



Format revised 2025
Syllabus reviewed in 2025

Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

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

1. DESCRIPTION

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 catwalk 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.

2. OBJECTIVES

Upon successful completion of this course, students will:

- 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 environments.
- 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 course participation and completion. Where applicable additional materials may 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 online here: <https://zmj.unibo.it/article/view/13585/13282>.
- Da Cruz, Elyssa. “Made in Italy: Italian Fashion from 1950 to Now,” in *The Metropolitan Museum of Arts*, 2004. Available online here: <https://www.metmuseum.org/essays/made-in-italy-italian-fashion-from-1950-to-now>.
- La Marqueza, *Panama Hat Origin & History of Panamas*, 2023. Available online here: <https://www.genuinepanamahats.co.uk/blogs/articles/panama-hat-origin-history>.
- 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 online here: <https://www.youtube.com/watch?v=bfspvRWfv7Y>.
- CBS Sunday Morning, *Keeping Florence's artisan traditions alive*, 2019. Available online here: https://www.youtube.com/watch?v=KL2IZ8a1o_M.
- Paladino, Elisa. “La Rinascente 1865-2017: The History of Department Store,” in *Rinascente Archives*, 2017. Available online here: <https://archives.rinascente.it/en/paths/la-rinascente-1865-2017-storia-del-grande-magazzino>.

LIBRARY

Course participants may access the campus library. Please consult the posted schedules for official opening times. Texts may be consulted on-site, and scanning/internet services available.

6. COURSE MATERIALS

No additional course materials are necessary.

7. 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. If this course requires a fee, the exact

amount is communicated prior to enrollment.

8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

10% Participation

20% Assignments

20% Midterm Assessment

20% Reflective Journal

20% Final Exam

The above grade breakdown percentages reflect the grading scale standards in the “Grading and Evaluation System” section of the catalog.

Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog’s attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours: https://catalog.fua.it/standard_regulation

9. EXAMS / PROJECTS / ASSIGNMENTS

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

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 (were 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.

Reflective Journal: 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: This course requires at least 3 assignments as per the course outline in the syllabus. Further details are provided in the course portal.

10. COURSE OUTLINE

Lesson 1	
Meet	Piazza dei Ciampi
Lecture	The Birth of Italian Fashion through the City of Florence: The Medici Influence.
Objectives	Analyze the historical context of the Medici family's patronage and its impact on the development of early Italian fashion. Discuss the lasting legacy of Medici-influenced fashion on subsequent Italian and European fashion trends, and consider how their innovations continue to inform contemporary design. Gain knowledge of the historical fashion city sites.
Visit	Palazzo Medici Riccardi, Via Cavour; Palazzo Vecchio, Piazza della Signoria; Palazzo Pitti, Piazza de' Pitti (external).
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, Giovanni Battista Giorgini, Palazzo Pitti, Florence, Italy, 1954</i> , 2017.

Lesson 2	
Meet	Piazza dei Ciampi
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 #1 assigned, due by next lesson: <ul style="list-style-type: none">Visit some luxury fashion stores and conduct visual research on how different showcases are set up, providing images and considerations (250 words).

Lesson 3	
Meet	Piazza dei Ciampi
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 4	
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Meet	Piazza dei Ciompi
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/Lab	Via Gioberti.
Readings/ Assignments	Assignment #2 assigned, due by next lesson: <ul style="list-style-type: none"> 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 5	
Meet	Piazza dei Ciompi
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/Lab	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> . MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

Lesson 6	
Meet	Piazza dei Ciompi
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/Lab	L.G.R., Flagship Store, Via Porta Rossa; Via Maggio; Sdrucciolo 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 7	
Meet	Piazza dei Ciompi
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/Lab	Officina del Profumo, Via della Scala; Ortigia, Borgo San Jacopo.
Readings	Assignment #3 assigned, due by next lesson: <ul style="list-style-type: none"> 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.
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Lesson 8	
Meet	Piazza dei Ciompi
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/Lab	Borgo dei Greci and Santa Croce district.
Readings	Read: Lladò & Mirò, <i>The Art and Craft of Leather</i> , pp. 6-17.

Lesson 9	
Meet	Piazza dei Ciompi
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/Lab	Borgo San Lorenzo, Canto alla Paglia; Mercato Centrale, Via dell'Ariento; Loggia del Porcellino, Via del Mercato Nuovo.
Readings	Read: La Marqueza, <i>Panama Hat Origin & History of Panamas</i> . REFLECTIVE JOURNAL DUE

Lesson 10	
Meet	Piazza dei Ciompi
Lecture	Jewelers: Ponte Vecchio and the Gems of Florence.
Objectives	Learn about Benvenuto Cellini and his jewelry-making innovative techniques. 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/Lab	Casa di Benvenuto Cellini, Via della Pegola, 59; Via dell'Ariento; Via del Gomitolo dell'Oro; Ponte Vecchio.
Readings	Submit Reflective Journal.

Lesson 11 Final Exam	
Meet	Course Platform
Lecture	FINAL EXAM