

# SCAD

CURRICULUM GUIDE  
GRADES 9-12



# CAROLINA HERRERA

*REFINED IRREVERENCE*

MAY 20 - SEPT. 25, 2016

### **SCAD: The University for Creative Careers**

The Savannah College of Art and Design is a private, nonprofit, accredited institution conferring bachelor's and master's degrees at distinctive locations and online to prepare talented students for professional careers. SCAD offers degrees in 42 majors, as well as minors in more than 70 disciplines across its locations in Savannah and Atlanta, Georgia; in Hong Kong; in Lacoste, France; and online through SCAD eLearning.

With more than 32,000 alumni worldwide, SCAD demonstrates an exceptional education and unparalleled career preparation. The diverse student body, consisting of more than 12,000 students, comes from across the U.S. and more than 100 countries worldwide. Each student is nurtured and motivated by a faculty of nearly 700 professors with extraordinary academic credentials and valuable professional experience. These professors emphasize learning through individual attention in an inspiring university environment. The innovative SCAD curriculum is enhanced by advanced, professional-level technology, equipment and learning resources, and has garnered acclaim from respected organizations and publications, including 3D World, American Institute of Architects, Businessweek, DesignIntelligence, U.S. News & World Report and the Los Angeles Times.

For more information, visit [scad.edu](http://scad.edu).

Cover image: Ivory shirt and tobacco silk faille skirt, 2005. Worn by Carolina Herrera for her 2012 portrait by David Downton, as published in the Vanity Fair feature "International Best-Dressed Hall of Fame." Courtesy of Carolina Herrera. Illustration used with permission of David Downton. © 2012 David Downton. (SCAD FASH)

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# SCAD

MUSEUM OF ART

Nestled within Savannah's historic district, the SCAD Museum of Art is a premier contemporary art museum established to enrich the education of SCAD students and to attract and delight visitors from around the world. Mounting more than 20 exhibitions each year, the museum showcases work by acclaimed artists, providing opportunities for students from all majors to learn from art world luminaries and expand their artistic points of view.

The museum building itself is a work of art, demonstrating the university's ongoing commitment to historic preservation and adaptive reuse. Since opening its doors in October 2011, the renovated museum, a former railroad depot, has been celebrated for its inspired architecture and design, world-class exhibitions, and visionary community outreach and education programs that engage students, educators and art enthusiasts of all ages.



SCAD FASH Museum of Fashion + Film celebrates fashion as a universal language, garments as important conduits of identity, and film as an immersive and memorable medium. Situated within the SCAD Atlanta campus, the museum focuses on the future of fashion design, connecting conceptual to historical principles of dress — whether ceremonial, celebratory or informal — and welcomes visitors of all ages to engage with dynamic exhibitions, captivating films and educationally enriching events.

Within nearly 10,000 square feet of elegant space, SCAD FASH brings a distinct schedule of fashion-focused exhibitions and compelling films to the heart of Midtown Atlanta. In addition to gallery talks, lectures, film screenings and exclusive opportunities for museum members, SCAD FASH is an international stage for student and alumni design showcases, fashion shows and exhibitions.



# *About the Designer*

Carolina Herrera has led her eponymous label for more than three decades. Since launching her first collection in 1981 at the behest of legendary Vogue editor Diana Vreeland, the Venezuelan-born, American designer has become synonymous with effortless elegance and modern refinement. “I have a responsibility to the woman of today — to make her feel confident, modern and above all else beautiful,” Carolina Herrera said. Shortly after her inaugural show, she opened her New York-based atelier cultivating a team trained in haute couture craftsmanship. In subsequent decades the label has expanded from women’s ready-to-wear to offer bridal, fragrances and gowns for the world’s fashion icons. Worn by such stars as Renée Zellweger, Salma Hayek, Marion Cotillard, Tina Fey, Lady Gaga, Taylor Swift and others, the Herrera brand is known for its luxurious craftsmanship and timeless classics.

Today, the Carolina Herrera label produces collections consisting of ready-to-wear and accessories for women, men and children as well as bridal and fragrances available in 105 countries at 15,000 points of distribution,

including over 125 CH Carolina Herrera and two Carolina Herrera New York retail locations. Herrera’s numerous collections reflect a graceful sophistication inherent in the iconic style of its eponymous founder. With both global recognition and praise, Herrera has been hailed as “Fashion’s First Lady.” She was named the Council of Fashion Designers of America “Womenswear Designer of the Year” in 2004 and honored with the Geoffrey Beene Lifetime Achievement Award in 2008. In 2012, she was awarded the Fashion Group International Superstar Award and presented with the “Nat King Cole Award” in 2013 for her charitable works and contributions to the EIF Women’s Cancer Research Fund. Most recently, the designer received the 2015 “Who’s On Next Fashion Icon Award,” which was presented by past honoree and close friend, Mario Testino, and celebrates Herrera’s contribution to young designers and immense influence in the fashion industry.

Visit [carolinaherrera.com](http://carolinaherrera.com), [facebook.com/CarolinaHerreraNY](https://facebook.com/CarolinaHerreraNY) and follow @houseofherrera on Instagram for the latest news from inside the house.



# *About the Curriculum Guide*

SCAD curriculum guides provide learning opportunities that fulfill the requirements of National Core Arts Standards and are designed for use within the museum's exhibition spaces and in classrooms. The guides enhance understanding of art and design through investigations that reveal relevant personal, historical and cultural connections while promoting cross-disciplinary links necessary for today's innovative careers.

Recognizing the guides' high standard of quality, the American Alliance of Museums' 2014 Museum Publications Design Competition awarded first place in the education category to the SCAD curriculum guide for the exhibition "Divine Comedy: Heaven, Purgatory and Hell Revisited by Contemporary African Artists."

This Carolina Herrera guide explores the designer's **oeuvre** through the dual exhibition "Refined Irreverence," presented concurrently at the SCAD Museum of Art in Savannah and SCAD FASH in Atlanta. Herrera's timeless collections **galvanize** students to establish and examine educational connections between the enduring vitality of her work and the inspirations she extracts from diverse creative disciplines to inform her designs.

Left: Fuchsia duchesse satin strapless gown with Korean goreum bow accents on bodice, Spring 2011. Worn by Angelina Jolie in 2010 Vogue profile, photographed by Mario Testino. Courtesy of Carolina Herrera. (SCAD FASH)

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National Core Arts Standards are listed on page 17.

**Highlighted** glossary terms may be found on page 18.

Additional learning resources are located in the Curriculum Connections section on pages 20-21.

# 1 Explore binary thought in fashion designs

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**“One of my favorite books is ‘Pride and Prejudice’ ... It’s all about the right things in life, the right values. ...”**

**Carolina Herrera**



Carolina Herrera is described as “continually pushing the boundaries of style with her **juxtaposition** of classicism and modernity.” Herrera’s exhibition, “**Refined Irreverence**,” mirrors her own personality — refined: timeless and elegant; irreverent: playful and imaginative. These artfully balanced **binaries** reflect her values and attract equally **dichotomous** tastes to her designs.

In the quote above, Herrera refers to “Pride and Prejudice” as one of her favorite books — a work of art built around the binary values found within its plot and characters. The heroine, Elizabeth Bennet, believes Fitzwilliam Darcy to exhibit a haughty, prideful manner. Darcy believes Elizabeth’s family connections make her an inferior match. Ultimately, the two discover that they form a complementary couple, a perfect melding of two seemingly **disparate** personalities. Jane Austen writes, “It was a union that must have been to the advantage of both; by her ease and liveliness, his mind might have been softened, his manners improved, and from his judgment, information, and knowledge of the world, she must have received benefit. ... ”

Left: Navy strapless silk faille dress with embroidered hemline, Resort 2014. Worn by Sandra Bullock at the 2013 “Gravity” movie premiere, Tokyo. Courtesy of Carolina Herrera. (SCAD FASH)

Right: Navy and gold honeysuckle floral jacquard cocktail dress, Resort 2014. Worn by Lupita Nyong’o at the 2014 American Film Institute Awards, Los Angeles. Courtesy of Carolina Herrera. (SCAD FASH)

Just as Austen examines Elizabeth and Darcy's refined and irreverent natures, Herrera investigates binaries within her designs. As a result, her garments exhibit harmonious blends of divergent elements that offer vibrant visual appeal.

*Walk through the exhibition and observe instances of contrast in Herrera's garments. For example, Sandra Bullock's (left) classic fit-and-flare gown is complemented with a bold translation of delicate lace, while the timeless A-line dress worn by Lupita Nyong'o (right) is enlivened by a striking pattern of bright and bold colors. Where do you find refined elements? Where do you observe occurrences of irreverence? Cite examples of both. Consider color, fabric and more.*

Refined	Irreverent

*After recording your observations, find an instance where binaries are resolved within a single garment. Write a description below to illustrate your own findings and explain how Herrera's work embodies refinement and irreverence.*

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## 2 Describe characteristics of style

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**“I’ve always had a strong sense of my identity and style.”** **Carolina Herrera**

With a keen eye for enduring **style**, Carolina Herrera creates stunning designs that embody a classic sensibility and inspire confidence and poise. “Refined Irreverence” spans 35 years of Herrera’s work, providing a unique opportunity for visitors to experience her famed fashions and examine the design components that inform her signature style.

Explore the exhibition and consider how she employs elements of art, such as **color, line, silhouette** and **texture**, and principles of design including **balance, contrast, movement, pattern, rhythm** and **unity**. The impact of each

element can be characterized through one or more of the principles.



For instance, the classic silhouette in the Herrera design at left features a strapless and fitted bodice flaring into a wide pleated skirt. The long, flowing vertical lines of the gown are balanced with horizontal bands of flowers, repeating in rhythmic alternations of delicate pink, white and a range of subdued grays, all placed against a contrasting background of shimmering yellow.

*With this example in mind, and using the terminology of the elements and principles of art, evaluate the two garments on the facing page. Craft a thesis statement that argues your interpretation of Herrera’s style.*

**Thesis:**

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Multicolored floral printed satin face organza strapless gown, Resort 2014. Worn by Emmy Rossum at the 2014 Met Gala, New York. Courtesy of Carolina Herrera. (SCAD FASH)

*In support of your thesis statement, write a short essay that describes the complex interactions of design principles within Herrera's body of work. Support your assertions with vivid descriptions of both garments. If you need more space, continue your essay in the sketches and notes section on page 29.*

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Left: Navy and gold honeycomb embroidered gown, Pre-Fall 2014. Worn by Lucy Liu at the 2014 Huading Film Awards, Los Angeles. Courtesy of Carolina Herrera. (SCAD Museum of Art)

Right: Azalea faille strapless gown with multicolored grosgrain bow detail, Resort 2006. Worn by Lauren Santo Domingo in 2005 and featured in 2016 W Magazine profile of SCAD FASH Museum of Fashion + Film's exhibition, "A Fashionable Mind: Photographs by Jonathan Becker." Courtesy of Carolina Herrera. (SCAD FASH)



Herrera delights in the music of composer and songwriter Cole Porter (1891-1964). In fact, she selected his music as an accompaniment to her first collection. Porter's romantic song "Night and Day" is Herrera's favorite and provided the inspiration for her Pre-Fall 2013 collection.



See page 21 in Curriculum Connections for image credits.



The Spring 2014 collection owes its inspiration to the Kinetic Art movement and Herrera's fellow Venezuelans: multi-genre artists Carlos Cruz-Diez and Jesús Rafael Soto. Herrera layered alternating translucent prints, adding optical depth and dimension to the already flowing movement of the gowns.

A palette inspired by the colors in a single flower provided the unifying theme for Herrera's Spring 2015 collection. The image of a parrot tulip was computer analyzed to produce a palette representing an array of hues, including deep blacks that ranged to soft violets, along with coral pinks and delicate yellows.



Herrera's exploration of a water theme inspired the varied range of designs for her Fall 2015 collection. Undulating lines, layers, reflective surfaces and the colors of a changing sea converged within a diverse and cohesive show.

# 4 Evaluate an evolving silhouette

**“Fashion is to please your eye. Shapes and proportions are for your intellect.”**

**Carolina Herrera**

Defined by general shape and form, a **silhouette** creates the first impression of a garment. Throughout her 35-year career, Carolina Herrera has honed her ability to bring fresh relevance to **archetypal** silhouettes by incorporating innovative approaches and imaginative details. One such shape is the ball gown — traditionally reserved for the most formal occasions — that consists of a fitted bodice and a flowing, floor-length skirt.

With elegant **proportions**, Herrera’s classic, ever-flattering silhouettes have remained a hallmark of her style and have often graced red carpet events. For example, at the 2014 Golden Globe Awards, music darling Taylor Swift donned a stunning cherry red Herrera ball gown with a sweetheart neckline outlined in deep black. In an unexpected allusion to the elegance of late 19th-century fashion, a large bow accented the back of the dress, subtly altering the gown’s form with the semblance of a **bustle**.

*With this example in mind, observe garments within the exhibition and identify at least four ball gown silhouettes representing various decades. In the boxes below, note the season and year of each design, and then draw a line to connect your description to its chronological place on the timeline. Sketch each garment in the provided space and analyze the unique aspects of the design, describing how these variations offer a surprise for the era in which it was designed.*

	Season/Year: _____
	Description: _____
	_____

	Season/Year: _____
	Description: _____
	_____

1980 ●

● 1990

	Season/Year: _____
	Description: _____
	_____

	Season/Year: _____
	Description: _____
	_____



From left to right: Raspberry and black strapless faille gown with dramatic bustle detail, Pre-Fall 2014. Worn by Taylor Swift at the 2014 Golden Globe Awards, Beverly Hills. Courtesy of Carolina Herrera. (SCAD FASH)

Ivory silk crepe top and sienna clay crepe long skirt, Spring 2014. Worn by Carolina Herrera at the 2014 Vanity Fair Oscar party, Los Angeles. Courtesy of Carolina Herrera. (SCAD FASH)

Strapless navy faille peplum gown with velvet waist detail, Fall 2012. Custom version worn by Tina Fey at the 2012 Academy Awards, Hollywood. Courtesy of Carolina Herrera. (SCAD FASH)

	Season/Year: _____
	Description: _____
	_____

	Season/Year: _____
	Description: _____
	_____

2000

2010

● *present*

	Season/Year: _____
	Description: _____
	_____

	Season/Year: _____
	Description: _____
	_____



# *National Core Arts Standards*

High  
School

## Activity 1

**Responding 8.1**

**Anchor:** Interpret intent and meaning in artistic work.

**HSII:** Identify types of contextual information useful in the process of constructing interpretations of an artwork or collection of works.

## Activity 2

**Responding 9.1**

**Anchor:** Apply criteria to evaluate artistic work.

**HSI:** Establish relevant criteria in order to evaluate a work of art or collection of works.

**HSIII:** Construct evaluations of a work of art or collection of works based on differing sets of criteria.

## Activity 3

**Creating 2.1**

**Anchor:** Organize and develop artistic ideas and work.

**HSIII:** Experiment, plan and make multiple works of art and design that explore a personally meaningful theme, idea or concept.

**Connecting 10.1**

**Anchor:** Synthesize and relate knowledge and personal experiences to make art.

**HSII:** Utilize inquiry methods of observation, research and experimentation to explore unfamiliar subjects through art-making.

## Activity 4

**Responding 7.2**

**Anchor:** Perceive and analyze artistic work.

**HSIII:** Determine the commonalities within a group of artists or visual images attributed to a particular type of art, timeframe or culture.

# Glossary

**A-line** *adj.* A dress or skirt that slightly flares from the shoulders or a narrow waist

**archetype** *n.* An original that has been imitated; a persisting theme

**balance** *n.* An arrangement of separate elements that creates a feeling of stability or harmony within a garment

**binary** *n.* Something having two parts

**bustle** *n.* A pad or framework expanding and supporting the fullness and drapery of the back of a woman's skirt or dress

**color** *n.* A phenomenon of light or visual perception that enables one to differentiate otherwise identical objects

**contrast** *n.* A striking exhibition of difference

**deconstruct** *v.* To reduce something to its separate parts in order to reinterpret it

**dichotomy** *n.* Something with seemingly contradictory qualities

**disparate** *adj.* Essentially different; not allowing comparison

**galvanize** *v.* To cause (people) to become excited about an issue or idea

**impetus** *n.* The stimulus, motivation or force that makes something happen

**irreverence** *n.* A lack of reverence; lighthearted, spirited, bold or impertinent

**juxtaposition** *n.* Two things being seen or placed close together with contrasting effect

**line** *n.* The outline or contour of a garment

**medium** *n.* The material(s) used by an artist to create a work

**movement** *n.* The changing positions and shapes of a garment when its wearer is in motion, or the implied movement that causes the eye to travel over the work

**oeuvre** *n.* The works of an artist regarded collectively

**proportion** *n.* The relationship between the parts of a garment to the whole

**pattern** *n.* The regular repetition of any element such as color, line, shape or texture

**refined** *adj.* Elegant and cultured in appearance, manner or taste

**rhythm** *n.* A combination of regularly repeated elements with variations

**silhouette** *n.* The overall shape of a garment, determined by variables such as the fit, fullness and length

**style** *n.* A distinctive appearance, determined by the principles according to which something is designed

**texture** *n.* The structure, feel and appearance of something

**unity** *n.* The quality of wholeness or oneness

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Right: Emerald satin gown with sable fur trim, Fall 2013. Worn by Patricia Herrera Lansing at the 2013 Memorial Sloan Kettering Gala, New York. Courtesy of Carolina Herrera. (SCAD Museum of Art)



# Curriculum Connections

## pp. 8-9 1. Explore binary thought in fashion designs

### Additional Resources

**pemberley.com** The Republic of Pemberley is a community of Jane Austen scholars and devotees who share resources about Austen and her novels. The site includes links to digital versions of Austen's works and letters.

### Quotes

p. 8 Herrera, Carolina. Interview by Leandra Medine. "The Chatroom." *Man Repeller*. Man Repeller, LLC, 10 Aug. 2015. Web. 20 May 2016.

p. 8 "The Essence." *Carolina Herrera*. Carolina Herrera, 2016. Web. 20 May 2016.

p. 9 Austen, Jane. *The Annotated Pride and Prejudice*. Ed. David M. Shapard. New York: Anchor Books, 2007. 564. Print.

## pp. 10-11 2. Describe characteristics of style

### Additional Resources

**Press** This archive of Vogue articles and images chronicles Herrera's career. [vogue.co.uk/brand/carolina-herrera](http://vogue.co.uk/brand/carolina-herrera)

### Quotes

p. 10 Kotur, Alexandra. *Carolina Herrera: Portrait of a Fashion Icon*. Foreword by Hamish Bowles. New York: Assouline Publishing, Inc., 2004. 98. Print.

## pp. 12-13 3. Find inspiration; build a collection

### Additional Resources

**Press** Herrera discusses how the gift of love echoes through her Pre-Fall 2013 collection. [harpersbazaar.com/fashion/designers/a8762/my-prize-possession-carolina-herrera-verdura-compact-022613](http://harpersbazaar.com/fashion/designers/a8762/my-prize-possession-carolina-herrera-verdura-compact-022613)

**Interactive** Jesús Rafael Soto's virtual 3-D gallery uses models to demonstrate his artworks' optical effects. [http://jr-soto.com/gv\\_fset\\_uk.html](http://jr-soto.com/gv_fset_uk.html)

**Video** View a selection of Carlos Cruz-Diez's most important architectural and monumental pieces through archival images and footage. [sicardi.com/artists/carlos-cruz-diez/artists-video](http://sicardi.com/artists/carlos-cruz-diez/artists-video)

**Interactive** Use online technology to create inspiring color palettes. Drag and drop saved images to generate digitized color codes similar to the one used by Herrera for her Spring/Summer 2015 collection. [labs.tineye.com/color/](http://labs.tineye.com/color/)

**Press** These images from Herrera's Pre-Fall 2013 collection allow full appreciation of her hallmark attention to detail. [nymag.com/thecut/fashion/shows/2013/pre-fall/new-york/rtw/carolina-herrera.html](http://nymag.com/thecut/fashion/shows/2013/pre-fall/new-york/rtw/carolina-herrera.html)

**Video** From the genesis of the collection to the day it was revealed, this article follows Herrera through the multifaceted process of creating and showing the Spring 2015 collection. [nytimes.com/2014/09/11/fashion/new-york-fashion-week-carolina-herrera-nyfw.html?\\_r=0](http://nytimes.com/2014/09/11/fashion/new-york-fashion-week-carolina-herrera-nyfw.html?_r=0)

**Video** Listen as Carolina Herrera describes her early influences and the role that observation plays in finding inspiration. [vimeo.com/32210214](https://vimeo.com/32210214)

**Video** Watch Fred Astaire croon Cole Porter's "Night and Day" to Ginger Rogers as he dances his way into her heart in a scene from the 1934 film classic "The Gay Divorcee." [vimeo.com/89400031](https://vimeo.com/89400031)

**Video** See each piece from multiple angles as Herrera's Spring/Summer 2014 collection glides down the runway. [youtube.com/watch?v=B9XWIZgejAQ](https://youtube.com/watch?v=B9XWIZgejAQ)

**Video** The inspirational water theme of the Fall 2015 collection informs the design of the runway stage and the accompanying soundtrack. [youtube.com/watch?v=JKqNUDItoEE](https://youtube.com/watch?v=JKqNUDItoEE)

## Image Credits

p. 13 (1) Constellation print organza gown with star and moon crystal appliqués, Pre-Fall 2013. Worn by Emmy Rossum at the 2013 Critics' Choice Awards, Santa Monica. Courtesy of Carolina Herrera. (SCAD FASH)

(2) Cabbage rose jacquard gown, Pre-Fall 2013. Worn by Lucy Liu at the 2013 Golden Globe Awards, Beverly Hills. Courtesy of Carolina Herrera. (SCAD FASH)

(3) Smoky umber and ivory dynamic print viscose blend gown with sienna clay insert, Spring 2014. Courtesy of Carolina Herrera. (SCAD Museum of Art)

(4) Smoky umber and shell pink kinetic square print viscose gown with organza overlay, Spring 2014. Worn by Allison Williams at the 2013 New York Public Library Young Lions Benefit party, New York. Courtesy of Carolina Herrera. (SCAD FASH)

(5) Tulip spectrum print techno jersey dress, Spring 2015. Worn by Marion Cotillard at the 2015 Hollywood Reporter Oscar Nominees Party, Los Angeles. Courtesy of Carolina Herrera. (SCAD FASH)

(6) Pixelated foam embroidered silk gazar gown, Spring 2015. Courtesy of Carolina Herrera. (SCAD Museum of Art)

(7) White and black linear print techno jersey dress, Fall 2015. Worn by Giovanna Battaglia during Paris Fashion Week Spring/Summer 2016. Courtesy of Carolina Herrera. (SCAD Museum of Art)

(8) Silk cloud jacquard gown with deep ocean silk faille top, Fall 2015. Worn by Emmy Rossum at the 2015 New York Botanical Garden's Conservatory Ball, New York. Courtesy of Carolina Herrera. (SCAD Museum of Art)

## Quotes

p. 12 Herrera, Carolina. "An Exclusive Interview with Carolina Herrera." *Arteasan Exotic Refreshment*. Arteasans Beverages, LLC, 25 Jan. 2016. Web. 20 May 2016.

## pp. 14-15 4. Evaluate an evolving silhouette

## Additional Resources

**Photos** Witness Carolina Herrera's style evolve in 53 images from 1981 to 2012. [huff.to/27Hz0lr](http://huff.to/27Hz0lr)

**Timeline** Milestones from Herrera's professional life punctuate this visual storyline. [carolinaherrera.com/ar/the-house/story](http://carolinaherrera.com/ar/the-house/story)

## Quotes

p. 14 Menkes, Suzy. "Carolina Herrera: Days of jasmine and ponies." *The New York Times*. The New York Times Company, 23 April 2007. Web. 20 May 2016.

# Related SCAD Degree Programs

## MAJOR PROGRAMS

### Fashion

From couture to casual, mass market to menswear, fashion designers create exhilarating, wearable works of art that launch international trends, shape cultural moments and help individuals express their best, truest selves.

SCAD fashion students prepare to lead in the ever-evolving and globally competitive fashion industry through a rigorous curriculum anchored by innovative design, creative thinking and state-of-the-art technology. Through recurring interactions between leading fashion authorities and students, the program is strongly connected to the professional realm.

#### SCHOOL OF FASHION

BACHELOR OF FINE ARTS **A H S**

MASTER OF ARTS **A S e**

MASTER OF FINE ARTS **A S e**



### Accessory Design

Accessory designers conceptualize and create an eclectic range of wearable items — from shoes and handbags to small leather goods — that shape personal style and narrate the wearer's story.

At SCAD, undergraduate and graduate students engage in every facet of accessory design, learning the complex manual and digital processes that result in distinctive products for this competitive sector of fashion. From sewing technology to computer-aided design, students discover everything encompassing this innovative and growing field. Studio courses culminate in the creation and execution of concepts and finished products that enable students to build impressive portfolios quarter by quarter — portfolios that secure internships and jobs.

#### SCHOOL OF FASHION

BACHELOR OF FINE ARTS **S**

MASTER OF ARTS **S**

MASTER OF FINE ARTS **S**

## Fashion Marketing and Management

From the fast-paced, multifaceted intersection of design and commerce, fashion marketing and management professionals establish, promote and direct global marketplace trends.

Fashion is business, and a big business it is. With the global fashion industry valued at more than \$1.2 trillion and employing approximately 75 million people, savvy marketing and management professionals are needed to guide every segment of the fashion pipeline — from the runway to the consumer. These adept experts oversee an impressive range of responsibilities: sourcing materials, establishing manufacturing procedures, organizing supply chains, developing economic strategy, understanding trends and communicating with all stakeholders in the creation of the fashion product. SCAD fashion marketing and management students are prepared to excel in the cross-functional careers of this international industry.

### SCHOOL OF FASHION

BACHELOR OF FINE ARTS **A H S**



## Luxury and Fashion Management

The luxury market is a growing global enterprise and its leaders must speak the language of international finance, recognize the tides of macroeconomics and understand the most important player in the marketplace: the consumer.

The professionals who manage top luxury brands — from resort hotels and designer labels to worldwide retail chains and leading style magazines — understand the complexities of organizational management and the narrative that drives a resonant marketing campaign. SCAD's luxury and fashion management curriculum prepares students to find their fortes in the profession.

### SCHOOL OF FASHION

MASTER OF ARTS **A H S e**

MASTER OF FINE ARTS **A H S**

## MINORS AND CERTIFICATES

### Fragrance Marketing and Management

Through the planning and implementation of a new fragrance launch, students gain valuable hands-on experience with the essential materials and core ingredients of fragrance while also analyzing business models and operating strategies that fuel the growth of the international fragrance industry. This exploration allows students to develop a unique appreciation for the role fragrance products play in building global fashion brands and maximizing financial performance.

Minor **S**



### Fashion Photography

Through the creative use of camera controls, lighting techniques and digital software, students learn to capture images of the fashion world both in the studio and on location. Students use these skills to compile a marketable portfolio that exhibits a signature fashion photography style.

Minor **A H S**



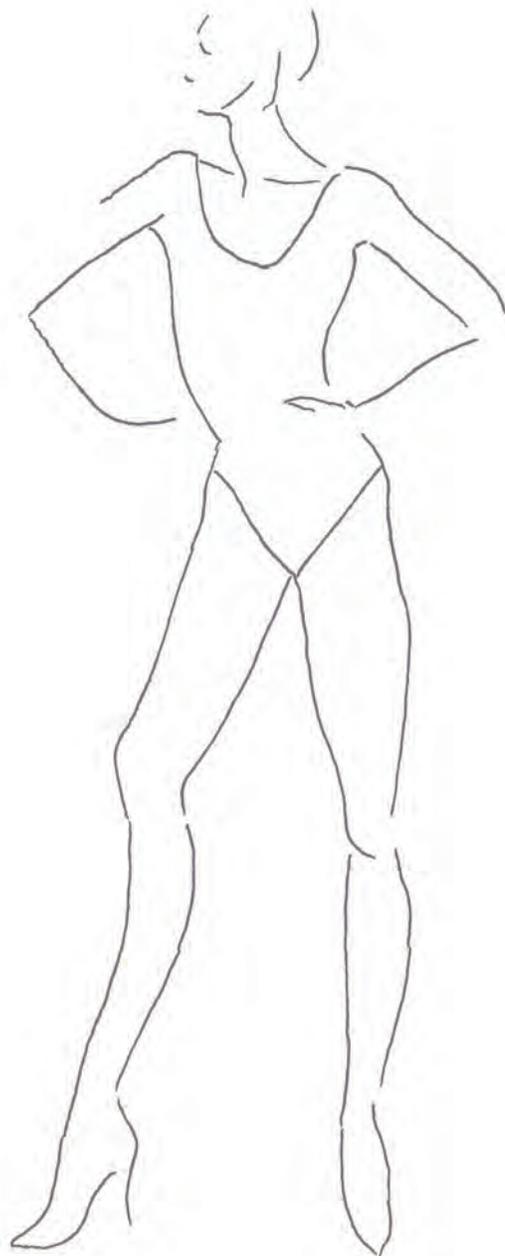
Right: Dove gray strapless tulle gown with platinum embroidery, Custom. Worn by Renée Zellweger at the 2011 Golden Camera Awards, Berlin. Courtesy of Renée Zellweger.

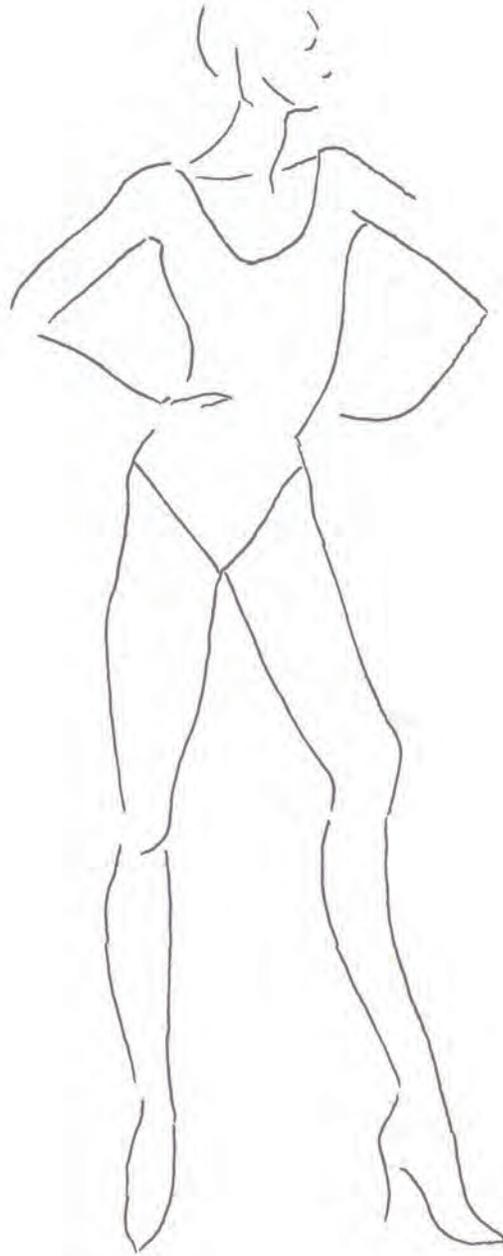
Geometric jacquard gown with crystal-beaded straps, Spring 2012. Courtesy of Carolina Herrera.

Ivory and pale blue striped taffeta trench gown, Resort 2005. Courtesy of Carolina Herrera.

(SCAD Museum of Art)









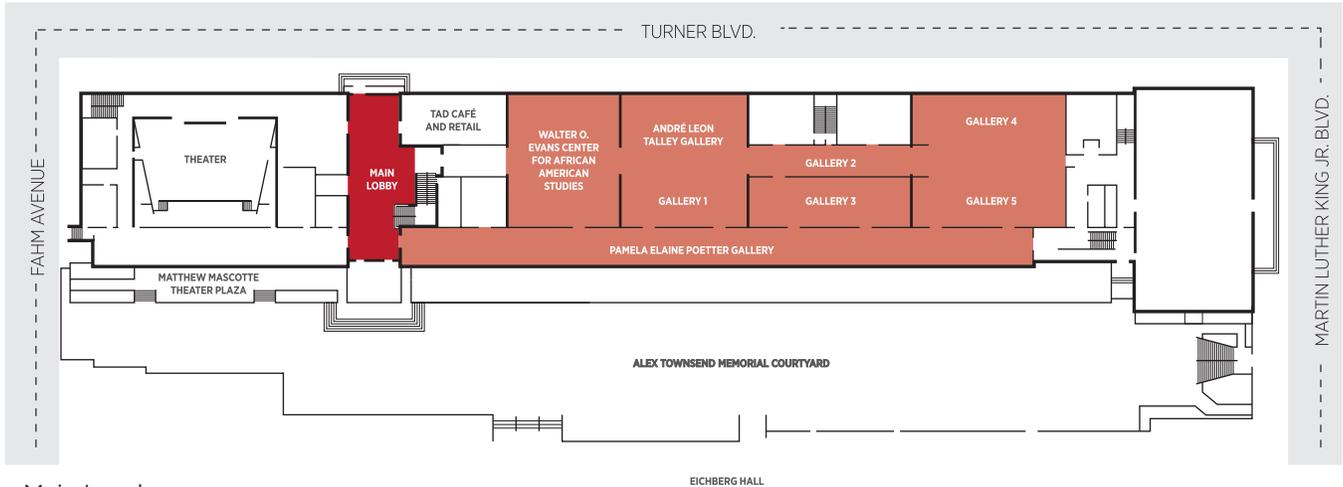
Left: Pixelated foam embroidered silk gazar gown, Spring 2015. Courtesy of Carolina Herrera. (SCAD Museum of Art)

Multilayered pleated chiffon gown with embroidery detail, Spring 2013. Courtesy of Carolina Herrera. (SCAD Museum of Art)

Pale pink and black layered lace gown with organza sash, Resort 2011. Worn by Dianna Agron at the 2010 Emmy Awards, Los Angeles. Courtesy of Carolina Herrera. (SCAD Museum of Art)

# Museum Maps

## SCAD Museum of Art

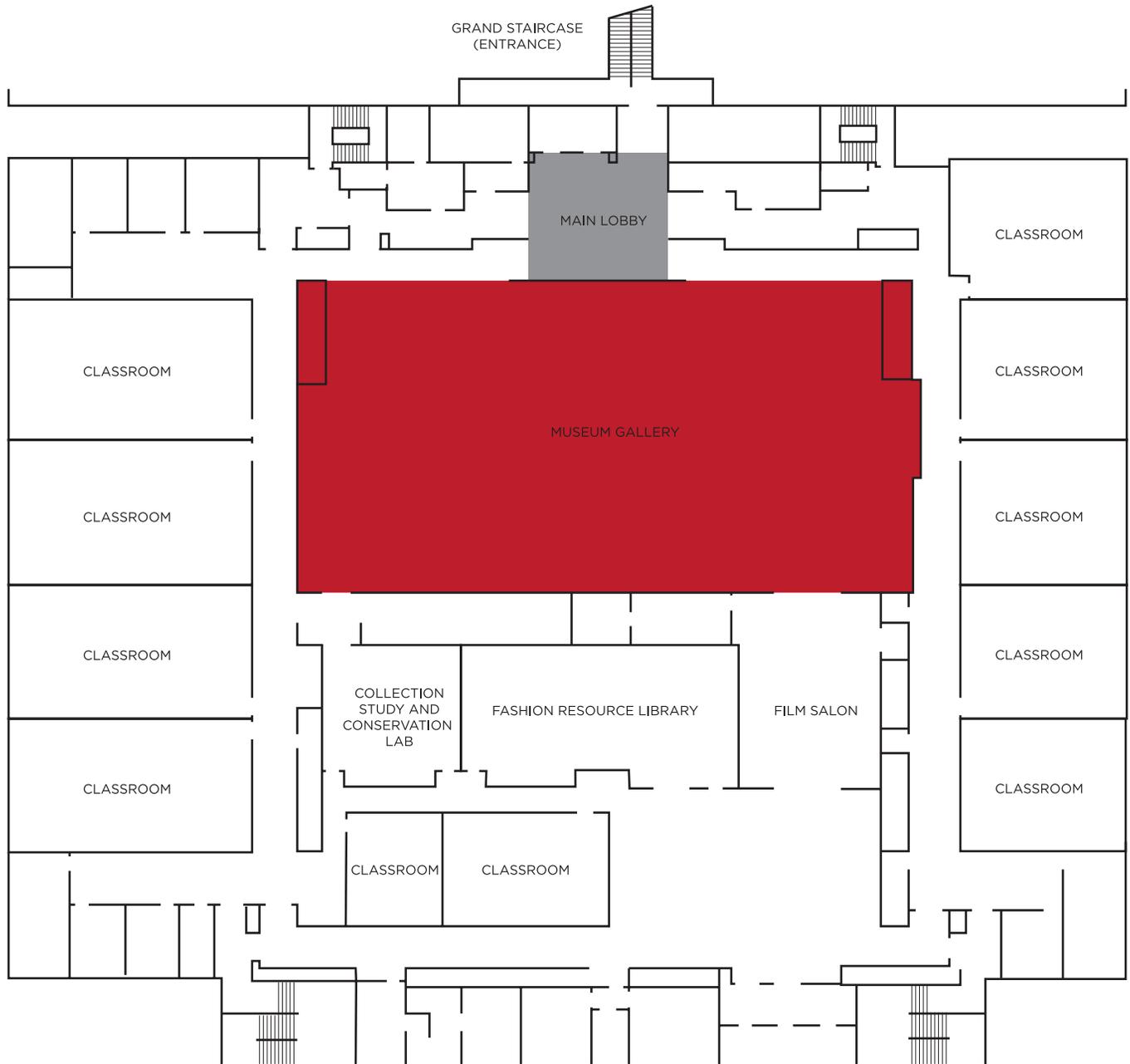


Main Level

■ Galleries ■ Main Lobby



# SCAD FASH





Black strapless embroidered daisy tulle gown, Resort 2015. Worn by Stana Katic at the 2015 People's Choice Awards, Los Angeles. Courtesy of Carolina Herrera. (SCAD Museum of Art)

# *Current and Upcoming Exhibitions*

**S** **The Future Was Then** • Daniel Arsham

Feb. 16, 2016 - July 24, 2016

**S** **Vision to Reality** • AINT—BAD

June 21, 2016 - Aug. 14, 2016

**S** **Reminiscent of Time Passed** • Gamaliel Rodríguez

May 12, 2016 - Aug. 21, 2016

**A** **Grand Divertissement à Versailles, Vintage Photographs by Bill Cunningham** • Bill Cunningham

May 20, 2016 - Aug. 21, 2016

**S** **A Poem in the Form of Flowers** • Roberto Behar and Rosario Marquardt

Feb. 16, 2016 - Sept. 4, 2016

**S** **Built, World** • Group exhibition

June 7, 2016 - Sept. 4, 2016

**S** **Afar** • Janet Biggs

June 23, 2016 - Sept. 25, 2016

**S** **Resonance, Selected Works from the 1990s** • Mildred Thompson

June 23, 2016 - Oct. 2, 2016

**S** **A Kind of Confession** • Jeffrey Gibson

June 23, 2016 - Oct. 23, 2016

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**S** SCAD Savannah

**A** SCAD Atlanta



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