


Logo or Cover-Image	
Developer/Promoter	Vocational Art School Romania
Duration	50 min.
Teaching Phase	Teaching Teacher training
Title of Resources	<ol style="list-style-type: none"> 1. Fashion has a gender problem, so what can we do about it? By Gladys Lai 23 February 2021 2. Emma Watson: Fashion on Gender Equality #HeForShe All Ac https://www.youtube.com/watch?v=YIL8aIbYYDE Directed by Kathryn Ferguson
Language	EN
Level of the GP (Basic, Intermediate or Advanced)	Advanced
School Level Secondary Level	Secondary and up
Target Group (Targeted age profile for young learners)	Teachers
Purpose, Scope or Aim of the OER	Use videos and articles to raise students awareness of the contribution of wo society. The aim is to combat the Stereotype 4 „ There are not enough successful ex Contraarguments:

	C1 Mostly men's achievements are popularized in media, posters, and invita C2 There is a need to focus on career awareness and planning in order to em
Short Description of the methods or approaches used	Conversation, brainstorming, video-based learning, interactive/participative

Step-by-step instructions for teachers to use OER

Step 1:

Short synopsis regarding the position of women in the fashion industry, about

Fashion, the way we dress and how we look says a lot more about us, our personality, and why the history of costume has so many changing points. In many cultures, during the XIV., „serious” tailoring for men, and „frivolous” fashion for women started to emerge, and that many countries had cross-dressing laws. How a woman should look, what men should wear, and how men should look. The XX.th century assisted to the birth of the guild of women fashion designers, from generations of tailors, and a woman can only be eventually a seamstress. (PYGMALION September 17, 2014, ISBN-10 : 2756414824)

Although a lot has changed through the past years, in a study conducted by Psychology Today, more women than men in fashion schools (80%), it is men who mostly get to be designers. ([fashion-industry/#:~:text=Yet%2C%20women%20are%20still%20the,and%20the%20industry%20is%20a%20male%20dominated%20industry](#))

“Research indicates that stereotypes about what a prototypical man is matched with a man in an interview with Forbes, explaining that men are often seen as more capable and professional than a woman. *Research indicates that stereotypes about what a prototypical man is matched with a man in an interview with Forbes, explaining that men are often seen as more capable and professional than a woman. And when you’re in a female-dominated profession, it’s often men who are the ones who get to be managers.* (<https://www.vogue.com.au/culture/features/fashion-has-a-gender-problem>)

Step 2:

Video-based information gathering and debate:

Watching the following film by Vogue Video, directed by Kathryn Ferguson (2017), which leads a discussion on gender equality, with the following invited designers: Stella McCartney, about equal rights, and more inclusiveness of women. As a UN Women Global Compact member, we are committed to gender equality.

Activity 1.

Students are asked to write down on paper names of fashion designers or words related to fashion, and for each one. Based on this discussion they will be able to analyze if in this lead to the creation of someone who aims to be a fashion designer. (ex: good presentation and neat appearance, traits that are not influenced by gender) Students will identify stereotypes and biases.

Activity 2.

Step 2:

Presenting women fashion designers from the XX.th century, that changed the fashion industry: Coco Chanel, daughter dresses, Madeleine Vionnet, who introduced bias-cut to obtain more fluidity, Christian Dior, who invented the little black dress, Elsa Schiaparelli, an innovator who embraced surrealism, and she created the idea of the capsule collection, etc.

1. Jeanne Lanvin

2. Madeleine Vionnet

Mother-Daughter dresses

JEANNE LANVIN
1847-1946

MADELEINE VIONNET
1876-1975

the luxury of simplicity

designs inspired by menswear

5. Elsa Schiaparelli

THE LOBSTER DRESS

IN COLLABORATION WITH SALVADOR DALI

SHOE-HAT

SKELETON DRESS

6. Donna Karan

DID YOU KNOW?
CAPSULE COLLECTION

Capsule Collections were popularised by Donna Karan in the 1980s, however Susie Faux is credited to coined the terms "Capsule Wardrobe" in 1970s. The idea of capsule collection is to create a wardrobe that features only the most essentials, high-quality pieces that could be worn interchangeably.

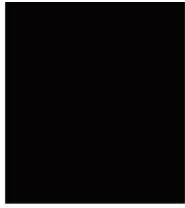
Link to the Resources

Emma Watson: Fashion on Gender Equality #HeForShe | All Access Vogue | Briti

Women in Fashion, by the Museum of Fashion Institute of Technology <https://ar>

Fashion has a gender problem, so what can we do about it? <https://www.vogue.com/gallery/fe823dbefbfa7e5beb621a71d2193c5e8>

Anexes:

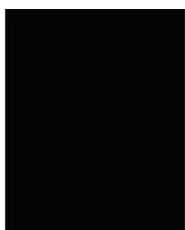


Mother-Daughter dresses



JEANNE

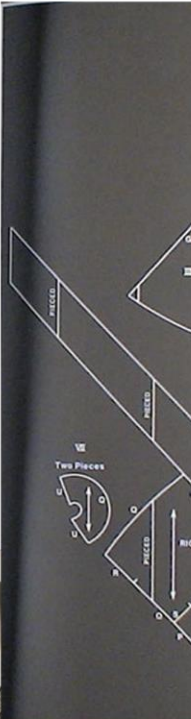
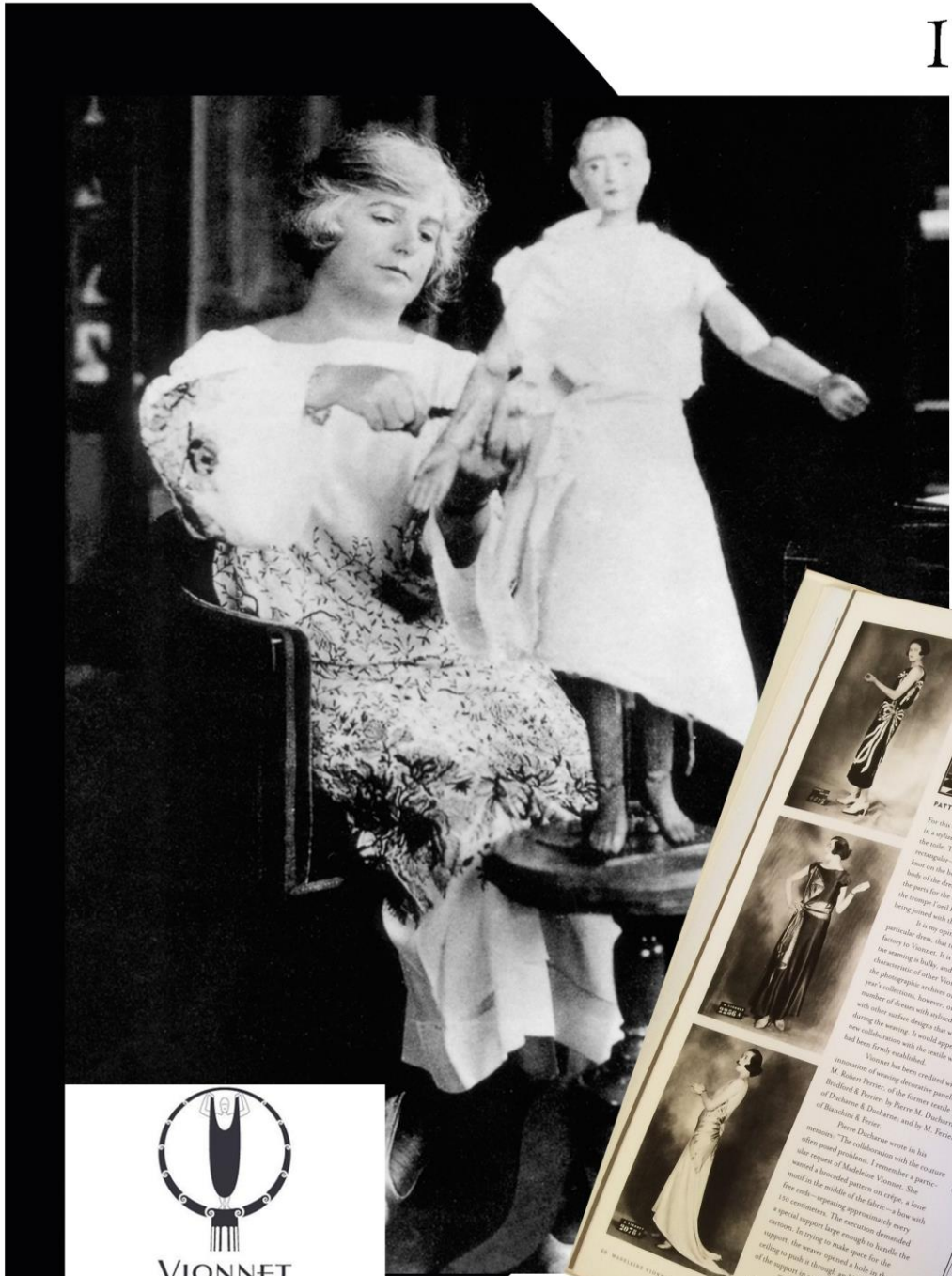
1847-1



DITES BONSOIR ET... AU LIT

MADÉLEINE

1876-19



PATTERN 5: DRAW-ON DESIGN

For this dress, the design of a wash reading in a raised line was drawn on the surface of the fabric. The line was outlined on the surface of the fabric, and the wash and the parts for the surface design in gold, with being joined with the remaining dress parts.

It is my opinion, after handling this particular dress, that the result was something to Vionnet. It is heavy in the hand, the photograph of other Vionnet dresses. In my collection, however, one can see a vast number of dresses with applied lines, along with other surface designs that were applied in collaboration with the textile weavers.

Vionnet has been revealed with the innovation of creating decorative panels by M. Baker Ferrer, of the former textile firm of Ducharme & Ducharme, and by M. Ferrer.

Pierre Ducharme wrote in his memoirs: "The collaboration with the couture was often a headache. I remember a particular incident in the middle of the 1890s. She [Vionnet]—repeating approximately every two centimeters. The execution demanded special supports large enough to handle the fabric. In trying to make space for the support, the weaver opened a hole in the fabric, which was then closed by the tip of the support in someone's bedroom."

Though it was creative work, it was considered to cooperate with a

COMPOSITION

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FEATURES

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THE LITTLE BLACK DRESS 1920's

the luxury of simplicity



THE LOBSTER DRESS

IN COLLABORATION WITH SALVADOR DALI

SHOE-HAT



DID YOU KNOW?

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