

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SAP-
SEMESTER
ABROAD
PROGRAMMES

FASHION
DESIGN

A.Y. 2025-26
HANDBOOK

design mundo afora



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Syllabus

FASHION DESIGN

TEACHINGS	ECTS
History of fashion and costume	6
Fashion anthropology	6
Textile design	4
Accessories design	4
Editorial fashion styling	4
Fashion design	4
TOTAL CREDITS	28

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Curriculum

HISTORY OF FASHION AND COSTUME

45 hours, 6 ECTS

Cognitive-practical course

Course description.

The aim of the course is to provide students with a general knowledge of the history of fashion and costume.

Fashion is a form of language, used to communicate the essence of people, to describe the society, economy, religion and many other things; it represents the so-called “Zeitgeist” or “the spirit of the time”. This would explain why clothes are nowadays studied by psychologists, sociologists, economists, anthropologists and art historians.

The course starts from the analysis of the origins of fashion phenomenon at the time of Italian Renaissance and its historical evolution from the French Revolution to nowadays.

Different fashion styles will be seen from an historical and sociological perspective.

Course overview.

The course has been structured following the below topics:

- the origins of fashion phenomenon at the time of Italian Renaissance, with a new market economy and social mobility;
- the influence of the French Revolution on fashion. Neoclassical and Empire styles;
- 19th century fashion: gender differences in dressing and in social roles. Wedding dress history. The importance of bourgeois women clothing as a status communication. Feminine arts.
- Romanticism in music, literature and fashion. Classical ballet and its influence on fashion. History of tartan.
- Fashion in the second half of the 19th century. Innovation in textile production and beginning of ready-to-wear. The birth of haute couture and first fashion shows in Paris (Ch. F. Worth).
- Dandy phenomenon (George Brummel, Oscar Wilde, Charles Baudelaire).
- Eclecticism in architecture, interiors and fashion. Reform dress. Art Nouveau style. The influence of Japanese art on western fashion.
- 20th century: Diaghilev “Russian Ballet” and Paul Poiret’s revolution in fashion.
- World War I, women’s emancipation, look “Garçonne”. New ideal beauty.

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Silent films and make-up.

- Modern women's style from Coco Chanel. Art and fashion. Elsa Schiaparelli.
- 1929 crisis, romantic and retro look in 1930s. White Satin Dress. Movie stars and fashion.
- World War II and "Utility Dress". "New Look" from Christian Dior and postwar rebirth of Parisian fashion. Influence of American life style and music; story of T-shirt and jeans; "fertile look".
- Italian postwar "alta moda" (high fashion) and "Hollywood on Tiber" film production.
- The beginning of Palazzo Pitti Italian fashion shows in 1952.
- 1960s: Space Style, LSD, Pop Art and Op Art, kaleidoscopic prints and psychedelic style.
- Swinging London. Baby-boom and the new teen-agers' market of fashion and music. Baby-look and mini-skirt.
- The beginning of prêt-à-porter: YSL, Pierre Cardin, Paco Rabanne, André Courrège.
- 1970s: pacifism, feminism, "second-hand", Hippies and Punk. The beginning of prêt-à-porter. Shows in Milan.
- 1980s: yuppies, "dress for success", "lookism". From club to fashion. Revolution in menswear (Armani, Gaultier, Versace).
- 1990s: Japanese designers in Paris, minimalism. New Belgian fashion design. Street-style, Grunge.
- Nowadays fashion production and distribution categories: haute couture, prêt-à-porter, Mass-market (FastFashion), Made-to-measure, Outlet, Vintage. Main fashion fairs and events.
- 2000s: globalization, new fashion markets. New luxury. Sustainability. Connection between fashion, design and architecture today.
- Evolution of fashion communication, from magazines to blogs, from catwalk shows to internet.
- View of mega-trends and seasonal trends.

Learning outcomes.

At the end of the course, students will have acquired a general knowledge of the history of Fashion and Costume.



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Prerequisites and requirements.

This course is intended for students who have no background in fashion or related fields.



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Curriculum

FASHION ANTHROPOLOGY

45 hours, 6 ECTS

Cognitive-practical course

Course description.

The course focuses on visual and costume anthropology, a branch of cultural anthropology that explores the relationship between images, costumes, and behaviors within different cultures.

Building upon this specific approach, the course will offer an in-depth analysis of contemporary subcultures, examining them directly and “from within.” The aim is to understand and interpret fashion trends through a practical and direct analysis of contemporary fashion, exploring how these trends intertwine with cultural and social practices.

Course overview.

The teaching approach will be dynamic, participatory, and will engage students in activities that stimulate active involvement, allowing them to explore culture through a variety of sensory and performative experiences. Students will be guided to understand contemporary culture not only through theory but also through practice and direct interaction with the themes being studied.

Students will gain the skills to read and decode the flows of images, signs, and symbols that characterize modern subcultures. The analysis will not be limited to theoretical reflection, but will focus on the visual context we are immersed in daily.

The course aims to create a collaborative environment where students can share their cultural experiences and promote intercultural dialogue.

Each student will be encouraged to bring their own culture into the group, contributing to mutual growth.

Students will explore how daily actions, costumes, and behaviors can be read as forms of nonverbal communication, vehicles of broader cultural meanings. The course will focus on the analysis of performative practices as tools for understanding and communicating these meanings.

Learning outcomes.

Within the framework of cultural anthropology studies, students are challenged to explore the interdisciplinary theories and methodologies that have shaped the culture of fashion.



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Prerequisites and requirements.

This course is intended for students who have no background in fashion or related fields.



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Curriculum

FASHION DESIGN

45 hours, 4 ECTS

Cognitive-practical course

Course description.

The course will focus on developing a fashion collection, starting from a concept, making a moodboard, choosing the correct colors and fabrics in order to match the desired shapes of the garments.

The course will not be specific to a market, but students will be encouraged to express their own creative skills through studio and workshop practice.

Course overview.

The course has been structured following the below topics:

- what is a fashion collection? How to start a collection?
- the inspirational research: design project development, fabric and material research;
- the visual research: trends analysis, designing for different markets, preparing moodboards, choosing colors, creating and designing sketches.
- how to coordinate a fashion collection?
- final presentation: brief and portfolio.

Learning outcomes.

During the course, each student will work on an individual project and at the end of it; students will be able to develop a fashion collection.

Prerequisites and requirements.

Sketching skills will be considered a plus.

If students do not have drawing skills, they will be offered the possibility of developing a personal project based on trends and image research.

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Curriculum

ACCESSORIES DESIGN

45 hours, 4 ECTS

Cognitive-practical course

Course description.

The course focuses on the Italian accessory design system, the concept of contemporary luxury, the meaning of the Italian heritage and bespoke handcraft. Students will learn how to conceive a concept and make an accessory collection in order to match the market requests.

Course overview.

The course is divided into two main parts that combine theory and practice in order to support students in developing their own accessories collection.

The first part of the course deals with the Italian accessory industry, the main accessories brands and store, the paramount international trade fairs – Micam, Mipel and Lineapelle - and last but not least materials and other type of fibers and fabrics useful for the making of the different items.

During the classes, students will be able to explore the main models of shoes and bags and their peculiarities, above all to recognize the structure of them (such as heels, soles and so on) and study the latest 3D printing technologies.

The second part of the course will focus on conceiving the concept of their collection, making the color palette and choosing the fabric swatch and designing their own collection - made by both shoes and bags – putting into practice what they have learnt during the throughout course.

Learning outcomes.

At the end of the course, students will have acquired:

- the basics of the Italian luxury accessory system;
- the fundamentals of accessories design in order to conceive a concept, make a shoe and bag collection and lastly design a collection that matches with specific market requests.

Prerequisites and requirements.

Free hand drawing will be considered a plus.

It is highly recommended to bring their own laptop.

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Curriculum

TEXTILE DESIGN

45 hours, 4 ECTS

Cognitive-practical course

Course description.

Throughout the course students will discover a range of printing, dyeing, embroidery and embellishment techniques, creating a collection of textiles.

Stencil printing, shibori and natural dyeing, embroidery and surface manipulation are just some of the techniques that students will learn.

Mark-making is an important drawing method and through drawing workshops, students will be encouraged to translate marks and textures into prints, while learning how to create their very own repeat pattern.

By the end of the course, students will have created a collection of textiles, within which they will have used a variety of techniques, displaying the skills that they have learnt and developed over the weeks.

Course overview.

By the end of this course students will:

- Have an understanding of various practical textile design techniques, including: dyeing, printing, embroidery and embellishment.
- Appreciate various types of textile prints and patterns and be knowledgeable about them.
- Be able to create a colour palette and translate it into a collection of textiles through the use of various techniques.
- Be able to mix various textile techniques together in a successful way to create a full-bodied textiles collection.

Learning outcomes.

Design methodology:

- demonstrate the ability to initiate and respond to the project brief;
- explore and evaluate selected research themes;
- select and apply appropriate methods, recognise and question established approaches to determine appropriate personal direction;
- explore concepts through a structured, transparent, and personal methodology



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Create Identity:

- grow a unique creative awareness and recognisable identity;
- develop your personal voice.

Professionalism:

- communication of techniques and presentation skills, both visually and verbally;
- self-management and time management skills, managing the workload within the set time;
- knowledge of techniques and products, using the correct terminology and owning the craft and tools.

Prerequisites and requirements.

This course is intended for students who have no background in fashion design or related fields.

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Curriculum

EDITORIAL FASHION STYLING

45 hours, 4 ECTS

Cognitive-practical course

Course description.

The course deals with the fundamentals of the Italian image and style. Students will be focusing on style hunting and image styling starting from the city of Milan, one of the international capital of fashion, where they may encounter luxury and tailor-made craftsmanship, contemporary art and business, creativity and wearability/creativity.

Marketing and social macro trends are the main basics from which to start a process for a product styling line. From art to social trends: students will learn to incorporate all the information for an innovative application of trend skills that consider marketing strategies.

The aim of the course is to make students play an active role through research, observation and analysis.

The practical application of the process will help students to understand professional outcomes. The course will cover all the related topics such as research methodology, aesthetic and contemporary fashion art influences, trend forecasting, trend analysis, marketing elements, retail strategy.

Course overview.

The course has been structured by subject areas.

- **Image Analysis:** Learning how to read an image, looking through layers, is one of the most important skills that a fashion stylist needs to be successful. The research begins from the fundamental overview of art painting, digital illustration, advertising campaign and photography.
- **Cool Hunting, from aesthetic to fashion.** Scouting now to forecast the future: Analysis of the cool concept and hands-on exercises. The outcome will be a presentation of the identified trends, composed by images, key words and supporting materials such as textiles and objects of different kind.
- **Styling, style look exercise:** Identification of current trends and practical exercises, by creating a personal styling that best represents the concept connected to the trend itself.



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Learning outcomes.

At the end of the course, students will have acquired:

- the basics in order to recognize styles by hunting cool ideas from the ground;
- the fundamentals in order to understand fashion image language and its connection with elements of art, design and consumer;
- students will be able to classify styles in different section according with market analysis;
- evaluating knowledge on Made in Italy, acquired along the course;
- developing a methodology on building new styles.

Prerequisites and requirements.

It is highly recommended to have either basic skills regarding design (no matter the field: fashion, media, communication, graphics and so on) or basic skills related to marketing (it can be also a successful completion of an introductory marketing course).