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Number of contact hours: 45  
Pre-requisites: none

Description
Fashion in 20th Century Germany is designed to introduce students to the fashion and textile industry in Germany. The thrust of this course is to understand the social, psychological, economic, and ethical aspects of fashion within German culture and how Germany has influenced world fashion. It is appropriate for beginners and experts in the field of fashion and is offered as an Oral Focus.

Berlin has a fascinating recent history. In the 20th century alone it saw a successive change of no fewer than four governments. It has been destroyed, rebuilt, destroyed, rebuilt, destroyed, and rebuilt again. The history of Berlin shows the importance of fashion: politically, socially, psychologically, and culturally. A study of fashion in Germany can only be successfully achieved by living in Berlin where artifacts can be viewed and locations important to the understanding of fashion in Germany visited. We will visit museums and locations that are only found in Berlin to enhance the classroom experience and foster experiential learning.

Topics include an introduction to fashion, pre-WWII fashion, Nazi Germany fashion, the effect of WWII on world fashion, and current topics in German fashion. This course is enhanced by site visits to museums and centers of fashion in Berlin.

Oral Focus Designation
This course has an oral communication focus, meaning that students will engage in various types of oral communication and graded accordingly. In order to meet UH’s requirement for oral focus designation, the following criteria are met: each student will participate in a minimum of three oral communication activities (there are five in this
class); minimum 40% of grade is based on oral activities; students will be trained by the instructor in proper oral communication skills prior to each oral activity; students will be given feedback based on their oral communication skills.

Oral Focus student Learning Outcomes:

1. Students will demonstrate informative oral communication in individual projects via presentations to the class
2. Student will demonstrate persuasive oral communication within a group via a debate

**UHM Study Abroad Learning Outcomes (SALO)**
1. Demonstrate awareness of your own cultural values and biases and how these impact your ability to work with others.
2. Demonstrate knowledge of diversity with a focus on the population or topic of interest in your Study Abroad program.
3. Communicate appropriately and effectively with diverse individuals and groups.
4. Demonstrate an increased capacity to analyze issues with appreciation for disparate viewpoints.

**Student Learning Outcomes (SLO)**
1. Students will formulate an opinion about current fashion and substantiate it with evidence (fashion update)
2. Students will analyze how the Zeitgeist is related to fashion and socio-cultural values (Zeitgeist boards)
3. Students will identify how trends originate and identify current trends in Berlin (street style research and presentation)
4. Students will evaluate an ethical question relevant to the fashion industry (ethics debate)
5. Students will synthesize information about fashion in Germany (research presentation)

**Topics**
- Unit 1: Introduction to fashion
  - What is the purpose of clothing versus fashion?
  - The fashion process from concept to consumer
  - Aesthetics and modernism
  - Theories of fashion change
  - Traditional Bavarian Tracht
  - Site visit: Museum of Decorative Arts
  - Site visit: Stadtmuseum
• Unit 2: The Weimar era
  o Fashion as entertainment
  o Fashion as gender-bending
  o Fashion as art
  o Site visit: Film Museum

• Unit 3: Nazi Germany
  o Social control via clothing in Nazi Germany
  o Marketing of identity in Nazi Germany
  o Eradication of Jews from fashion industry
  o Site visit: Sachsenhausen Concentration Camp or Jewish Museum Berlin

• Unit 4: West Germany and East Germany
  o Postmodern fashion
  o GDR underground fashion
  o Fashion as propaganda
  o Consumption of goods
  o Site visit: GDR Museum
  o Site visit: Ramones Museum

• Unit 5: Reunified Germany
  o Post-postmodern fashion
  o Fashion as luxury
  o Fashion as big business
  o Ethical considerations; hate couture and neo-Nazi style; tattoos and the Jewish body
  o Street style
  o Site visit: Berlin fashion centers

Texts
• Course pack of various articles

Unit 1: Introduction to fashion


Unit 2: The Weimar era


Unit 3: Nazi Germany


Unit 4: West Germany and East Germany


Unit 5: Reunified Germany


**Grading**

- Fashion update 10%
- Zeitgeist boards 20%
- Ethics debate 20%
- Street Style research 10%
- Research presentation 30%
Assignments

Fashion update

The student will create a 3-5 minute presentation delivered to the class to answer the question “what do we need to know about fashion now?” Presentation must include visuals (e.g., PowerPoint presentations or poster boards or artifacts).

Zeitgeist boards

The student will create two poster boards that represent the Zeitgeist of a decade of the 20th century. Poster 1 will include the elements of Zeitgeist as articulated by Nystrom (1928) and discussed in class (dominating events, ideals, social groups, attitudes, and technology). Poster 2 will demonstrate how these five areas related to the appearance and dress of the decade. Students will present their posters to the class in an oral report of 10-15 minutes.

Ethics debate

Students will be divided into two teams and debate an ethical topic in class (e.g., use of fur in clothing, current fashion of Nazi chic, use of sweatshops in manufacturing clothing, etc.) One team will argue pro and one team will argue con. Debate rules and regulations will be discussed in class.

Street Style research

The student will document street style in Berlin by using a camera or phone camera to record the appearance and style of everyday people. The student will briefly interview each person to ask about their style of dress and what influences their style. A minimum of 10 people is expected. The student will transfer the images to PowerPoint, poster, or similar other and present their findings to the class in an oral presentation if 10-15 minutes.

Research presentation

The student will research a fashion/style topic of their choosing as it relates to German fashion/style. Examples include: How marketing fashion has changed in Berlin from the
beginning to the end of the 20th century; How tattoos are perceived by different
generations in Germany; the role of religion in fashion and style in German, etc. The
methods of research are up to the student (e.g., historic analysis, image analysis,
interviews, conceptual, etc.). The student will present their findings in an oral report of
10-15 minutes.
<table>
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<tr>
<th>Assignment</th>
<th>Purpose</th>
<th>Instructions</th>
<th>Student Learning Outcome</th>
<th>Study Aboard Learning Outcome</th>
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<tbody>
<tr>
<td>Fashion Update</td>
<td>To demonstrate ability to formulate an opinion and substantiate it with evidence</td>
<td>Students will provide a 3-5 minute oral speech with visuals on what is new in fashion</td>
<td>1</td>
<td>1, 2, 3</td>
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<tr>
<td>Zeitgeist Boards</td>
<td>To demonstrate understanding of the connection between Zeitgeist and fashion</td>
<td>Research a 20th century decade and relate the 5 areas of Nystrom’s Zeitgeist framework to the fashions of the time. Use boards and oral speech to give presentation.</td>
<td>2</td>
<td>2, 3</td>
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<tr>
<td>Ethics Debate</td>
<td>To demonstrate ability to evaluate an ethical issue related to fashion</td>
<td>Work within a group to debate pro or con an ethical topic. Potential topic: hate couture—offensive or freedom of expression?</td>
<td>4</td>
<td>1, 2, 3, 4</td>
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<tr>
<td>Street Style research</td>
<td>To demonstrate ability to identify emerging trends and appearance aesthetics unique to Berlin</td>
<td>Using a camera or phone camera, students will document the appearance and style of everyday people on the street and write summaries about them and provide an oral report.</td>
<td>3</td>
<td>2</td>
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<td>Research Presentation</td>
<td>To demonstrate ability to analyze and synthesize their knowledge on a topic of their choosing.</td>
<td>Orally present on a topic relating to Germany and some aspect of fashion (e.g., personality, identity, marketing, ethics, social control, society, culture, etc.)</td>
<td>5</td>
<td>2, 4</td>
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