

FASHION STUDIES

Fordham offers a unique, interdisciplinary approach to fashion education. We recognize that fashion is so much more than just clothing. It's an art form, a complex cultural phenomenon, and a trillion dollar industry. Accordingly, our fashion studies courses are offered by departments across the University. In addition to the required classes in business, culture, and design, students have the opportunity to learn about topics such as the psychology of consumer behavior, the sociological function of fashion trends, the historical significance of style, the environmental impact of garment production, and how to utilize clothing as a means of communication.

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. Understanding fashion from a variety of perspectives and thinking critically about how the industry functions in the world today empowers our students to meet these challenges with the intelligence, innovation, and humanity necessary to bring about positive change in the industry.

For more information

Visit the Fashion Studies program web page.