

Fashion Design Department		
Session 2024-25 (2nd Semester)		
Subject: Theory of Fashion		Load: 4
Week	Lectures	Topic
1	1	Introduction and definition of fashion
	2	Factors influencing fashion
	3	Style, Trend, Collection, Haute Couture, Pret-a-Porter
	4	Avant Garde, Classic, Fad, Mass Fashion, Hi Fashion, Knock off
2	5	Limited Fashion, Accessories, Cohort, Consumer, copyright
	6	Custom made, Boutique, Fashion seasons, Obsolescence,
	7	Retailing, Merchandising, Staple, Toile, Ensemble
	8	Revision of Unit 1
3	9	Introduction to fashion cycle
	10	Graph and stages in fashion cycle
	11	Cycles within cycle
	12	Interrupted cycle
4	13	Recurring Cycle
	14	Revision of Fashion cycles
	15	Question bank related to above topics
	16	Trouble shooting
5	17	1 st Sessional
	18	1 st Sessional
	19	1 st Sessional
	20	1 st Sessional
6	21	Intoduction to movement of fashion
	22	discussion on theories of fashion
	23	Consumer Segmentation
	24	Fashion Innovators & Fashion Motivators,
7	25	Fashion Followers & Fashion Victims
	26	Principles of Fashion
	27	Sources of Inspiration for a Designer,
	28	Fashion forecasting,
8	29	Factors affecting Fashion forecasting
	30	agencies involved in Fashion Forecasting
	31	Revision of Unit 2 and 3
	32	Question bank related to above topics
9	33	2nd Sessional
	34	2nd Sessional
	35	2nd Sessional
	36	2nd Sessional
10	37	International trade in fashion
	38	Regulatory bodies in fashion and textile sector
	39	Ministry of Textile
	40	Advisory Board
11	41	Export Promotion Councils
	42	Role of Fashion Designers
	43	Role of Fashion Technologists
	44	Role of Fashion Merchandisers
12	45	Revision of Unit 4
	46	A brief introduction about designer and product of RITU KUMAR, TARUN TAHILIANI
	47	A brief introduction about designer and product of SABYA SACHI, MANISH MALHOTRA
	48	A brief introduction about designer and product of GUCCI and CHANEL
13	49	A brief introduction about designer and product of ZARA and H&M
	50	A brief introduction about designer and product of NIKE and ADIDAS
	51	A brief introduction about designer and product of ARMANI and PARADA
	52	Revision of Unit 5
14	53	3rd Sessional
	54	3rd Sessional
	55	3rd Sessional

	56	3rd Sessional
15	57	Recvision of unit 1
	58	Recvision of unit 2
	59	Recvision of unit 3
	60	Recvision of unit 4
Subject Incharge: Sonia		HOD FD : Sonia