

Interdisciplinary Study Proposal

TITLE: Fashion: History, Marketing, and Design

PERSONAL STATEMENT:

Because a major trend of Humanities and Social Sciences today is interdisciplinary work, Hendrix makes interdisciplinary studies the first point of discussion in its requirement of The Engaged Citizen course for all first-year-students. An interdisciplinary major in Fashion: History, Marketing, and Design will enable me to combine the hands-on study of fashion with analysis of its historical and social implications.

In my *TART 280* course, *Production, Makeup, and Design*, I first considered pursuing a career in fashion. Fascinated by textiles and the endless possibilities they offered, my interest deepened. When studying abroad in Belgium, I worked as a writer for a fashion and lifestyle website; in my free time, I studied countless works of art. In doing so, I began to realize something: dress and the presentation of self are narratives as old as time. There is a centrality to fashion that makes it relevant and applicable to almost every aspect of humanity. In short, fashion matters. Striving to pursue and examine all things fashion from every angle, I will combine courses in Art History, History, Social Sciences, Art, and Design, all with a focus on fashion. (See Appendix A.)

My experience pursuing an interdisciplinary major in Fashion History has enabled me to make discoveries and connections between classes I'm taking at Hendrix and various disciplines. For example, the theatre arts course *TART 250: History of Fashion* with Dr. Connie Campbell has enabled me to benefit from a deeper understanding of the pieces of art I encounter in Dr. Miller's Art History courses. Just last week, as we examined a painting by Gustave Corbet, "Young Ladies of the Village," Dr. Miller explained that only a background in fashion history would allow a student to fully understand the painting. Exhibited at the annual salon in Paris in 1852, the ladies depicted wear the fashions of the previous year as they hand out alms to a peasant girl. The message in the painting is this: a new middle class of people is rising who might not wear the most expensive, up-to-date fashions, but do have some expendable income and are expected to offer charity to the less-fortunate. The work is a comment on the changing times and has strong political and sociological undertones.

FASHION: HISTORY, MARKETING, AND DESIGN COMPLETION PROPOSAL

I would like to build a fashion major based on selected courses and experiences that have a liberal arts underpinning. An interdisciplinary major in Fashion: History, Marketing, and Design presents a special course of study embracing the liberal arts ideals of Hendrix College. Such a degree explores topics such as material culture, gender and the social implications of fashion, the presentation of the body and self, the performance of identity, as well as aesthetics and meaning. My committee will consist of Dr. Hines (English), Dr. Campbell (Theatre), and Dr. Schwartzkopf (Anthropology) with Dr. Skok (History) as my committee chair. Unique to my Hendrix College interdisciplinary major, as opposed to a degree program from one of the leading technical schools for fashion, is the liberal arts nature of the major. While degree programs from technical schools teach skill, Fashion: History, Marketing, and Design not only teaches skill and competency but offers context and meaning, revealing the deeper significance of fashion in our world.

When I make use of the research library in the costume shop, a reproduction of a 1940s Sears and Roebuck catalogue brings me to ponder the social implications of fashion. The entire catalogue was advertised as though buying military-inspired apparel in red, white, and blue was the best way to support one's country. I begin to question the thin line between patriotism and a propaganda machine. This questioning seems relevant now more than ever as apparel expressing political views, particularly views on feminism and resistance to the current political system, is plastered all over the media. Vogue, the last word on fashion, has even declared political apparel the biggest trend in 2017.

Additional work outside of class, such as the time I have spent completing work study in the Hendrix College Costume Shop as well as an internship writing for the Dutch style and fashion website Styletrip.nl, has helped prepare me for a career in fashion history, marketing, and design. Additionally, courses of independent study on the *History of Fashion* as well as *The Identification and Preservation of Vintage Clothing* will help me gain invaluable experience with historical pieces. Designing costumes for the Hendrix Dance Ensemble's Spring 2017 Concert gave me first-hand experience of the fashion design process. These projects, much like a Hendrix Odyssey Project, combine classroom study with hands on learning.

From conversation with my degree program faculty, I will enroll in the Anthropology Theory course, with a special focus on fashion design and material culture giving me a comprehensive background in anthropological theory out of which I can draw a focus on fashion

history. For my Senior Capstone Experience, I will work with Dr. Schwartzkopf of the Anthropology department to complete a capstone experience for an Interdisciplinary Major in Fashion: History, Marketing, and Design. I will meet with Dr. Schwartzkopf weekly to discuss relevant readings and progress towards the capstone project. The project will involve research on the Hendrix Vintage Textile Collections and other relevant sources. I will be evaluated on a series of written works totaling twenty-five pages in which I research and write on objects in the Hendrix Vintage Textiles Collection from an anthropologist's point of view. Additionally, the capstone will include oral and visual presentations on my work.

Please see below the proposed degree audit sheet for Fashion: History, Marketing, and Design. A degree comparison to other institutions is included as a separate attachment.

Major Requirement	Course	Semester Fulfilling
<u>History and Social Sciences</u>	ANTH 100	Fall 2014
1.	Introduction to Anthropology	
2.	ARTH 170: Western Art History Survey I	Fall 2016
3.	ARTH 171: Western Art History Survey II	Spring 2017
4.	HIST 140: Leisure, Work, and Consumption	Fall 2017
5.	HIST 218: Gilded Age and the Progressive Era	Spring 2017
6.	TART 300: Identification and Preservation	Fall 2017

	of Vintage Clothing	
7.	ANTH 365: Anthropological Theory	Fall 2017
8.	ANTH 499: Senior Capstone	Fall 2017
<u>Business and Marketing</u>	BUSI 100:	Spring 2018
9.	Contemporary Issues in Business and Entrepreneurship	
10.	MKTG 3350: Principles of Marketing (UALR, Junior-Level Course)	Summer 2017
<u>Fashion and Design</u>	TART 250:	Fall 2016
11.	History of Fashion to 1980	
12.	TART 280: Production Costume and Makeup	Fall 2015
13.	ARTS 160: Beginning Drawing	Fall 2016
14.	ARTS 200: Beginning Painting: Painting the Figure	Spring 2017