Fashion Theories Case Study

# TASK

## Write first and last name here:

## Purpose

In this case study, you will watch the film [Fresh Dressed](https://www.imdb.com/title/tt4209900/), which is about hip hop, dress, and the fashion system. Then, you will answer questions about the film while drawing upon materials provided in the module.

The purpose of this case study is to:

* MLO 7.3 Explain how marginalized communities in the United States use dress and appearance to express their identities. [CLO 2]
* MLO 7.4 Examine how dress and appearance of marginalized communities in the United States are represented in the fashion system (e.g. advertisements or retailers). [CLO 3]
* MLO 7.5 Examine social justice issues related to dress and appearance of marginalized communities in the United States. [CLO 2]
* MLO 7.6 Deconstruct your own perspectives and approach to understanding the dress of others. [CLO 4]

## How to find the film at Iowa State University

The film is available for free on the ISU course reserves tab on Canvas.

1. Go to the Canvas homepage for AMD 165
2. Look on the left-hand column of the page.
3. It is the last option under on the list under the option My Surveys.
4. Click on Course Reserves and the list of videos for the course appears.
5. Then click on the film name.

If you have trouble accessing the film, please contact the [library](https://www.lib.iastate.edu/). You can call them, email them, or chat live during various hours.

## Formatting

* Use this document as the template, and save it as “Fashion Theories Case Study your first and last name”
* Record responses below each question
* Type answers
* Single space your document
* Use 12-point font
* Do not create a cover page for the document you turn in
* Turn in Microsoft word document or PDF
* Use full sentences in all responses
* Use 1” document borders
* Keep all the assignment instructions and questions in your document
* Answer the questions beneath each question, meaning keep the question in the document.
* Answer the questions by using the materials in the module.
* Be sure to cite or reference the modulate materials when paraphrasing or using a direct quote. Do not use or reference other sources that refer to similar topics when completing this assignment.

## What to Turn In

* Turn in this document to Canvas. Rename it as “Fashion Theories Case Study your first and last name”

# EVALUATION CRITERIA

The case study is worth 100 total points. Please check the syllabus for the weight assigned to this case study.

| Criteria | Proficient  Correctness: Questions are answered correctly and in accordance with the information presented in the module.  *Evidence/evaluation/analysis*: Information is taken from source(s) in modules with enough interpretation/ evaluation to develop a comprehensive analysis or synthesis to reveal insightful patterns, differences, and/or similarities related to the focus.  *Reflection/cultural self-awareness*: Reviews prior learning (past experiences inside and outside of the classroom) in depth to reveal perspectives about educational and life experiences, which provide foundation for expanded knowledge, growth, and maturity over time. | Developing  *Correctness*: Questions are mostly answered correctly in accordance with some information presented in the reading.  *Evidence/evaluation/analysis*: Information is taken from source(s) in modules with enough interpretation/evaluation to develop a coherent analysis or synthesis, but the organization is not effective in revealing important patterns, differences, and/or similarities related to the focus.  *Reflection/cultural self-awareness*: Reviews prior learning (past experiences inside and outside of the classroom) with some depth, revealing slightly clarified meanings or indicating a somewhat broader perspectives about educational or life events. | Emerging  *Correctness*: Questions are not answered correctly or in accordance with information presented in the reading.  *Evidence/evaluation/analysis*: Information is taken from source(s) in modules without interpretation/evaluation; answer is not organized and does not reveal patterns, differences, and/or similarities related to the focus.  *Reflection/cultural self-awareness*: Reviews prior learning (past experiences inside and outside of the classroom) at a surface level, without revealing clarified meaning or indicating a broader perspective about educational or life events; Shows minimal awareness of own cultural rules and biases. |
| --- | --- | --- | --- |
| Question 1: Correctness; evidence/evaluation/analysis | 15 to 20 points | 9 to 14 points | 0 to 8 points |
| Question 2: Correctness; evidence/evaluation/analysis | 15 to 20 points | 9 to 14 points | 0 to 8 points |
| Question 3: Correctness; evidence/evaluation/analysis; Reflection/cultural self-awareness | 15 to 20 points | 9 to 14 points | 0 to 8 points |
| Question 4: Correctness; evidence/evaluation/analysis | 15 to 20 points | 9 to 14 points | 0 to 8 points |
| Question 5: Reflection/cultural self-awareness | 15 to 20 points | 9 to 14 points | 0 to 8 points |

# TEMPLATE

1. First, describe the various styles that are defined as “hip hop” in *Fresh Dressed*. Which theory of fashion change best describes the evolution of hip hop fashion? Explain why.
2. Were any fashion leaders described in the film *Fresh Dressed*? If yes, describe one person and why they are considered a fashion leader.
3. From your own perspective,
   1. Do you think that any of the early hip-hop clothing items or styles you viewed in the film *Fresh Dressed* are now viewed as classics or as obsolete? Explain why or why not and be specific. (e.g. high-top sneakers, or velour jumpsuits).
   2. Now, think about your own wardrobe. Do you have any fashions that might be considered classics or obsolete? Describe why or why not.
4. In the film Fresh Dressed, the former vice president of Karl Kani, Jeff Tweedy said, “these stores didn’t want *these customers* in their stores?” Here, he is referring to mainstream department stores not wanting Black or people of color as customers. Now, revisit the Ornstein (2017) reading from the Social Justice module and review number 3 on page 546. Does Tweedy’s statement reflect a just society according to #3 of the reading? Why or why not?
5. In the film *Fresh Dressed*, there is a discussion of floor space in department stores where these new hip hop fashion brands were not able to obtain space in mainstream department stores. Now, review the concept “white privilege” from the Social Justice module. While both the white-owned brands and the Black-owned brands worked very hard, how does this scenario reflect white privilege or not?
   1. Finally, reflect on your own attitudes and perceptions towards hip hop style. Throughout your life, have you ever seen anyone wearing hip-hop influenced styles in person or in media? Reflect on your attitudes towards these styles.