FASHION COMMUNICATION (10 CR)

Program

8.11. Fashion communication: Introduction to the course

Readings:

Theme I: Brand and retail strategies in fashion communication (Linda Turunen)

15.11. Cornerstones for fashion branding

Readings:

Further readings:

22.11. Fashion retail as a form of fashion communication

Readings:

Further readings:
29.11. Social media shaping fashion communication

Readings:

Further readings:

3.1. Deadline for Christmas assignment

10.1. Presenting results of the Christmas Research (Linda Turunen & Annamari Vänskä)

Theme II: Cornerstones of fashion communication (Annamari Vänskä)

17.1. Does it pay to shock? Scandal as a strategy for fashion communication

Readings:

24.1. Image – Communicating fashion through photography

Readings:
31.1. Communicating fashion through the moving image

**Readings:**
  DOI: 10.2752/175174113X13541091797562

7.2. ‘Fashion is the fifth character’ – fashion communication, filmic narrative and women

**Readings:**

**Further reading:**

14.2. Digitalized fashion – Communicating fashion in the Internet

**NOTE!** This week’s class will be held on the MyCourses website!

**Readings:**
  DOI: 10.2752/175174112X13274987924177

21.2. NO CLASS!

28.2. The expanding field of fashion communication: Museums and exhibitions

**Contextualising lecture by Annamari on fashion exhibitions and fashion curating**
Reading:


Further reading:


Theme III: Fashion communication professionals (Visiting lecturers and visits)

6.3. The Fashion Photographer and The Stylist: Aya Brace and Claudia Cifu

13.3. The Fashion Journalist: Johannes Reponen

A workshop on fashion journalism with Johannes Reponen

20.3. Visit to Milton Showroom at 11-12

This week we will visit Milton Studios. The Director of Milton Studios Oona Kasslin will tell us about the concept of the "showroom" and what role it plays in fashion communication.

We will meet at Milton, Haapaniemenkatu 5, at 10.55.

27.3. Fashion Media – Mediatized Fashion

Contextualising lecture by Annamari about fashion media and the mediatization of fashion

Reading:

Further reading:


3.4. Preparing the final project presentation

10.4. NO CLASS

17.4. Project Presentations & final comments

24.4. Deadline for submitting the final assignment on "Brand DNA"