FASHION STUDIES

New York City is one of the fashion capitals of the world. New York Fashion Week, every February and September, is hosted next door to Fordham’s Lincoln Center campus. The 2012 Fashion Week generated an estimated $865 million for the city. Fordham Law School also houses the first fashion law institute in the country. Like so many other fields, the fashion industry is in a time of transformation. Growth in emerging markets, the rise of new media and social networks, and increasing pressure to develop merchandise that is produced and marketed sustainably are among the various new challenges impacting the world of fashion.

New York City is home to a variety of schools and programs offering studies in fashion, but none of these fashion programs are situated within a four-year, traditional liberal arts undergraduate college. Placing a program of fashion studies within a liberal arts institution provides the perfect context in which to prepare young people to enter the fashion industry with a broad understanding of the many ways in which the world of style functions in the world today: psychologically, sociologically, historically, politically, economically, thus empowering them to help bring about changes in the industry itself.

Possible careers for fashion minors linked to relevant majors:

• Public Relations: fashion show producer, public relations specialist, fashion editor
• Fashion Media: magazine editors, staff writers, marketing/social media assistant
• Fashion Design: design director, fashion forecaster, designer
• Merchandising and Retail: Merchandise manager, product specialist, trend analyst
• Marketing and Brand Management: marketing executive, international marketing director, e-commerce catalog manager.

Programs

• Fashion Studies Minor