

## Degree

A degree of Bachelor of Arts consists of 3 years of study in the first cycle. The BA in Fashion Studies also includes a semester of optional courses.

A BA degree meets the entry requirements for study in the second cycle to obtain a degree of Master.

## Students go on to work as...

- writers/journalists on culture and fashion
- consultants
- strategists
- trend and competitive intelligence analysts
- project managers/coordinators
- producers
- researchers
- curators
- museum educators

## or in...

- retail
- the antiques and auction sector
- interest and trade organisations
- youth work
- the arts sector
- the tourism and experience sector



## If you need help with...

- competitive intelligence and analysis
- new perspectives in the fashion sector
- investigations and evaluations
- organisational development
- events
- exhibitions
- sustainable development
- cultural encounters
- consumer advice
- understanding the past and present expressions and meanings of fashion
- communication and identity formation through fashion
- research and text production

### ...EMPLOY A GRADUATE IN FASHION STUDIES!

The programme's language of instruction is Swedish.

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## Fashion Studies

LUND UNIVERSITY | SKILLS PROFILE

## Fashion students acquire skills in...

### FASHION STUDIES APPROACH

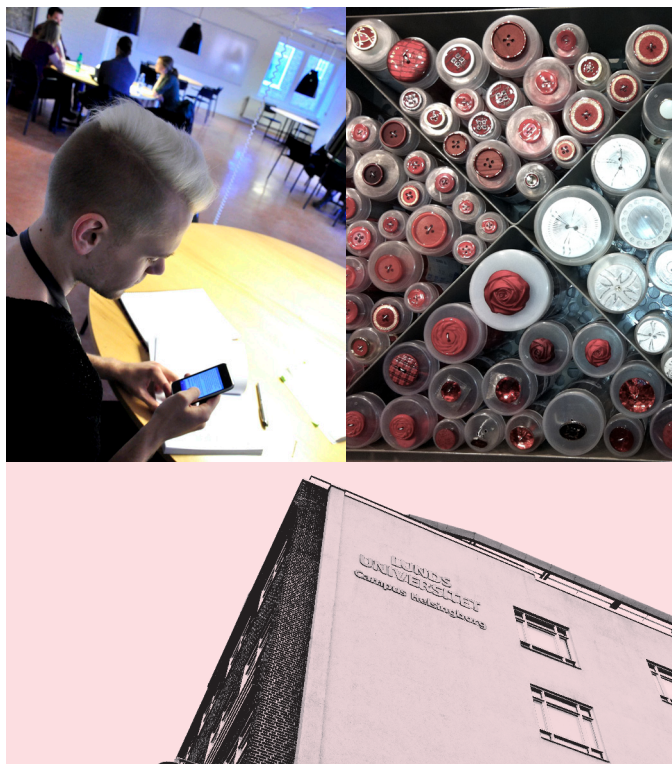
- placing fashion and lifestyles in a past and present cultural, social and economic context
- understanding and explaining the shaping of identity and meaning through fashion and lifestyle
- approaching fashion from a multidisciplinary perspective involving gender, globalisation, sustainability, and social and cultural diversity

### FASHION STUDIES ANALYSIS

- interpreting and explaining the modes of expression of fashion
- combining and perceiving patterns in different types of sources such as texts, images and objects
- applying fashion studies theory and methodology
- analysing the relationship between people and objects
- different methods of competitive intelligence

### PUTTING FASHION STUDIES KNOWLEDGE INTO PRACTICE

- making available, describing and communicating manifestations of fashion and lifestyles
- independently and critically discussing fashion and lifestyles and participating in public debate with critical perspectives on fashion and lifestyle issues
- participating in discussions and dialogues with critical arguments and orally communicating their knowledge to an audience of non-experts
- writing well-formulated texts for conventional and new media, e.g. articles, essays, reviews, academic and popular science texts
- working with projects and project management
- creatively using their theoretical knowledge and analytical skills to create and assess new business opportunities
- designing communication strategies for a specific organisation or product



## BA in Fashion Studies at Lund University, Campus Helsingborg

The programme provides students with a broad Humanities foundation for the study of fashion and lifestyles. The courses in the programme include perspectives of the history of ideas and sciences, art history and visual studies, textile studies, ethnology, history, economic history, service management, communication and media.

Courses in basic tools provide practical knowledge that complements the theoretical components. Semester 5 provides opportunities for individual specialisation and international contacts through optional courses in Sweden or abroad. Project courses, a work placement and a degree project enable students to specialise, individually or in groups, in subjects or activities that interest them. The perspectives of the theoretical and practical courses are here combined in a creative way.

## Students acquire knowledge of...

- dress and fashion history
- fashion as a visual expression in relation to art and design history
- cultural history
- theory in cultural sciences and fashion studies
- methods of text, image, object and competitive intelligence analysis
- fashion and media
- the organisation of the fashion sector
- production and consumption of fashion
- fashion as an economic and commercial product
- fashion trends
- textile materials and techniques
- globalisation and sustainability
- fashion and gender
- fashion as cultural heritage and material culture
- communication strategies and market communication
- entrepreneurship and project management
- text production and journalism

## Transferable skills

The BA in Fashion Studies is in the Humanities. Humanities students acquire a wide range of transferable skills in addition to those specific to their subject, such as the ability to

- work independently and systematically to meet a deadline
- start, pursue and complete projects involving independent problem-solving, large amounts of data, risk assessment and drawing conclusions
- explain complicated academic texts and research in a simple and concise manner
- adopt a critical approach and engage in discussion, argumentation, reflection and analysis
- quickly assimilate and review information with strong skills in source assessment and criticism
- write both scientific and popular science reports