Dangerous Liaisons: Building Bridges between Faculty and Librarians in Fashion Studies

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Understanding Fashion Students

- Information needs differ according to level of study and emphasis
  - Undergraduate
  - Graduate
Graduate Student Information Needs

- Design
- Research
  - Marketing
  - Consumer studies
  - Historical
  - Sociological
  - Anthropological
Types of graduate programs

- **MFA Programs**
  - Design driven art degree in fashion or textile design
  - Students learn specialized design techniques and practice their skills

- **Research programs**
  - M.A.
  - Ph.D.
Major research journals

- Clothing and Textiles Research Journal CTRJ
- Family and Consumer Sciences Research Journal
- Dress
- Fashion Theory
Undergraduate Needs

- Typical program tracks
  - Design
  - Retail Merchandising
Core courses

- Fashion Fundamentals
- Textiles
- Aesthetics
- History of Costume
- Social Psychology of Clothing
Retail Merchandising

- Retail math
- Visual merchandising
- Trend and color forecasting
- Fashion event planning
- Retail buying
Common assignments

- Clothing lines
- Textile designs
- Research papers
- Trend reports
- Aesthetics notebooks
- Sketches
Inspirational resources

- Assignments requiring inspirational research are common and span many courses in both design and retail courses.
Historic and other magazines
Patternmaking instructional books
Draping and Madeleine Vionnet

Bias cut dress by Vionnet
Books on Fashion Details

Roses by Galliano  Seams by Vionnet  Studs by Shamnett
Books or collections of fabrics, trims and buttons
Art Historical resources

Valentino influenced by Seurat
Valentino influenced by Greek pottery
Global and ethnic fashion

Galliano influenced by Sudanese
Armani influenced by Indiana Jones
Armani influenced by Marlene Dietrich
Fashion reference

- Encyclopedias
- Online databases
- Art history databases
Career references

- Books
- Print media
- Websites
  - Featuring internships, design portfolio advice, resume advice and job listings
Needs of Fashion Faculty

- Encourage co-collection management
- Solicit information resource suggestions from faculty and students
- Weeding parties with faculty
- Research sources
- LibGuides
  - General or tailored to specific courses
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<td>• New databases</td>
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<td>• Fashion blog curating</td>
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Thank you!

- Don’t be a stranger!
- Any questions?