

**Proposal For**

MS Program

in

Fashion Studies

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## **PROPOSAL FOR MASTER OF SCIENCE IN FASHION STUDIES**

### INTRODUCTION

Today's apparel industry is dynamic and very different than the industry of yesterday. It is dominated by large retailers and multinational corporations who market global brands. Understanding consumers, wherever they are located, is absolutely key to developing successful apparel products. Yet retailers and global brands must also distinctly position their products from those of their competitors. This requires that depth knowledge of consumers be combined with new levels of innovation and creativity.

As well, the industry is increasingly recognizing it must address long-standing issues with social responsibility and sustainability. The desire to be socially responsible and produce sustainable fashion is great; however, the know-how is not yet in place.

New leaders are needed who understand the complexities and challenges of achieving business success in the apparel industry of today and tomorrow. The Department of Fashion and Apparel Studies is positioned to address and explore these issues and deliver new professionals who will be instrumental in bringing about exciting changes and leading major corporations to future success.

#### *Background*

Just 25-30 years ago, apparel manufacturers and retailers operated as two distinct sectors in the apparel supply chain. Apparel manufacturers and retailers of the 1970s were differentiated by the following key responsibilities.

<b>Manufacturers</b>	<b>Retailers</b>
Follow fashion trends	Follow fashion trends
Design garments	Purchase assortments of brand name merchandise from manufacturers
Present lines of brand name merchandise for wholesale to retailers	Operate retail stores
Source fabrics and trims	Promote and sell merchandise to end consumers
Prepare production patterns	
Layout fabrics and cut garments	
Assemble products	

Apparel manufacturers employed designers and merchandisers who developed lines of brand name apparel that were consistent with fashion trends and what the manufacturer was known for offering. Designers set trends, offering what they believed would be fashionable for each season. Retailers employed buyers who would select from what was available in manufacturers' lines that they believed would best meet their customers' needs. This was easy to do since buyers for small retailers often lived and worked near their main street customers and buyers employed by larger retailers had only to know the needs of consumers in their region since few retail establishments were national in scope. Consumers, more homogeneous in their preferences, were generally happy or at least would make do with what they were offered.

The business situation for apparel manufacturers and retailers has changed dramatically over the last 25 years and the two sectors no longer operate in such distinctively different ways. Impacted by globalization, innovations in technology, and business consolidation, the responsibilities of manufacturers and retailers have become blurred and competition between them is intense. Garment production for both manufacturers and retailers is handled by contract suppliers around the world which often pay scant attention to human rights, labor standards, and environmental stewardship. Brand name apparel manufacturers still wholesale a portion of their products to some retailers, but also sell directly to consumers through their own retail stores which are located in multiple countries. Some retailers continue to buy a portion of their product assortments from name brand apparel manufacturers, but often a majority of merchandise offered is of their own design and carries their own private brand name. Thus, today's apparel manufacturers and retailers are characterized more by their similarities than their differences and they directly compete with each other.

<b>Manufacturers</b>	<b>Retailers</b>
Follow fashion trends	Follow fashion trends
Design garments	Design garments
Arrange for contract production by overseas manufacturers	Arrange for contract production by overseas manufacturers
*Present lines of brand name merchandise for wholesale to retailers	*Purchase assortments of brand name merchandise from manufacturers
Operate retail stores	Operate retail stores
Promote and sell merchandise to end consumers	Promote and sell merchandise to end consumers

In this intensely competitive business environment, there is increasing recognition by industry leaders that the “seat of the pants” style of leadership the industry saw in the past must be quickly replaced by a much more professional and scientific approach to business. The growth and dominance of large corporations has created a need for graduates with the following skill sets:

- globally oriented
- innovative
- apparel product design expertise
- expertise in consumer behavior
- strong research skills
- understanding of social responsibility and sustainability
- strong communication skills

Undergraduate programs in apparel design and merchandising are necessarily focused on developing a strong skill set in one of two narrowly focused areas of consumer behavior and apparel design. These focused degrees allow BS graduates to find entry-level jobs in their area of expertise and provide a platform upon which the broader set of skills can be added.

The MS degree is where students can learn to integrate expertise across the various functional silos in multi-national apparel companies and prepare themselves for positions of leadership in multi-national corporations. This new kind of apparel professional, an integrator, is one who can create value for a firm by integrating knowledge about consumer research, product design, product merchandising, product

sourcing, and product presentation. With the growth of multi-national corporations and consolidation among brands and retailers, entry level jobs have become increasingly specialized, but management and leadership positions require individuals with broad expertise across the functional areas—in other words individuals who can see the “big picture” and develop strategies for business success. An MS degree is required to develop an apparel professional who can be an integrator, with a broad perspective that includes knowledge of the various silo functions in the industry, who is able to lead the global industry of the 21<sup>st</sup> century.

The proposed Master of Science in Fashion Studies program will prepare students to be “integrators” in industry. All students will complete design problem-solving and consumer behavior courses to bring an understanding of both to meet challenges in the global fashion industry. Concepts and practices from social responsibility and sustainability will underlie the graduate program. The program integrates design, theory, problem-solving, and research as they relate to fashion phenomena.

The objectives of the proposed MS program are (1) to prepare students for successful careers as middle-level apparel professionals and beyond, and (2) to provide students interested in doctoral work in Fashion Studies a sound foundation towards that goal.

The goals of the Fashion Studies MS program are to prepare students who will:

- Apply creative problem-solving techniques to develop sustainable solutions to global contemporary issues challenging the fashion industry and consumers
- Integrate information from both design and consumer behavior to address fashion industry challenges
- Design and conduct research guided by theories of fashion, design and aesthetics, and consumer behavior relevant to the fashion industry
- Assess and evaluate the responsibility of the fashion industry and consumers toward human rights, labor standards, and environmental stewardship

Fashion and Apparel Studies faculty are currently developing a doctoral program in Fashion Studies with plans to submit the proposal during the 2008-09 academic year with the first students matriculating in 2010. This will allow the Department’s first masters students to go on for a PhD if interested and qualified.

## **I. PROGRAM DESCRIPTION**

The proposed Fashion Studies masters degree at the University of Delaware requires 32 credit hours and is designed to prepare students to be effective professionals in the global apparel industry. The proposed MS program is unique in that students will take both design and consumer behavior courses so that they gain crossover knowledge necessary to be an integrator in the industry. The program consists of course work and experiences that will be sufficient for gaining working knowledge of the industry. Graduates will have the skills and knowledge necessary for working in large multi-national companies that create new products, conduct consumer research, and merchandise apparel products. The MS program is designed to meet the needs of both the traditional graduate student and working professional.

The program consists of the following:

- 14 required credits in fashion and apparel studies courses
- 6 required credits in other fashion and apparel studies courses
- 6 credits in research methods and statistics
- 6 credits thesis

## **II. RATIONALE AND DEMAND**

### **Institutional Factors**

#### **Mission Compatibility:**

The University of Delaware is a recognized leader in developing and practicing innovative approaches to teaching. The College of Human Services, Education, and Public Policy is an interdisciplinary professional college and it emphasizes in its academic units a blend of theoretical and practical approaches to learning. Its tri-fold mission includes the creation of knowledge, the preparation of professionals, and the improvement of delivery of goods and services. The mission of the UD Fashion and Apparel Studies Department includes preparing professionals with the knowledge and skills necessary to creatively contribute to fashion and apparel-related fields. In addition, the theme of social responsibility underlies the Fashion Studies MS program and is consistent with the CHEP mission, as well as the mission of the Fashion and Apparel Studies Department. Therefore, the proposed Master of Science in Fashion Studies, which is unique in the field, is consistent with the Department, College, and University missions and initiatives.

In addition, graduate programs will also benefit UD undergraduates. Some Fashion Studies graduate students will serve as teaching assistants in undergraduate courses, exposing undergraduates to the culture of graduate school. As a function of that, the undergraduates will also have more exposure to research and creative scholarship within their home department. It is this kind of department culture that facilitates interest by undergraduates in research and obtaining advanced degrees. Undergraduates will be invited to attend graduate seminars to hear firsthand of the kinds of scholarship being conducted by the department. Undergraduates, many of whom already work closely with faculty on research and scholarship, will now be able to work with larger research groups involving both graduates and undergraduates. Involvement of undergraduates in research is a university initiative.

Another benefit graduate programs bring to undergraduates is exposure to international students. Currently, a fairly high percentage of apparel-related graduate students enrolled at universities across the country are international students. It is likely that some of these students will be teaching assistants in undergraduate courses, so that undergraduates will learn to work effectively with them in their classes. This kind of close contact is an effective context for young adults to confront stereotypes, learn to work together, and broaden their horizons, all of which is essential for work in the global apparel industry. Even if not given full teaching responsibility, we envision that grad assistants will deliver “mini” lectures related to their experiences and culture (e.g., retailing in China, traditional dress in Korea, sourcing in Thailand) and enrich existing undergraduate courses in that way.

The prominence of the department's current programs and faculty is indicated in a variety of ways and supports the rationale that a graduate program is the logical next step to further prestige.

- High-quality scholarship distinguishes the faculty as leaders in the field.
  - Refereed publications and juried creative designs per faculty (over 3 per faculty who will participate in a graduate program) exceed the rate of many faculty in the field and are highly read and cited in journals keeping those statistics.
  - Faculty have been successful in grantsmanship with federal agencies and other outlets in a field where external dollars are not readily available.
  - Faculty have been invited to speak at international academic and industry conferences.
- Honors and awards demonstrate the excellence of faculty scholarship.
  - Numerous awards for design have been received by the faculty. Awards made by the International Textile and Apparel Association (ITAA) indicate the highest honor since faculty must first beat at least 50-50 odds of having garments accepted into the competitions, then be judged best among those shown.
  - Faculty have received awards for research from the American Collegiate Retailing Association and the ITAA.
  - Other honors for scholarship and contribution to the field include distinguished lectures made to professional organizations, award of the prestigious Rockefeller Foundation's Scholar-in-Residence program, and ITAA Fellow, the highest honor from the primary professional association in the field.
- Faculty are currently writing four books for use in the classroom that will further acknowledge faculty as leading knowledge-brokers for the field.
- Faculty are prominent in positions of leadership in the profession and industry including leadership of the ITAA, Educators for Socially Responsible Apparel Business, and the Clothing and Textiles Research Journal. Membership on the board of directors of an international nongovernmental organization brings further prestige to the department.
- High student demand for the programs, coupled with tightening admission criteria, assures that undergraduate programs include high quality students. Over the last few years faculty new to the department have found the quality of our undergraduates comparable to graduate students at other institutions.
- Undergraduates routinely engage with faculty in research endeavors through the honors program, the summer scholars program, in classes, and in independent study. Students have presented their research in a variety of settings and one was awarded best undergraduate paper at ITAA.
- A recently developed Fashion & Apparel Studies Advisory Board includes prominent industry leaders who want to help the department take the next steps toward prominence. Included are leaders of major corporations and industry associations, as well as creative entrepreneurs who have made profound impacts on the industry.

- Industry leaders are eager to come to campus to speak to our students through the Fashioning Social Responsibility lecture series or other venues. In October, the Executive Vice President of Macy's East is speaking to students. We are scheduling the President of the American Apparel and Footwear Association, who has requested a visit to campus, for spring 2008.
- Prominent faculty leaders from across the country view the department as a program of significance, as evidenced by the number and quality of applications for the recently recruited Irma Ayers Professor.

UD is uniquely positioned to offer graduate programs in Fashion Studies in other ways as well. Of those master's level graduate programs located East of the Mississippi, we have the opportunity to develop a premiere program based on faculty numbers and strengths. The programs will have unique and competitive advantage compared with the top programs in the country and will further distinguish the University of Delaware as it expands in prominence. Faculty scholarship will expand exponentially beyond its already notable levels, thus bringing increased visibility to the department and the university. Closeness to New York City, heart of the U.S. apparel industry, is a draw for potential students who will choose UD rather than other top programs that have more rural locations. As well, the national and international reputations of the faculty for creative scholarship, empirical research, and international leadership in topics of social responsibility and sustainability will allow us to compete with top programs.

An academic program with strong empirical research and creative scholarship that focuses on fashion phenomena is unique in the U.S. The distinctive offering proposed will build upon faculty whose strengths lie in the areas of fashion design and consumer behavior towards fashion. Unlike other masters programs across the country that are either broader and unfocused requiring a little of every subject in the field, or tightly focused on a narrow area of the industry such as retailing, the combination of courses proposed for this program is unique. For example, Cornell University – one of our major competitors - offers separate masters' degrees in apparel design or fiber science, but does not combine empirical research and creative scholarship across all students' programs as we propose to do in our program. As well Cornell does not offer critically needed consumer behavior content.

### **Description of Planning Process**

The Department of Fashion and Apparel Studies was once part of a larger department called Consumer Studies. During the 2004-05 academic year, the university gave the Fashion Merchandising and Apparel Design programs an unprecedented opportunity; those programs became a separate focused department beginning Fall 2005. In planning for the new department, the faculty began to develop the idea of creating a Fashion Studies graduate program. This was one of the goals of the new unit as they recruited and hired a new department chair and named professor.

In 2006-07 the department graduate studies committee and faculty met every other week both semesters to brainstorm and develop ideas for such a graduate program. As a function of these meetings and some retreats, two groups of faculty independently identified the same set of courses that our faculty were uniquely positioned to offer and could become core to a graduate program in Fashion Studies. In addition, we contacted comparable departments at ten other universities to learn about their programs and their university's support and used that information in our planning. We aimed to assure that the



graduate program we developed would be unique, but not in ways that would make it difficult to recruit or place students.

Our planning has also been informed by apparel industry leaders we have met with at global industry meetings and through a round table discussion we held with our Fashion and Apparel Studies Advisory Board members. For example, industry leaders have cited the need for professionals who are able to integrate consumer understanding with design to build consumer relevant products. Too often professionals in merchandising and design are narrowly focused in their functional silos, when instead "integrators" are needed who can create value by bringing the silo functions together to create a better understanding and lead the future industry. The program we are proposing is consistent with this view of the future. Another very important characteristic of the apparel industry is a growing focus on social responsibility. Each MS student will be required to complete 3 hours of social responsibility courses in order to prepare them for dealing with this issue on a daily basis as industry leaders. We believe that an advanced degree in Fashion Studies from the University of Delaware will change how the industry views graduate education in our field, from undervalued to highly valued for the professional skills provided.

### **Impact on Other Programs:**

The proposed graduate program will have negligible competitive impact on other graduate programs at the University of Delaware with respect to recruitment and job placement. The Fashion and Apparel Studies Department is the only academic unit at the University offering fashion design or fashion-related consumer behavior courses, and furthermore, due to the profession-specific nature of the curriculum there is little likelihood that the graduate program will cannibalize existing graduate programs at the University. However, it is possible that graduate students in other areas (e.g., Museum Studies, Communication, History) might be interested in certain of our proposed courses.

### **Utilization of Existing Resources:**

Faculty with expertise and interest in working with graduate students currently exist in the Fashion and Apparel Studies Department. Faculty have successfully led both MS and PhD students at other universities and all faculty have been involved in mentoring undergraduates in research. The MS program will require the addition of seven new graduate courses, however, existing faculty will be able to staff these courses along with a new permanent instructor position (committed by CHEP) who will cover some of the undergrad courses currently taught by existing faculty. In addition, we expect that at least one graduate course per year will be offered during summer or winter term.

In addition, two new graduate faculty members have joined the teaching faculty in Fashion and Apparel Studies Department in the 2006-2007 academic year. They will contribute to both the graduate and undergraduate courses. Therefore, with the graduate faculty covering on average one graduate and three undergraduate courses per year, the additional full time instructor currently dedicated to undergraduate courses, and the two new full-time faculty, both new and existing courses will be covered without additional strain on workload.

We anticipate that some of the undergraduate electives routinely taught in the fall and spring semesters may be shifted to the winter and summer sessions. Additionally, some of the current undergraduate student advisement load will be re-distributed to allow graduate teaching faculty to provide advisement to graduate students.

## **Student Demand**

### **Enrollment Projections:**

In just the past year we have received inquiries and requests from various parts of the U.S., the U.K., Thailand, China, and South Korea to enroll in a graduate program in Fashion Studies. Especially since the graduate certificate in Socially Responsible and Sustainable Apparel Business has been approved and advertised, many of our own UD students and former students have inquired about a possible MS program with which to combine the certificate. In addition to that, the first courses in the certificate program are currently being offered and are being taken by former students, as well as some industry professionals in our immediate geographical area. Additionally, we have encountered many students who wish to pursue graduate education to round out their knowledge beyond the more narrowly focused skills that an apparel design or fashion merchandising degree offers. We believe that the specialized approach to education that we are proposing in the graduate program in Fashion Studies will give students a more holistic yet integrated perspective and will serve them well. Therefore, based on student and industry inquiries and requests (from both domestic and international sources), we anticipate an enrollment of 6-8 qualified full-time students each year within the first three years. Our goal for this graduate program is to position it as a premier program in the nation, and the requirement that all students develop skills in creative scholarship in design and empirical research in consumer behavior toward fashion will allow us to be selective in recruiting highly qualified candidates to the program.

### **Specific Student Clienteles:**

The proposed graduate program in Fashion Studies is designed to meet the needs of traditional students, part-time students, and employed professionals. Courses may be offered in the late afternoon or evening in order to avoid scheduling conflicts with undergraduate offerings as well as to help attract non-traditional students.

Target student populations will be students who graduate from the Fashion and Apparel Studies Department with an interest in pursuing graduate studies. Students from peer institutions who offer undergraduate courses in fashion-related areas, such as, Cornell, Drexel, Philadelphia, Purdue, Michigan State, Ohio State, Syracuse, Virginia Tech and others, will be heavily recruited to our graduate program. Another target group will be international students. The UD Fashion and Apparel Studies Department currently has a student exchange program with Hong Kong Polytech University, with the first undergrad exchange starting in January. We will also recruit from these students. In addition, we will recruit from graduate and undergraduate student members of the International Textiles and Apparel Association, which meets each November. These students will be traditional full-time students. Teachers from small colleges in the mid-Atlantic region have also indicated an interest in our proposed program. Also CHEP's Interdisciplinary Studies program may present an opportunity to recruit one or two students annually into our graduate program. The uniqueness of our proposed Master of Science in Fashion Studies will provide expanded opportunities for successful recruiting as the program will not really be comparable with other masters programs focusing on apparel.

With respect to potential part-time students they will be predominantly professionals working in full-time positions in the Wilmington, Philadelphia, and New York. Industry professionals have already shown an interest in our graduate certificate program and that may interest them in pursuing a graduate degree. However, we only expect a few such individuals to be interested in completing the graduate degree.

### **Transferability**

Currently there are no institutions within the state that offer graduate studies in fashion-related courses, therefore, there are no planned arrangements for transferring credits to or from other Delaware institutions.

### **Demand and Employment Factors**

Industry needs and our favorable geographic location (i.e., closeness to New York City) create an opportunity for a graduate program in Fashion Studies. While apparel manufacturers and retailers have historically not placed monetary value on an advanced degree, we know that those holding advanced degrees advance more quickly due to their more holistic understanding of the industry. Additionally, we have encountered many students who wish to pursue graduate education to round out their knowledge beyond the more narrowly focused skills that an apparel design or fashion merchandising degree offers. We believe that the specialized approach to education that we are proposing in the graduate program in Fashion Studies will give students a more holistic yet integrated perspective and will serve them well. Thus, while the master's degree has not been necessary for success in the industry, it provides expanded opportunities under this new era of professionalism found in the industry, and there is student demand for the advanced degree.

### **Regional, State and National Factors**

There are no comparable graduate programs in the state or region that offer this unique interdisciplinary approach focusing on fashion that integrates design innovation and empirical consumer behavior. In addition, the themes of social responsibility and sustainable apparel practices underlie the graduate program. An academic program with strong empirical research and creative scholarship that focuses on fashion phenomena is unique in the U.S.

The following is a breakdown of masters degree programs available East of the Mississippi in fashion studies-related fields, according to an online search:

## **Masters Programs in Fashion and Apparel-related fields**

### **Eastern U.S.**

MS/MA with concentration in either Apparel Design/Apparel Product Development or Fashion Merchandising: Auburn University, Cornell University, Drexel University, Florida State University, Louisiana State University, Philadelphia University

*-These programs have a narrow focus and no structured integration across fields.*

MS in Textiles: Cornell University, Florida State University, North Carolina State University

*-These programs are focused on a very different level of the industry—that of developing fibers and fabrics.*

MS/MA in Textiles and Clothing (traditional): University of North Carolina at Greensboro, Ohio State University, University of Rhode Island, Virginia Tech

*-These programs represent the masters as it has traditionally been offered for decades and require students to have a little of everything without a cohesive focus.*

MBA in Textile and Apparel Marketing, MS in Textile Design; MS in Textile Engineering: Philadelphia University

*-These programs are primarily for the textile industry professional focused on success in fibers, yarns, and fabrication; the hallmark of this textile school.*

Master of Professional Studies (MPS) in Global Fashion Management: Fashion Institute of Technology

*-Sounding the most similar to our proposed program, the MPS takes a broader business view not focused at the fashion product level as is ours. It also does not include the necessary research skills for integrating design and consumer behavior specialties.*

In addition, none of the above degree programs has social responsibility and sustainability in the apparel industry as its focus. Cornell University is part of the team which developed the Social Responsibility and Sustainability Certificate Program, but their masters programs does not require students take these courses as part of the core. Every student in our program will have a foundation of knowledge on this fast-growing area of concern.

### **Accrediting and Licensing Requirements**

There are no national, regional or local accrediting agencies that govern this area of the industry at this time.

### **Strengths**

UD's Fashion and Apparel Studies faculty produce high quality empirical research and creative scholarship, winning awards in international competition for designs and research, and having considerable success in grantsmanship; this combination of empirical research in consumer behavior and creative scholarship that focuses on fashion phenomena is unique in the U.S. The proposed graduate programs build upon particular strengths of faculty research and scholarship which center around consumer behavior, design, visual style, and social responsibility and sustainability. The faculty is

committed to a graduate program that creatively blends empirical research and creative scholarship. Faculty scholarship is of high quality and quantity and can uniquely support such a program.

Faculty members are nationally and internationally known and will attract graduate students for that reason. In addition, we have a geographic advantage in terms of schools that would be our competitors (e.g., Cornell, Ohio State, Virginia Tech) for graduate students. None of these competitor schools have the fashion focus (offer broader programs with some coverage of all aspects of the apparel and textile industries) our program will have, nor do they blend empirical research in consumer behavior with creative scholarship in apparel design as we plan to do. Ours is the only program with core requirements in social responsibility. Also, we are close to New York City which is a decided advantage because it is the hub of the fashion industry in the U.S., its museums and streets offer design inspiration, and representatives of the industry are close enough for interaction with students. The newly approved certificate program in social responsibility is of interest to fashion industry professionals which will serve to strengthen the relationship between our program and the fashion industry.

### **III. ENROLLMENT, ADMISSIONS AND FINANCIAL AID**

#### **Enrollment:**

Candidates with baccalaureate degrees from accredited colleges and universities will be eligible to apply for admission to the Fashion Studies graduate program. They will be required to follow the application procedures outlined in the University of Delaware graduate catalogue. The maximum annual enrollment will be 10. Enrollment will be limited by the availability of faculty members to serve as thesis advisors.

#### **Admission Requirements:**

Admission to the program will be selective and competitive based on the number of well-qualified applicants. Candidates for admission need not have majored in any specific field; however, they will be expected to possess knowledge of consumer behavior or social psychological aspects of clothing, knowledge of the fashion industry, and an understanding of design concepts. Applicants interested in pursuing creative scholarship should have a minimum of one pattern making course and a portfolio. Applicants will be expected to possess basic written, oral, communications, mathematical (generally, one semester at the College level), and basic computer usage skills. Appropriate credit and non-credit courses are available at UD to students with deficiency in any of these areas. Admission to the graduate program is competitive. Those who meet stated requirements are not guaranteed admission, nor are those who fail to meet all of those requirements necessarily precluded from admission if they offer other appropriate strengths.

Admission requirements are as follows:

- Students whose first language is not English must take the Test of English as a Foreign Language (TOEFL) unless a prior degree was obtained from an institution in the U.S. The test must be taken within the past 5 years. Applicants must receive 550 or higher (paper-based test) or 213 (computer-based test) or 79 on the Internet-based TOEFL ). Combined verbal and quantitative GRE scores must total at least 1050 and the verbal GRE must be no less than 550.
- Minimum overall GPA 3.0/4.0 (from undergraduate institution).

- Bachelor's degree from an accredited college or university.
- Acceptable evaluation of three (3) letters of recommendation.
- A resume and writing sample
- A personal statement describing interests, intellectual goals, how this program would be seen to meet those goals and objectives
- Graduate faculty may personally interview qualified students under consideration for admissions.

### **Transfer/Retention Policy:**

The graduate program in Fashion Studies will adhere to the policies on transfer and retention as described in the current UD Graduate Catalogue.

### **Effective Academic Year:**

The program is targeted to begin formal operation in the fall semester 2008.

### **Student Expenses and Financial Aid:**

Some full tuition assistantships may be available for full-time students (e.g., interest from the Irma Ayers endowment will be targeted for this purpose). Other assistantships will be available in conjunction with grants awarded to the faculty and from a planned development campaign. We expect that some masters students will be self supporting. Part-time professional students will not be eligible for assistantships.

## **IV. CURRICULUM SPECIFICS**

### **Degree to be Awarded**

Students who graduate from this program will receive a Master of Science in Fashion Studies.

### **Curriculum Requirements**

The graduate program is a 32-credit program consisting of 20 required credits in fashion studies coursework, 6 required credits in research methods and statistics, and 6 credits for a thesis. Below is a description of the curriculum:

## **M.S IN FASHION STUDIES**

### **DEPARTMENTAL REQUIREMENTS (14 CREDITS)**

FASH 665 FASHION STUDIES SEMINAR	(taken twice)	1
FASH 689 APPAREL SUPPLY CHAINS & SOCIAL RESPONSIBILITY		1
FASH 691 SOCIALLY RESPONSIBLE APPAREL: GLOBAL POLICY		1
FASH 692 SUSTAINING GLOBAL APPAREL SUPPLY CHAINS	or	1
FASH 695 BRINGING SOCIAL RESPONSIBILITY TO APPAREL CORPORATE CULTURE		1
FASH 800 RESEARCH ANALYSIS IN FASHION STUDIES		3
FASH 822 GLOBAL FASHION CONSUMER		3
FASH 825 INTERDISCIPLINARY APPROACHES TO PROBLEM SOLVING		3

### **DEPARTMENTAL ELECTIVES (6 CREDITS) Select 6 hours from:**

FASH 619 SOCIAL PSYCHOLOGICAL ASPECTS OF CLOTHING	3
FASH 626 HISTORIC TEXTILES & CLOTHING COLLECTION MANAGEMENT	1-3
FASH 630 TOPICS IN FASHION MARKETING AND PROMOTION	3
FASH 633 PRODUCT DEVELOPMENT AND MANAGEMENT STUDIO	3
FASH 655 TEXTILES AND APPAREL IN THE GLOBAL ECONOMY	3
FASH 666 SPECIAL PROBLEM	1-3
FASH 692 SUSTAINING GLOBAL APPAREL SUPPLY CHAINS	1
FASH 693 CULTURE & WORK IN THE APPAREL INDUSTRY	1
FASH 694 APPAREL CONSUMERS AND SOCIAL RESPONSIBILITY	1
FASH 695 BRINGING SOCIAL RESPONSIBILITY TO APPAREL CORPORATE CULTURE	1
FASH 696 CURRENT INITIATIVES FOR APPAREL INDUSTRY LABOR COMPLIANCE	1
FASH 697 WORKER-CENTRIC SOCIAL RESPONSIBILITY FOR APPAREL INDUSTRY	1

FASH 698 REDESIGNING GREEN APPAREL: DESIGN, SOURCING & PACKAGING	1
FASH 699 PRODUCING ENVIRONMENTALLY RESPONSIBLE APPAREL	1
FASH 810 THEORIES OF DESIGN AND AESTHETICS	3
FASH 814 HISTORY OF THE FASHION INDUSTRY	3
FASH 819 FASHION THEORY	3
FASH 824 CREATIVE DESIGN FOR EXHIBITION	3
FASH 825 INTERDISCIPLINARY APPROACHES TO PROBLEM SOLVING	3
FASH 868 SUPERVISED RESEARCH IN FASHION STUDIES	1-3

#### **OTHER REQUIRED COURSES (6)**

EDUC 665 ELEMENTARY STATISTICS (or equivalent)	3
IFST 615 or EDUC 607 RESEARCH METHODS (or equivalent)	3

#### **RESEARCH (6)**

FASH 869 THESIS	6
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## **COURSE OFFERINGS**

### **Sample Program of Study:**

#### **TWO-YEAR PLANNING GUIDE**

##### **FIRST YEAR (FALL)**

###### **CREDITS**

FASH 800 Research Analysis in Fashion Studies	3
FASH 825 Interdisciplinary Approaches to Problem Solving	3
EDUC 665 Elementary Statistics	3
Total Credits	9

##### **FIRST YEAR (SPRING)**

###### **CREDITS**

FASH 822 Global Fashion Consumer	3
Research Methods course (EDUC 607 or IFST 615)	3
FASH 691 Socially Responsible Apparel: Global Policy	1
FASH 692 Sustaining Global Apparel Supply Chains	1
FASH 665 Fashion Studies Seminar	1
Total Credits	9

##### **SECOND YEAR (FALL)**

###### **CREDITS**

FASH 689 Apparel Supply Chains & Social Responsibility	1
FASH 869 Thesis	0-3
Select 1-2 departmental electives	
FASH 630 Topics in Fashion Marketing & Promotion	3
FASH 619 Social-Psychological Aspects of Clothing	3
FASH 655 Textiles & Apparel in the Global Economy	3
FASH 666 Special Problems	1-3
FASH 810 Theories of Design and Aesthetics	3
FASH 814 History of the Fashion Industry	3
Social Responsibility courses (FASH 693, FASH 694, FASH 695, FASH 696, FASH 697, FASH 698, FASH 699)	each 1
Total Credits	9

## **SECOND YEAR (SPRING)**

### **CREDITS**

FASH 665 Fashion Studies Seminar	1
FASH 869 Thesis	3-6
Select one departmental elective as needed	
FASH 630 Topics in Fashion Marketing & Promotion	3
FASH 619 Social-Psychological Aspects of Clothing	3
FASH 655 Textiles & Apparel in the Global Economy	3
FASH 666 Special Problem	3
FASH 819 Fashion Theory	3
Social Responsibility courses (FASH 693, FASH 694, FASH 695, FASH 696, FASH 697, FASH 698, FASH 699)	1-3
Total Credits	7-10

### **Curriculum Pre-requisites:**

Students admitted to the graduate program are expected to have a bachelor's degree and to possess knowledge of consumer behavior or social psychological aspects of clothing, knowledge of the fashion industry, and an understanding of design concepts. In addition, a minimum level of math skill equivalent to College Mathematics and Statistics (Math 114) is expected. Applicants interested in pursuing creative scholarship should have a minimum of one pattern making course. Transfer of graduate courses will be evaluated and approved by the Graduate Studies Committee based on a direct correspondence between the courses involved. Course waivers will not be permitted in the program unless under extenuating circumstances.

## **V. RESOURCES AVAILABLE**

### **Learning Resources**

The UD Library currently subscribes to journals in the fashion and apparel studies field. Several databases also exist in the general business and social science areas that will be available to graduate students. Some of these databases include: ABI/INFORM, PsycINFO, LexisNexis Academic, General BusinessFile ASAP, and Expanded Academic ASAP Plus, Social Sciences Citation Index, and others.

### **Faculty and Administrative Resources**

The Fashion and Apparel Studies Department will provide administrative support (i.e. secretarial) to the program. A Director of Graduate Studies will be appointed by the department chair and will report directly to the Chair. The Director will have the following responsibilities:

### **Responsibilities of the Director of Graduate Studies:**

- Administer the program.
- Recruit graduate students.
- Approve independent studies.
- Act as temporary advisor.

A departmental Graduate Committee, consisting of two faculty members who teach graduate courses and the Director, will be responsible for admission decisions. The Committee will have the following responsibilities:

### **Responsibilities of the Graduate Committee:**

- Review and approve proposed new courses and changes in courses.
- Review and approve credentials of graduate teaching faculty.
- Develop policies regarding independent study.
- Function as an appeals committee regarding complaints and/or grievances by graduate students as well as graduate teaching faculty
- Advise Chair on awarding of graduate assistantships.
  
- The Fashion and Apparel Studies faculty will select the graduate faculty members to serve on the Graduate Committee. To be a member of the Graduate Committee the faculty member:
  - Must be a full-time faculty member at the University of Delaware with primary teaching appointment in the Fashion and Apparel Studies Department.
- AND
- Teach a regularly scheduled graduate-level required course in the department.
- OR
- Advise students in the graduate program.

### **Graduate Teaching Faculty:**

The following represent current faculty in the Fashion and Apparel Studies Department who have expressed desire and commitment to support courses in the proposed graduate program:

Marsha Dickson, PhD	Professor (full-time)	Interests: Socially responsible textile and apparel production and sourcing; global apparel production and marketing
Janet Hethorn, PhD	Professor (full-time)	Interests: Aesthetic response to clothing and appearance among diverse consumer cultures with emphasis on the connection to design problem solving and product development

Jaehee Jung, PhD	Assistant Professor (full-time)	Interests: Effects of cognitive and sociocultural variables on body image and subsequent individual and collective social behaviors in the cultural context; cross-cultural studies in both social-psychological aspects of clothing and consumer behavior
M. Jo Kallal, MA	Professor (full-time)	Interests: Creative apparel design; global textile and apparel industry partnerships; spatial visualization skills of apparel design students; modeling the design/product development process
Hye-Shin Kim, PhD	Associate Professor (full-time)	Interests: Consumer involvement and interests; brand perceptions; online communities and consumer behavior; shopping motivation and word-of-mouth consumer behavior
Sharron Lennon, PhD	Professor (full-time)	Interests: Black Friday shopping; extreme consumer behavior; online visual merchandising; social perception as a function of dress; customer service; consumer behavior and body image
Dilia Lopez-Gydosh, PhD	Assistant Professor (full-time)	Interests: Puerto Rican women's dress; textile conservation; costume exhibition
Belinda Orzada, PhD	Associate Professor (full-time)	Interests: Creative apparel design; natural dyes; enhancing spatial visualization skills; effects of grain alignment on fabric mechanical properties; 19 <sup>th</sup> and 20 <sup>th</sup> century costume history

In addition, because the graduate certificate in Socially Responsible and Sustainable Apparel Business is offered by faculty from three institutions (University of Delaware, Cornell University, and Colorado State University), we have the added advantage of extending our faculty base for graduate teaching with the following three individuals.

- Suzanne Loker, Professor, Cornell University.
- Charlotte Jirousek, Associate Professor, Cornell University
- Molly Eckman, Professor, Colorado State University

**External Funding:**

None available at this time. NOTE: Enrollment is not contingent upon external funding.

**VI. RESOURCES REQUIRED****Learning Resources Required**

No additional resources required at this time.

**Personnel Resources**

Secretarial and administrative support (minimum of 25% FTE) will be provided by the Fashion and Apparel Studies Department. This will require additional staff be added to the Department. The staff assignment will be handled by temporary staff on miscellaneous wages until a staff line can be added. Success with the masters program also requires successful recruitment of a full-time instructor (search underway 2007/08) and the planned search for a tenure track faculty member in 2008/09 to replace a retiring faculty member.

**Budgetary Needs**

Supplies and expenses related to program marketing, recruitment, administration, and evaluation will be provided through the Fashion and Apparel Studies Department.

**VII. IMPLEMENTATION AND EVALUATION****Implementation Plan**

The Fashion Studies graduate proposal will be submitted to the CHEP Graduate Curriculum Committee for review and approval. Then the proposal will be submitted to the Graduate Curriculum Committee of the Faculty Senate for approval.

The graduate teaching faculty is in place to begin the program in fall 2008 for students in the area that are standing by in anticipation of our program and are anxious to begin. Some of these students are graduates of the Fashion and Apparel Studies Department and others have learned about the proposed program as a function of enrolling in the grad courses offered through the graduate certificate in Socially Responsible and Sustainable Apparel Business. We will keep in close contact with them on progress of the program so that they are prepared to apply immediately after the program is approved. Therefore, enrollment will proceed once approval for the program is granted by the University. Enrollment will begin Fall Semester 2008. Recruitment of new students will begin in January of 2009. The Chair and Director of Graduate Studies will initially share responsibilities for recruiting and marketing the program.

After admission to the program all students will meet with the Director for temporary advising. Students will be expected to select an advisor no later than the beginning of their second semester of matriculation and file a plan of study.

No comprehensive written examination is required for this program. However, an oral defense of the thesis is required. The Thesis Defense is open to all University of Delaware faculty members. No other students may attend the Thesis Defense. Advisory Board members may be invited to attend. The purpose of this assessment is to objectively assess the knowledge, skills and experiences that students have acquired while in the program. This oral assessment will provide one means of validating the curriculum and the educational process. In addition, students will present their theses prior to graduation in the Fashion Studies seminar.

### **Evaluation Plan**

A Program Review Committee will evaluate the graduate program after a reasonable time following its implementation to monitor its progress towards achieving the stated goals, and to ensure that students in the program are receiving an educational experience that meets UD graduate standards. This committee will be appointed by the Associate Provost for Graduate Studies upon consultation with the Dean of CHEP, the Fashion and Apparel Studies Chair and Director. See guidelines in the *Academic Program Review* for more complete list of program indicators and evaluation criteria.

On-going assessments will be conducted to measure the quality of the program. These measures include, but are not limited to, exit interviews of graduating students, course evaluations, alumni surveys and interviews, quality of scholarship and theses, graduation rates, and time to graduation.

## APPENDICES

### Course Descriptions and Learning Outcomes:

#### Proposed courses:

FASH 619 SOCIAL PSYCHOLOGICAL ASPECTS OF CLOTHING	3
FASH 626 HISTORIC TEXTILES & CLOTHING COLLECTION MANAGEMENT	1-3
FASH 630 TOPICS IN FASHION MARKETING AND PROMOTION	3
FASH 633 PRODUCT DEVELOPMENT AND MANAGEMENT STUDIO	3
FASH 655 TEXTILES AND APPAREL IN THE GLOBAL ECONOMY	3
FASH 665 FASHION STUDIES SEMINAR	1
FASH 800 RESEARCH ANALYSIS IN FASHION STUDIES	3
FASH 810 THEORIES OF DESIGN AND AESTHETICS	3
FASH 814 HISTORY OF THE FASHION INDUSTRY	3
FASH 819 FASHION THEORY	3
FASH 822 GLOBAL FASHION CONSUMER	3
FASH 824 CREATIVE DESIGN FOR EXHIBITION	3
FASH 825 INTERDISCIPLINARY APPROACHES TO PROBLEM SOLVING	3
FASH 868 SUPERVISED RESEARCH IN FASHION STUDIES	1-3
FASH 869 THESIS	



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Fax: 302/831-1046  
Library Web: <http://www.lib.udel.edu>

October 17, 2007

MEMORANDUM

To: Sharron J. Lennon  
Irma Ayres Professor  
Department of Fashion and Apparel Studies

From: Susan Brynteson   
The May Morris Director of Libraries

I am responding to your request to supply information about the capability of the University of Delaware Library to support the proposed Master of Science in Fashion Studies.

The University of Delaware Library is well able to support the proposed new program up to and including at the masters level. Enclosed is a description of collections, resources and services available.

I would be pleased to respond to any questions.

SB/nb  
Enclosure

c: Marsha A. Dickson, Professor and Chairperson, Department of Fashion and Apparel Studies  
Linda L. Stein, Associate Librarian, Reference Department





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October 17, 2007

Report on Library Services and Collections in Support of a  
Master of Science in Fashion Studies

General Description

The University of Delaware Library includes the Hugh M. Morris Library, where the main collection is housed, and three branch libraries located on the Newark campus--the Agriculture Library, the Chemistry Library, and the Physics Library--and a fourth branch library, the Marine Studies Library, located in Lewes, Delaware. The Library collections parallel the University's academic interests and support all disciplines. In addition to collections which directly support Fashion Studies, the Library has strong collections in other areas that relate to the Fashion Studies, such as: Anthropology, Art, Art Conservation, Art History, Business, Communication, Consumer Studies, Economics, Environmental Sciences, History, Materials Science, Museum Studies, Psychology, and Sociology.

Books, periodicals, microforms, government publications, computer databases and other electronic resources, maps, manuscripts, and media provide a major academic resource for the University of Delaware, the surrounding community, the state of Delaware, and the nation. Library staff members provide a wide range of services, including reference assistance, circulation, interlibrary loan, instructional programs, multimedia design, and assistance to the visually impaired.

The University of Delaware Library is a U.S. depository library and a U.S. patent depository library and contains a complete file of every patent the U.S. Office of Patents and Trademarks has issued.

The online catalog, DELCAT, provides access to millions of items by author, title, subject, and keyword.

Library collections include over 2,700,000 volumes and are broad-based and comprehensive.

The University of Delaware Library is a member of the Association of Research Libraries, OCLC, the Center for Research Libraries, PALINET, CIRLA (The Chesapeake Information and Research Library Alliance), NERL (NorthEast Research Libraries), and Portico.

### Specific Support for Fashion Studies

A professional librarian, Linda L. Stein, Associate Librarian in the Reference Department, serves as liaison to the faculty in the Department of Fashion and Apparel Studies. Suggestions for purchases received by the Library for materials related to the Department of Fashion and Apparel Studies are directed to Ms. Stein, who also regularly consults faculty about priorities and the direction the collections should take. Ms. Stein is also available for instruction in the use of the Library for students and faculty.

Ms. Stein maintains a subject Web site for Fashion and Apparel Studies which can be accessed from the Library Web [www.lib.udel.edu](http://www.lib.udel.edu) by clicking on "Subject Guides A to Z" or directly by the URL <http://www2.lib.udel.edu/subj/fash/>. In addition to electronic resources, it contains detailed descriptions of selected primary resources including printed collections; visual material; and manuscripts and archival materials.

Support for the Fashion Studies is supplemented by funds used to purchase materials in the related areas noted previously as well as funds for the purchase of electronic resources.

The Library subscribes to many print journals and electronic journals which support the Department of Fashion and Apparel Studies. A list of electronic journals by subject is available from the Library Web by clicking on "Electronic Journals" at the top of the main page [www.lib.udel.edu](http://www.lib.udel.edu). A list of electronic journals applicable to Fashion and Apparel Studies is available on the subject page for Fashion and Apparel Studies noted previously.

In addition to various reference sources in print, the Library also makes available several multidisciplinary electronic databases and subject databases which would support the work of students and faculty in the Department of Fashion and Apparel Studies, including: ABI/INFORM; Academic OneFile; AccuNet/AP Multimedia Archive; America: History and Life; Art Abstracts; ARTstor; Business Source Premier; EconLit; EIU Country Profiles; EIU Country Reports; Expanded Academic ASAP; General BusinessFile ASAP; Historical Abstracts; New York Times; LexisNexis Academic, and additional LexisNexis databases; ProQuest Dissertations and Theses; PsycINFO; Public Administration Abstracts; Readers' Guide Retrospective; Sociological Abstracts; Urban Studies Abstracts; Web of Science (including Social Sciences Citation Index); and World News Connection. Many of these databases incorporate the Library's major linking service, Article Express, for electronic access to the full text of journal articles. Additional databases that support the Department of Fashion and Apparel Studies are available from the databases section of the Fashion and Apparel Studies Subject Guide (see: <http://www2.lib.udel.edu/subj/fash/db.htm/>).

The Library also has a strong collection of videotapes and films which cover a wide range of subjects including Fashion Studies. The video collection is heavily used; is increasing in size; and there has been much consultation about it by Francis Poole, Librarian and Head of the Instructional Media Collection Department, with faculty in all areas.

Susan Brynteson  
The May Morris Director of Libraries

## Marsha Dickson

**From:** Gamel-McCormick, Michael  
**Sent:** Saturday, October 20, 2007 7:25 AM  
**To:** Marsha Dickson  
**Subject:** Re: OK for FASH MS students to enroll  
**Importance:** High

Marsha:

Sorry for the delay. I was able to get to Donald Unger Friday and we agree that it would be possible to have students enroll in IFST 615 from the proposed FASH M.S. Program. Donald will get in touch with you about what the specific research principles and skills your faculty feel need to be obtained by the students. With each program that has asked to have students enrolled in the course, we've tried to meet the methodology needs of the program. Thanks for waiting for this.

Michael

On 10/19/07 4:07 PM, "Marsha Dickson" <dickson@udel.edu> wrote:

Hi Michael,

Fashion and Apparel Studies is preparing to submit a proposal for an Master of Science in Fashion Studies. In keeping with the CHEP initiative to not create redundant statistics and methods courses, we are wanting to include IFST 615 is one of the possible Research Methods courses the students enroll in. We anticipate no more than 10 students per year taking the course and since they would also choose from other methods courses, there would probably be fewer asking for the IFST class.

I need your approval of this for the proposal. An e-mail response to this message is fine. Please let me know if you have any concerns.

Thanks,  
Marsha Dickson

-----  
Michael Gamel-McCormick, Ph.D.  
Interim Chair, Department of Individual and Family Studies  
Director, Center for Disabilities Studies  
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[www.udel.edu/ifst](http://www.udel.edu/ifst) (website--IFS)  
[www.udel.edu/cds](http://www.udel.edu/cds) (website--CDS)  
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11/2/2007

## Marsha Dickson

**From:** Brickhouse, Nancy  
**Sent:** Friday, October 19, 2007 7:10 PM  
**To:** Marsha Dickson  
**Subject:** RE: Approval for FASH MS students in stat and methods

Dear Marsha,  
We are happy to accomodate your students in EDUC 607 and 665. We look forward to working with you to ensure that the course meets the needs of the students in the program.

Nancy Brickhouse  
Professor and Director  
School of Education  
University of Delaware  
Newark, DE 19716  
302-831-1656

**From:** Marsha Dickson  
**Sent:** Fri 10/19/2007 4:07 PM  
**To:** Brickhouse, Nancy  
**Subject:** FW: Approval for FASH MS students in stat and methods

Hi Nancy,

Fashion and Apparel Studies is preparing to submit a proposal for an Master of Science in Fashion Studies. In keeping with the CHEP initiative to not create redundant statistics and methods courses, we are wanting to include EDUC 607 Research Methods as one of the possible methods courses the students enroll in. We anticipate no more than 10 students per year taking the course and since they would also choose from other methods courses, there would probably be fewer asking for the EDUC class. Also, we would like to require EDUC 665 Elementary Statistics or equivalent. Again,, there would be up to 10 students requesting the course annually.

I need your approval of this for the proposal. An e-mail response to this message is fine. Please let me know if you have any concerns.

Thanks,  
Marsha Dickson

11/2/2007

**The following is the department's response to questions raised by the Senate Graduate Studies Committee dated January 13, 2008**

**1. What evidence is there for the market for applicants to this program?**

In just the past year we have received 19 inquiries and requests from various parts of the U.S., the U.K., Thailand, China, and South Korea to enroll in a graduate program in Fashion Studies. In addition to those 19, many of our own UD students and former students have inquired about a possible MS as have prospective undergraduate students.. Given this interest (from both domestic and international sources), we are confident that an enrollment of 6-8 qualified full-time students is likely each year within the first three years.

**2. What evidence is there for the market for graduates of this program?**

In developing this graduate program we have been guided by apparel industry professionals. Apparel industry leaders we have met with at global industry meetings and our Fashion and Apparel Studies Advisory Board members have cited the need for professionals who are able to integrate consumer understanding with design to build consumer relevant products. Too often professionals in merchandising and design are narrowly focused in their functional silos, when instead "integrators" are needed who can create value by bringing the silo functions together to create a better understanding and lead the future industry. The program we are proposing is consistent with these views. Another very important characteristic of the apparel industry is a growing focus on social responsibility. Each MS student will be required to complete 3 hours of social responsibility courses in order to prepare them for dealing with this issue on a daily basis as industry leaders. Social responsibility is a prominent challenge in the apparel industry.

While some apparel manufacturers and retailers have not placed monetary value on an advanced degree, we know that those holding advanced degrees advance more quickly due to their more holistic understanding of the industry. We have encountered many students who wish to pursue graduate education to round out their knowledge beyond the more narrowly focused skills that a bachelor's degree in apparel design or fashion merchandising offers. We believe that the specialized approach to education that we are proposing in the graduate program in Fashion Studies will give students a more holistic yet integrated perspective and will serve them well. Thus, while the master's degree has not been necessary for success in the industry, it provides expanded opportunities under this new era of professionalism found in the industry, and there is student demand for the advanced degree.

**3. How will the graduate students be funded?**

Currently the department has 5 assistantships that it can offer. Three of those are funded through the CHEP dean's office (Dickson, Lennon –Irma Ayers endowment, Hethorn—pathways course). In addition, another student is funded through an editor's stipend

(Lennon, editor of the *Clothing and Textiles Research Journal*). Finally, department faculty have secured a Business International Education grant (2007-09) which funds a graduate student. We anticipate a portion of the graduate students enrolling in the MS program will be self-funded.

**4. Regarding your proposal to name this program Fashion Studies, what evidence is there that the profession is moving or should move from textiles to fashion in the naming of programs in the future.**

It is helpful when thinking about program names to understand the distinctly different concepts and industries that are described with the different terms. The concepts of “fashion,” “clothing,” “apparel,” and “textiles” are all distinct. “Fashion” refers to both a product and process. A fashion product is one that is adopted by a significant number of people at a particular time. Products become fashionable through a process of adoption and diffusion where the innovation is first purchased by a few fashion leaders and eventually adopted and sold to the masses. At some points in our field’s history, the word “fashion” has not been used because of outsiders’ misperceptions that the term regarded something frivolous. However, our department incorporated “fashion” in its name in 2005 out of recognition of the critical importance of being able to design and market products that will become fashionable and lead to success in the multi-billion dollar fashion business. Our colleagues across the country have expressed enthusiasm about our incorporation of this key concept into our department name. Our programs have become far more visible with this name change.

“Clothing” refers to garments worn by individuals. The term was used several decades ago when programs focused more on the clothing needs of individuals and families rather than on industrial design and marketing of garments. At that time young women were more likely to become homemakers without outside employment.

“Apparel” reflects a move made by many in the field during 1970s and 1980s to modernize and align more closely with the apparel industry. Many programs exchanged the term clothing for apparel during this time. Apparel is the term used to describe the industry that manufactures garments. Apparel encompasses broadly garments that are fashionable, as well as those that may not be fashionable (e.g., workwear, socks and underwear, and others) that generally have a stable market over very long periods of time.

Finally, the term “textiles” refers to the fibers, yarns, and fabrics that are component parts of apparel and fashion products. It also is used to describe the industry manufacturing these component parts. While textiles are extremely important to a successful fashion product, the decline of the textile industry in the United States has changed the way that textiles need to be approached in undergraduate and graduate education. There is limited need for textile chemists, textile scientists, and textile engineers in the United States. There is a need for professionals who understand the basic properties of fibers, yarns, fabrics, and fabric finishes, and can work with overseas textile manufacturers to develop fabrics that meet their needs.

In the proposal for the M.S. in Fashion Studies, we describe several programs at universities we believe we will compete with for students. A review of the actual degree

names of these programs is revealing and explains why some programs include the word “textiles” in their names while others do not.

As seen in the table below, we have characterized the names of graduate programs in our field. A few universities have simply named the graduate degree after their department names. In every case where this has occurred, the degree name is very broad and does not clearly distinguish a specialization if there is one. On the other hand, several universities have adopted degree names that are more reflective of the specialization offered with the degree. In all these cases, with the exception of the textile-focused degrees (e.g., fiber science, textiles, textile engineering) with which we will not compete, we know from our decades of involvement in the field that these are either relatively new or newly renamed degree programs that reflect efforts to more clearly differentiate the school’s offerings.

### Characterization of Graduate Program Names

University	Degree Name	Mirrors Dept. Name	Reflects Specialization	Other
Auburn University	Consumer Affairs - Apparel and Interiors (MS-CAHS)	X		
Cornell University	Fiber Science, Apparel Design		X	
Drexel University	Fashion Design		X	
Florida State University	Apparel Product Development, Retail Merchandising, Textiles		X	
Louisiana State University	Degree name unclear			
North Carolina State University	Textiles			X
Ohio State University	Textiles and Clothing			X
Philadelphia University	Fashion Apparel Studies Textile Design, Textile Engineering		X	X
University of North Carolina-Greensboro	Textile Products Design and Marketing		X	
University of Rhode Island	Textiles, Fashion Merchandising and Design	X		
Virginia Polytechnic and State University	Apparel, Housing, and Resource Management	X		

Lastly, there are a few programs with names that are neither reflective of the department name nor of a specialization. For example, while the Textile Design and Textile Engineering degrees at Philadelphia University clearly describe a specialization, the Fashion Apparel Studies name is used for a program focused on business management rather than fashion products. In fact, in some portions of the website describing that program, the school refers to Fashion Apparel Management graduates and where they

work. It is unclear what Philadelphia University is trying to accomplish with this name that must be a new one other than perhaps gain “hits” that they would otherwise not receive with their other degrees. North Carolina State University offers the MS in Textiles but goes on to describe various concentrations that are far from how the word “textiles” has been historically used in the field. We believe this name is a political relic of the dominance of textiles at this university and its “College of Textiles,” and to a state that was once a powerhouse in the textile industry. Ohio State University offers a degree in Textiles and Clothing, the name the graduate programs have held there since inception decades ago. However, the name no longer mirrors the department name due to multiple unit mergers and the program no longer has graduate faculty with specialization in textiles.

We believe that the University of Delaware, which seeks to develop graduate programs with unique and comparative advantage, is best served by following the pattern observed in our field over the last decade of naming the master’s program after the specialization.

"Fashion Studies" is a name we have intentionally chosen for our master’s degree. It captures precisely what the program will focus on and explicitly conveys the unique and comparative advantage of our program. It reflects our focus on fashion products and the processes and business strategies used to ensure garments become fashionable and commercially viable. The choice of the name Master of Science in Fashion Studies is based on background literature defining distinct concepts in the field (e.g., fashion, apparel, textiles), the history of the discipline, and the structure of the industry.