FASHION STUDIES

Is there a better place to study fashion than New York City?

New York City is home to a variety of schools that offer fashion education. But only at Fordham can you study fashion within a traditional, four-year, undergraduate liberal arts college.

It’s the ideal context in which to prepare to enter the fashion industry, giving you a broad understanding of the many ways in which fashion functions in the world today: culturally, sociologically, politically, psychologically, and economically.

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 ethically and sustainably are among the various challenges impacting the world of fashion today. Fordham’s fashion studies minor is designed to empower young people to meet these challenges with the intelligence, innovation, and humanity necessary to bring about positive change in the industry.

Complementary Majors

The fashion studies minor pairs well with many of Fordham’s majors, preparing students to engage with their preferred facet of the industry.

Cultural Majors

Culturally based majors (like those studying anthropology; sociology; psychology; women, gender, and sexuality studies; communication and culture; African & African American studies; Latin American and Latino studies; history; art history; medieval studies; a variety of modern languages; or international studies) can use their study of fashion to bolster their understandings of different demographics, making them well suited to consumer insights; trend forecasting; marketing; public relations; and working in a museum, archive, or university.

Creative Majors

Students studying the visual arts may choose to focus their artistic energy on fashion or textile design, fashion photography, or styling. Those more inclined towards the written word (such as English, creative writing, journalism, or comparative literature majors) might consider fashion journalism, creative direction, or various types of content creation. Theatre, dance, film and television, and music majors may expand their performance knowledge to fields such as costume design, wardrobe supervision, fashion show production, make-up artistry, or modeling.

Business Majors and Pre-Law Students

Fashion is big business. In fact, the industry is valued at more than $2.5 trillion dollars! It’s easy to see why business students (such as those studying accounting, finance, business administration, marketing, or global business) may consider becoming a marketing executive, merchandiser, buyer, CEO, CFO, or accountant of a fashion company. Political science and economics majors as well as pre-law students might consider representing a fashion brand or company, or more specifically preparing for the growing field of fashion law (the Fashion Law Institute is headquartered at Fordham Law School!).

STEM Majors

Two of the biggest topics in fashion are sustainability and the role of technology. Environmental science and environmental studies students will be well prepared to contribute to the development of sustainable fashion, as will chemistry majors who may be interested in creating synthetic textiles or pursuing textile conservation. Computer science and digital technology and emerging media majors might focus on web and app design for a designer or label, or they might innovate new technology for creating or merchandising fashion.

Programs

• Fashion Studies Minor