

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**A.Y. 2025-26
SYLLABI**

Fashion History
and Styling for
Editorial

SUMMER

**SAP-
SEMESTER
ABROAD
PROGRAMMES**

HISTORY OF FASHION AND COSTUME

45 hours, 6 ECTS

COURSE DESCRIPTION

The aim of the course is to provide students with a general knowledge of the history of fashion and costume. Fashion is a form of language, used to communicate the essence of people, to describe the society, economy, religion and many other things; it represents the so-called “Zeitgeist” or “the spirit of the time”. This would explain why clothes are nowadays studied by psychologists, sociologists, economists, anthropologists and art historians. The course starts from the analysis of the origins of fashion phenomenon at the time of Italian Renaissance and its historical evolution from the French Revolution to nowadays. Different fashion styles will be seen from a historical and sociological perspective.

COURSE OVERVIEW

The course has been structured on the following topics:

- The origins of fashion phenomenon at the time of Italian Renaissance, with a new market economy and social mobility.
- The influence of the French Revolution on fashion: Neoclassical and Empire styles.
- 19th century fashion: gender differences in dressing and in social roles: wedding dress history, the importance of bourgeois women clothing as a status communication and the feminine arts.
- Romanticism in music, literature and fashion: classical ballet and its influence on fashion, history of tartan.
- Fashion in the second half of the 19th century: innovation in textile production and beginning of ready-to-wear, the birth of haute couture and first fashion shows in Paris.
- Dandy phenomenon
- Eclecticism in architecture, interiors and fashion: reform dress, the art Nouveau style and the influence of Japanese art on western fashion.
- 20th century: Diaghilev “Russian Ballet” and Paul Poiret’s revolution in fashion.
- World War I, women’s emancipation, look “Garçonne”: new ideal beauty, silent films and make-up.
- Modern women’s style from Coco Chanel: art and fashion, Elsa Schiaparelli.
- 1929 crisis, romantic and retro look in 1930s: white satin dress, movie stars and fashion.
- World War II and “Utility Dress”: “New Look” from Christian Dior and postwar rebirth of Parisian fashion.

Short Programs

- Influence of American lifestyle and music: story of T-shirt and jeans, “fertile look”.
- Italian postwar “alta moda” (high fashion) and “Hollywood on Tiber” film production.
- The beginning of Palazzo Pitti Italian fashion shows in 1952.
- 1960s: Space Style, LSD, Pop Art and Op Art, kaleidoscopic prints and psychedelic style.
- Swinging London: baby-boom and the new teen-agers’ market of fashion and music, baby-look and mini- skirt.
- The beginning of prêt-à-porter: YSL, Pierre Cardin, Paco Rabanne, Andrè Courrege
- 1970s: pacifism, feminism, “second-hand”, Hippies and Punk. The beginning of prêt-à porter shows in Milan.
- 1980s: yuppies, “dress for success”, “lookism”: from clubs to fashion, revolution in menswear.
- 1990s: Japanese designers in Paris, minimalism: New Belgian fashion design, street-style, Grunge.
- Nowadays fashion production and distribution categories: haute couture, prêt-à-porter, mass-market (FastFashion), made-to-measure, outlet, vintage, main fashion fairs and events.
- 2000s: globalization, new fashion markets: new luxury, sustainability, connection between fashion, design and architecture today.
- Evolution of fashion communication, from magazines to blogs, from catwalk shows to internet.
- View of mega-trends and seasonal trends.

LEARNING OUTCOMES

At the end of the course, students will have acquired a full knowledge of the history of Fashion and Costume.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in fashion or related fields.

EDITORIAL FASHION STYLING

45 hours, 4 ECTS

COURSE DESCRIPTION

The course deals with the fundamentals of the Italian image and style. Students will be focusing on style hunting and image styling starting from the city of Rome, one of the international capital of fashion, where they may encounter luxury and tailor-made craftsmanship, contemporary art and business, creativity and wearability/creativity. Marketing and social macro trends are the main basics from which to start a process for a product styling line. The aim of the course is to make students play an active role through research, observation and analysis. The practical application of the process will help students to understand professional outcomes. The course will cover all the related topics such as research methodology, aesthetic and contemporary fashion art influences, trend forecasting, trend analysis, marketing elements, retail strategy

COURSE OVERVIEW

The course has been structured on the actions:

- Image Analysis Learning. How to read an image, looking through layers, is one of the most important skills that a fashion stylist needs to be successful.
- Cool Hunting. From aesthetic to fashion. Scouting now to forecast the future: Analysis of the cool concept and hands-on exercises.
- Styling Style look exercises. Identification of current trends and practical exercises, by creating a personal styling that best represents the concept connected to the trend itself.
- On Set Experiences. Students will be engaged in three photo-shootings where they will be able to express their own styling vision and concept.

LEARNING OUTCOMES

At the end of the course, students will have acquired skills to create fashion styling sets for the editorial context evaluating their own vision on fashion

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in fashion or related fields.

Short Programs

COURSES POLICIES

Class attendance is mandatory, and punctuality is essential. Attendance will be taken at every class period. Late arrival or early leave will be counted as absences. Every absence will lower the attendance grade. If more than 20% of the scheduled class hours are missed, the final grade will be “F” and NO credits will be given for this course.

TESTS AND ASSIGNMENTS

The courses will have a mid-term review and a final exam.

GRADING SYSTEM

The following elements will be evaluated for the final grade: the total number of attended lessons; the result of the mid-term review and the final exam.

GRADING SCALE

GRADE	PERCENTAGE
A+	97%-100%
A	93%-96%
A-	90%-92%
B+	90%-92%
B	83%-86%
B-	80%-82%
C+	77%-79%
C	73%-76%
C-	68%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%
F	0%-59%