

Dept. of Fashion

Fashion is the system involving formative characteristics and aesthetic values in addition to political/social environments and human capital in a design product. Fashion as the most direct and complex medium in the 21 st century's global culture environment reflects a social trend, leading its changes. The Dept. of Fashion is fostering specialists who have an insight on such changing flows and taking the initiative in leading the fashion industry with integrated thinking through advanced studio and research. In this department, major courses by domain are provided including <Fashion Design> for cultivating advanced formative senses and design idea abilities, <Fashion Business> containing various themes like administration, marketing, psychology, brand strategy and trend and <Fashion Criticism> for interpreting concepts/contexts of modern fashion in historical, artistic, cultural and emotional perspectives and also forecasting the future fashion. Courses of the major integrating advanced studio and research help students with their contextual understanding on fashion through an interdisciplinary approach. In-depth research involves globalism, sustainability and new technology as well as design, industry and aesthetics, and every research finding is presented with a variety of communicative methods through visual language.

□ Major Courses

• **Advanced Fashion Design Studio 1**

Develop an original fashion collection that new technology is harmonized with aesthetic sensibility through collecting sources for individual inspiration and researching design methodologies approaching to concept, material and silhouette innovatively.

• **Advanced Fashion Design Studio 2**

Develop an original fashion collection that new technology is harmonized with aesthetic sensibility through collecting sources for individual inspiration and researching design methodologies approaching to concept, material and silhouette innovatively.

• **Advanced Fashion Design Studio 3**

Explore various design methodologies and cases for fashion design development, and develop one's own design methodologies so complete a fashion collection showing identity. Hence, creative design sensibility is learned and critical thinking is cultivated.

• **Fashion Technical Studio 1**

Analyze how to construct pattern of diverse designs based on basic knowledge of pattern drafting and pattern draping, and cultivate appreciation for application of silhouette and detail.

- **Fashion Technical Studio 2**

Understand advanced pattern construction and research implementation of various experimental design silhouettes. Besides, learn new studio techniques and apply these to an individual collection.

- **Research in Fashion History**

Understand fashion history from the ancient to the modern in terms of socio-cultural phenomena so cultivate abilities for in-depth examination, analysis and criticism on contemporary fashion phenomena.

- **Critical Studies in Contemporary Fashion**

Identify a great flow of modern fashion through researching fashion phenomena in social, cultural, artistic and aesthetic perspectives. In particular, analyze design ideas by period or contemporary designers paying attention to the 20th century's fashion phenomena.

- **Fashion Research Seminar**

Explore a variety of sources of inspiration needed for fashion designer's ideas. In particular, perform analytic practice of primary, secondary researches to cultivate abilities for developing unique designs.

- **Fashion Presentation**

Explore methods for implementing various visual languages including photo, image, 3d design, illustration and collage. Hence, practice methods for original presentation and learn critical evaluation methods.

- **Topics in Color & Design**

Understand basic elements of color and coloring principles and analyze how to use color in fashion collection. Hence, develop original collection with sophisticated color scheme and expand availability of color application.

- **Research in Fashion Textiles**

Understand basic knowledge on textiles in addition to characteristics of a new material. Research textile development considering a fashion trend and ingenious fashion design.

- **Research in Fashion Culture**

Understand relationship between culture and fashion and explore a fashion phenomenon as culture. Particularly, analyze political, social, artistic and environmental effects on fashion in each culture and examine collection of modern designers using them as a source for

design inspiration.

- **Research in Fashion Aesthetics**

Learn an aesthetical category of fashion as art. Furthermore, through analyzing fashion collections of historic/contemporary designers from an aesthetical perspective and also through training to read formative characteristics and aesthetic values, enhance critical appreciation.

- **Advanced fashion marketing**

Understand in-depth concepts of fashion marketing and methods for its case/survey research in socio-cultural/economic-administrative/consumer behavioral perspectives. Train qualitative/quantitative research techniques on consumer, fashion market, competitor info. Analyze the latest issues and trends of fashion marketing to grope for establishing the best strategy by a specific market.

- **Fashion Distribution Research**

Learn merchandizing/retailing/VMD functions in an industrial system from fashion commercialization to consumer and analyze the newest trends and innovation cases by type in fashion distribution. Pursue understanding on consumer's evaluation / decision-making behaviors of a fashion retail shop through analyzing relation between consumer behavior patterns and various elements of retail store environment from academic/practical perspectives.

- **Intergrated Consumer Behavior**

Expand understanding on consumer behavior by analyzing and researching relationship between consumer psychology/consumer behavior from a perspective of convergence, or from an interdisciplinary approach of evolutionary psychology, neurology and behavioral economics.

- **Fashion Communication and Promotion**

Explore scientific methodologies to understand media and types of creative fashion promotion/communication for successfully communicating the 21st century's fashion products to target consumers. Learn how to develop adequate fashion promotion/communication strategies under connection with leading socio-cultural trends of a certain target market.

- **Fashion Research Methods**

Learn various advanced research methods required for fashion market analysis and train how to apply them to practice. Explore the overall knowledge on the general process for writing a thesis report including derivation of fashion research theme/topic, methods for objective research design/survey, and interpretation/discussion on statistical analysis findings through precedent literature surveys.

- **Luxury Brand Management**

Explore successful branding cases/related academic theories of a luxury fashion market as a specialized area of fashion branding. Hence, derive marketing/business strategies to maximize brand assets on a long-term basis through transferring differentiated design creativity into high-value added in global fashion business.

- **Fashion Statistics**

Learn statistic program skills related to principles of quantitative research/statistics required for fashion market research and train various methods for application to practical areas of fashion business. Specifically, learn statistical knowledge including descriptive statistics, regression analysis, analysis of variance, factor analysis, and structural equation modeling.

- **Fashion Industry Research**

Understand situation and problem of fashion-related industries in phases from fashion product production to end-consumer choices. Cultivate general/practical knowledge on the industries. In addition, scientifically explore measures for spontaneous empowerment of contemporary fashion enterprises in multifaceted business environments through practical/academic in-depth analysis on structure/situation, outlook and latest issues of domestic/foreign fashion industries.

- **Fashion Trend Research**

Learn a process to analyze situation of particular fashion business or market from consumer lifestyle and socio-cultural trends. Predict its direction and identify consumer- and market-centric needs of fashion business and the resulting niche markets, and embody them into actual/practical business opportunities.

- **Research in Smart Fashion Product**

Understand present situation and outlook of smart fashion industry as a convergence phenomenon of fashion+IT and explore the effect of high-tech textile+high technology on formativeness of fashion. Pursue a new potential of fashion design through development of high-functional techno fashion products.

- **Research in Sustainable Fashion Design**

Research sustainable fashion design not only as practice of engagement design considering fashion ethics but as one of fashion design ideas. Besides, develop differentiated design focused on values of fashion and suggest new aesthetics.

- **Digital Design**

Learn how to use various kinds of design software and utilize it as an efficient tool

for presentation. Practice portfolio (including online portfolio) production using digital technology for the entire processes of idea, concept and design.

- **Fashion CAD**

Learn how to use pattern CAD and virtual fitting program as compulsory skills for apparel pattern manufacturing and practice pattern input, pattern drafting, grading and 3-D virtual fitting.

- **Research Ethics & Thesis Study 1**

Learn how to design research needed for writing a thesis and a journal article, develop one's research subject into a theory and systemize it within a frame of a thesis.

- **Research Ethics & Thesis Study 2**

Learn how to design research needed for writing a thesis and a journal article, develop one's research subject into a theory and systemize it within a frame of a thesis.

- **Independent Study**

Conduct instruction and task independently for in-depth research on an individual theme.

□ Faculty Members

Lee, Jae Jung

B.F.A., Seoul National Univ.
M.F.A., Graduate School of Seoul National Univ.
A.A.S., F.I.T. (New York State Univ.)
jjl@kookmin.ac.kr

Jin, Sung Mo

B.F.A., Kookmin Univ.
M.F.A., Hongik Univ.

jinsungmo@kookmin.ac.kr

Lee, Eun Jung

B.S., Seoul National Univ.
M.S., Graduate School of Seoul National Univ.
Ph.D., Graduate School of Seoul National Univ.

elee@kookmin.ac.kr

Kang, Yeon Mi

B.F.A., Seoul National Univ.
M.F.A., Graduate School of Seoul National Univ.
M.F.A., College of Fine And Applied Arts, Univ. of Illinois at Urbana-Champaign

blueink@kookmin.ac.kr

Gim, Il

B.F.A., Kookmin Univ.
M.F.A., Hongik Univ.
M.B.A., Graduate School of Business Administration, Korea Univ.
Ph.D. Candidate, Graduate School of Business Administration, Korea Univ.
gimill@kookmin.ac.kr

Park, Ju Hee

B.S., Seoul National Univ.
M.F.A., Graduate School of Seoul National Univ.
Ph.D., Graduate School of Seoul National Univ.
A.A.S., F.I.T. (New York State Univ.)

ju-hee@kookmin.ac.kr

Chung, Ha Jeoung

B.A., Central Saint Martins College of Art & Design
M.A., Central Saint Martins College of Art & Design

chungjeong@kookmin.ac.kr

Hyun, Ji Yeon

B.F.A., Seoul National Univ.
M.F.A., Graduate School of Seoul National Univ.
M.F.A., Univ. of Central England, Birmingham

hyunjy@kookmin.ac.kr