mood Board: Given a selection of Designers, Brands or Artist encountered during the walks, students will have to provide for each one a mood board that illustrates the specific information that the professor will detail on the course site.

Part II. Visual Diary: The Professor will provide a specific walk among those experienced during class, students will have to write a detailed diary of the walk showing knowledge of locations, designers, brands, entrepreneurs and amenities encountered during the walk. The diary needs to be completed with images and a suggestion of an additional stop for the same walk in the future.

Part III. (only for Final Exam) Create a New Fashion Walk: Students are asked to research and review all previous walks in order to propose and create a new itinerary for a brand-new walk. The information will need to include:

- Walk Title and Lecture
- Objectives and outcomes
- Itinerary (where to stop, what to visit, address and name of brand or entrepreneur if present)
- Map

Students will have to motivate their choices and provide information to disclose during the walk.

12. LESSONS

Lesson 1	
Meet	FLY, Borgo Pinti 20/r
Lecture	The birth of Italian Fashion through the city of Florence.
Objectives	Gain an understanding of how Florence was the birthplace of contemporary Italian fashion. Gain knowledge of the historical fashion city sites. Compare Florence and Rome Italian Fashion and their respective environment. Be able to explain the meaning of contemporary street names in Florence with specific attention to different terms such as 'via,' 'por,' and 'borgo.'
Visit	Museo della Moda e del Costume, Palazzo Pitti, Piazza de' Pitti.
Readings/ Assignments	Read: Ghilardi, <i>Fashion in Florence. Through the Lens of Archivio Foto Locchi</i> , 11-24. Read: Da Cruz, <i>Made in Italy: Italian Fashion from 1950 to Now</i> . Watch: Avetisov, <i>The Italian Fashion Show</i> , Giovanni Battista Giorgini, Palazzo Pitti, Florence, Italy, 1954, 2017.

Lesson 2	
Meet	FLY, Borgo Pinti 20/r
Lecture	Fashion Design and Antiques.
Objectives	Gain knowledge of the setting for the first Italian fashion show. Identify the key players in the birth of Made in Italy.

	Gain knowledge about the exclusive, historical, and most famous antiques locations in the city center of Florence. Understand antique works and the role they play in new semantic contexts. Gain an understanding of the importance of heritage in this sector for the city of Florence.
Visit	Via dei Fossi; Casa di Giovanni Battista Giorgini, Via dei Serragli.
Readings/ Assignments	Read: Bauzano, <i>Giovanni Battista Giorgini: Designing the Future</i> .

Lesson 3	
Meet	FLY, Borgo Pinti 20/r
Lecture	Luxury and Style: the heart of high-end fashion in Florence.
Objectives	Gain an understanding of the urban arrangement of luxury fashion retail environments in the city of Florence. Compare different Fashion Brands and define their unique characteristics. Gain knowledge of antique palaces that have become headquarters of Fashion brands.
Visit	Palazzo Pucci, Via de' Pucci; Palazzo Tornabuoni, Via de' Pescioni; Via Strozzi; Via Tornabuoni; Piazza di Santa Trinita.
Readings/ Assignments	Read: Ghilardi, <i>Fashion in Florence. Through the Lens of Archivio Foto Locchi</i> , pp. 29-42. Assignment: visit some luxury fashion stores and conduct a visual research on how different showcases are set up, providing images and considerations (250 words).

Lesson 4	
Meet	FLY, Borgo Pinti 20/r
Lecture	The Alternative Fashion. A walk through Avant-garde, Edge, and Research retail environments in Florence.
Objectives	Gain an understanding of alternative fashion offerings beyond the more traditional examples visited earlier. Identify the elements that compose quality, luxury, and fashion among brands that go beyond classical elements to propose a unique alternative.
Visit	Société Anonyme, Via Niccolini; Flow, Via de' Vecchietti; Gerard Loft, Via de' Pecori; Coin, Piazza del Grano.
Readings/ Assignments	Read: Ghilardi, <i>Fashion in Florence. Through the Lens of Archivio Foto Locchi</i> , pp. 47-127.

Lesson 5	
Meet	FLY, Borgo Pinti 20/r
Lecture	Major and Minor Arts: historical Florentine guilds.
Objectives	Recognize existing artistic signs of the power of medieval guilds in the streets of Florence. Gain an understanding of street names and their connection with social topography. Gain knowledge of the guilds' influence on the history of Florence and its development into one of the richest cities of late Medieval Europe.
Visit	Via Calimaruza, Via Calimala, Via Orsanmichele, Via dell'Arte della Lana, Via di Capaccio, Via Lambertesca, Corso dei Tintori, Piazza dei Ciompi.
Readings/ Assignments	Read: Florence University of the Arts, <i>Crafted with Soul</i> , pp. 12-17.

Lesson 6	
Meet	FLY, Borgo Pinti 20/r
Lecture	Serendipity: style beyond the historical center.
Objectives	Gain knowledge of alternative locations of style and fashion outside of the classical Florentine city center. Compare different fashion environments with a focus on local small yet unique activities.
Visit	Via Gioberti.
Readings/ Assignments	Assignment: visit the city and take note of 4 different “looks” of people in order to sketch them. Try and guess who they are and where they come from. Motivate your findings.

Lesson 7	
Meet	Course site
Lecture	MIDTERM EXAM

Lesson 8	
NA	ACADEMIC BREAK

Lesson 9	
Meet	FLY, Borgo Pinti 20/r
Lecture	Vintage and the City.
Objectives	Gain knowledge of vintage fashion standards. Compare different vintage retail environments within the city of Florence. Trace a map of unique and authentic vintage locations which share a heritage of Italian design.
Visit	Melrose, Via de’ Ginori; Desii Vintage, Via dei Conti; Humana Vintage, Via delle Belle Donne; La Rinascente (A.N.G.E.L.O), Piazza della Repubblica.
Readings/ Assignments	Read: Paladino, <i>La Rinascente 1865-2017: The History of Department Store</i> .

Lesson 10	
Meet	FLY, Borgo Pinti 20/r
Lecture	The Evolution of Oltrarno Craftsmanship: modern artisans reinterpreting the art of hand made in a contemporary way.
Objectives	Understand the evolution of design in a contemporary way. Gain an understanding of the reinterpretation of art and fashion by young Florentine entrepreneurs. Gain knowledge of modern artisanal and design retail environment in Florence.
Visit	L.G.R., Flagship Store, Via Porta Rossa; Via Maggio; Sdrucchiolo dei Pitti; Via de’ Guicciardini.
Readings/ Assignments	Read: Ghilardi, <i>Fashion in Florence. Through the Lens of Archivio Foto Locchi</i> , pp. 128-144.

Lesson 11	
Meet	FLY, Borgo Pinti 20/r
Lecture	Fashion and Perfumes: a Journey through Handcrafted Fragrances.
Objectives	Gain knowledge of the history of pharmacy and perfume artisanship in Florence, and understand the evolution of this tradition leading to the contemporary era. Understand the secrets of modern artisanship, meeting entrepreneurs in their retail environments.

	Gain knowledge of the art of perfume and cosmetics from creation to the final customer.
Visit	Officina del Profumo, Via della Scala; Ortigia, Borgo San Jacopo; Sileno Cheloni, Via di S. Niccolò.
Readings/Assignments	Assignment: Visit Farmacia SS. Annunziata and compare the different retail environments learned during lesson 10 and this unique location. Pros and Cons of one of the world's most famous pharmacies.

Lesson 12	
Meet	FLY, Borgo Pinti 20/r
Lecture	Leather, Hide, and Art.
Objectives	Be able to analyze and assess leather products. Gain knowledge of the different phases in accessory development and the production chain. Gain an understanding of the accessory industry and its main components.
Visit	Borgo dei Greci and Santa Croce district.
Readings/Assignments	Read: Lladò & Mirò, <i>The Art and Craft of Leather</i> , pp. 6-17.

Lesson 13	
Meet	FLY, Borgo Pinti 20/r
Lecture	A Walk through Florence's Straw Craftsmanship.
Objectives	Gain knowledge of the history of straw craftsmanship in Florence and the importance that straw hats gained in the past centuries from an economic and cultural point of view for the region of Tuscany. Gain knowledge of the principal locations where straw hats were sold in the past and are sold today.
Visit	Borgo San Lorenzo, Canto alla Paglia; Mercato Centrale, Via dell'Ariento; Loggia del Porcellino, Via del Mercato Nuovo.
Readings/Assignments	Read: La Marqueza, <i>Panama Hat Origin & History of Panamas</i> .

Lesson 14	
Meet	FLY, Borgo Pinti 20/r
Lecture	Jewelers: Ponte Vecchio and the Gems of Florence.
Objectives	Identify recent fashion examples of contemporary and traditional jewelry in Florence. Gain an understanding of the tradition of jewelry making in Florence. Compare different brands and retail environments on the Ponte Vecchio.
Visit	Ponte Vecchio; Museo del Gioiello Alessandro Dari, Via San Niccolò.
Readings/Assignments	Submit Reflective Journal.

Lesson 15	
Meet	Course site
Lecture	FINAL EXAM