

PROGETTO DI RICERCA

Titolo della ricerca dottorale <i>Title of the doctoral research</i>	Social Dynamics of Fashion Innovation
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Abstract	<p>This research inquires the circularity between 3D creativity (creation of garments) and 2D creativity (creation of images) in fashion innovation. It bases on the hypothesis that fashion innovation can hardly be understood if one considers only the activities of fashion design and clothing production.</p> <p>Therefore the research focuses particularly on the role of fashion styling, a profession whose influence within the field of fashion is recently dramatically increased. This raises the issue of understanding what fashion styling is, how it is carried out, what are the required skills, what the value it adds to the fashion system. Subject of the research project are therefore: skills, training path, relationship with other professions, work tools, practices, values, attitudes etc. Moreover side topics are to be enquired, including e.g. the stylist's IP, at the moment transferred to the photographer.</p> <p>The methodology envisages the use of qualitative methods, including in-depth interviews (e.g. Bertaux 1997) and ethnographic observation. Further methods are welcome if aimed at specific collections of data.</p>
Parole chiave <i>Keywords</i>	Fashion innovation; fashion styling; sociology