

Fashion & Journalism

SPRING 2013

INSTRUCTOR

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ABOUT THE INSTRUCTOR

Nic Screws fell in to fashion by fate. After pursuing a journalism degree at the University of Florida, she moved to New York City to become a pop culture writer but instead found her niche in fashion. Her fashion book experience goes back 9 years – with her first job at *Men's Health*. Then jobs at *Best Life*, *Lucky & Travel + Leisure* followed. Currently she is the Senior Fashion Market Editor at *Esquire* where she covers the menswear market, styles & contributes to *Esquire's* growing online presence. She has styled personalities such as Dwayne Wade, the NY Rangers, Tom Brady & Ryan Gosling. Nic has also served as a stylist & consultant for brands such as JBrand, UGG, J. Hilburn & Dockers.

PREREQS: TBD

COURSE DESCRIPTION: A survey course to help uncover the fashion industry from a journalistic standpoint – and explore how it has changed since the birth of online media and the expansion of how fashion is covered. Also: how the media fuels and shapes the industry, who are the key players and how to navigate it – all from an industry-insider who has spent 9 years as part of it.

COURSE STRUCTURE: This course will consist of lectures, discussions, readings and guest speakers (via Skype).

COURSE BLOG: TBD

GRADING: Two 50-question multiple choice exams (20% x 2); One paper on an idea from *100 Ideas that Changed Fashion* (20%); One fashion week review (20%); 10 blog comments (20 %)

REQUIRED READINGS

Required books:

100 Ideas that Changed Fashion, Harriet Wolsey (paperback)

In Fashion: From Runway to Retail, Everything You Need to Know to Break Into Fashion, Annemarie Iverson (paperback)

Suggested reading:

Chic Savages, John Fairchild

D.V., Diana Vreeland

Style Yourself: Inspired Advice from the World's Top Fashion Bloggers, Various (paperback)

FOR EXAM 1

100 Ideas that Changed Fashion (pages TBD)

FOR EXAM 2

100 Ideas that Changed Fashion (pages TBD)

FOR EXAM 3

Live Fashion Week review

FOR EXAM 4

Written Exam

BLOGROLL

Esquire.com

Refinery29.com

Racked.com

AContinuousLean.com

ManRepeller.com

TheCoveteur.com

IntoTheGloss.com

Fashionista.com

NYmag.com/TheCut/

SYLLABUS & CLASS TOPICS**Introduction**

Suggested reading:

<http://www.forbes.com/sites/marcworth/2011/12/01/making-sense-of-fashion/>

The Masthead & the Hierarchy of Fashion

Breaking down the key players – starting with the media masthead & continuing on to buyers, brand consultants, publicists & designers.

Fashion Dot Com

Timeline of events leading up to the dot com explosion & the continued growth of online only media – as it pertains to fashion.

Possible speaker: Abby Gardner, director of editorial at *MarieClaire.com*

Finding your Style Voice

How to channel your brand's vernacular or find your own.

Possible speaker: Sean Hotchkiss, freelance style writer (namely *GQ.com*)

Social Media & Fashion

What role does social media play in fueling the fashion industry – plus, what’s newsworthy?

Suggested reading:

<http://www.forbes.com/sites/abrambrown/2012/07/25/j-c-penney-spikes-after-fashion-critic-tweets-praise/>

<http://www.forbes.com/sites/sap/2012/05/04/fashion-disruption/>

Bloggers

We’ll look in to the emergence of the blogger, who is validating them & their role vs. that of an editor. Also: how to succeed in the blogosphere & who to follow.

Article: <http://heartifb.com/2012/03/16/top-10-fashion-bloggers-who-nail-their-niche/>

Possible speakers: Michael Williams, blogger of *A Continuous Lean*; or Jace Lipstein, blogger & founder of *Grungy Gentleman*

Fashion Week

The big four: New York, Milan, London & Paris. Who is attending & why?

Suggested reading:

http://ny.racked.com/archives/2012/09/04/fashion_week_by_the_numbers_1.php

<http://nymag.com/thecut/2012/02/how-fashionable-people-prepare-for-fashion-week.html>

<http://www.nytimes.com/2011/09/15/fashion/star-athletes-are-turning-up-in-fashion-weeks-front-rows.html>

Video: <http://www.manrepeller.com/2012/09/the-preparations.html>

Possible speaker: Josh Peskowitz, men’s fashion director at Bloomingdales

The Photo Shoot

The creative process behind the making of a fashion photo shoot – from the inspiration boards to the on set key players.

Styling: the Basics

How to cultivate an eye for editorial & channeling the client. Plus: how to succeed in styling.

Possible speaker: Sam Spector, freelance stylist (clients include Jake Gyllenhaal, Daniel Radcliffe & Target)

Cultural Misconceptions About Fashion

Cultural Misconceptions About Fashion Part II: Reality TV Edition

TV shows such as *The Rachel Zoe Project* & *Project Runway* have sparked a wave of interest in the fashion industry – a breakdown of what is real & what’s a fabrication.

Required reading:

<http://www.washingtonpost.com/wpdyn/content/article/2008/10/03/AR2008100300907.html>

Suggested reading:

<http://fashionista.com/2012/04/is-project-runway-bad-for-the-fashion-industry-calvin-klein-fern-mallis-and-more-weigh-in/>

Networking

The importance of & how to do it ... successfully.

Fashion PR

The editor/publicist relationship explained & it's importance in the creation of fashion editorial.

Possible guest speakers: Megan Maguire Steele, fashion publicist & owner of Megan Maguire Steele PR (clients include Billy Reid & Richard Chai); or Whitey Saffel, publicity manager at Burberry.

The Art of Pitching

How to effectively pitch a fashion editor & how, as an editor, to decipher the newsworthy pitches from the pass worthy pitches.

The Internship

The fashion closet. Every one in fashion starts here. A discussion on what to expect.

Suggested reading:

<http://www.guardian.co.uk/money/2010/jul/24/fashion-industry-interns>

<http://fashionista.com/2012/05/interns-on-internships-why-theyre-really-worth-it/>

The Job

A frank chat on getting your foot in the door in fashion & some suggestions on what to wear to the interview. Plus: cover letter writing 101.