

**COURSE TITLE: Creativity and Innovation in Fashion Luxury**

COURSE NUMBER:

CREDITS : 3

PREREQUISITE:

ECTS CREDITS : 6

OFFERED:SPRING

SEMESTER HOURS :45

COURSE DESCRIPTION:

Creativity can be defined as exploring and inventing whereas innovation involves transformation and implementation. The courses will allow students to understand the role of innovation and creativity in the development of fashion and luxury goods, and how technical and design innovation and creativity impact the two sectors. The course will also examine how technological innovations allow creativity concepts to be produced and disseminated.

INSTRUCTIONAL METHODOLOGY:

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion.

Topics will include, but are not limited to:

- heritage vs innovation and creativity
- heritage and innovation and creativity
- products and designers that mark the history and luxury and fashion
- influence of street fashion
- research and inspiration behind the creation of new products
- developing an idea or a concepts into a product range or brand
- evolution on craftsmanship
- trendology

EVALUATION:

The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.