

MARIST IN ASIA

May 27 - June 17, 2010

Global Fashion: Focus on Southeast Asia

THE PROGRAM

This course consists of a combination of pre-departure readings and lectures, as well as on-site lectures and activities in diverse sectors of Thai, Cambodian and Singaporean fashion. Lectures and excursions will expose students to the globalization and diversity of modern fashion – from the thriving emerging fashion brands of Bangkok, to the garment industry of Cambodia, to the glamorous retail emporiums of Singapore. Students will explore the social, cultural and historical differences of three geographically near, yet culturally diverse areas of Southeast Asia, and examine how these areas have become key players in the changing world of modern fashion.

On this trip students will examine fashion design, merchandising and retailing in Thailand, Cambodia and Singapore. Art, architecture, government, religion and Eastern ideals of beauty, color, silhouette and texture will be compared and contrasted to Western counterparts. Contrasting approaches to fashion will be explored in each region, as will be aspects of contemporary culture and trend.

THE COURSE

The following 3-credit Special Topic (ST) course will be offered for the program:

FASH379L ST: Global Fashion: Focus on Southeast Asia

For academic details, please contact Radley Cramer, Program Director. Students interested in the program should meet with the program director to discuss program details and to receive permission to enroll in the program. A second full time Marist instructor/chaperone will also accompany the group to assist with logistics and safety.

ACADEMIC

Lectures and discussions will be held at Marist College during the Spring semester and will allow students to become familiar with the fashion industry in Thailand, Cambodia and Singapore. Students will engage in discussions on various topics related to fashion history, origins of inspiration, design and merchandising. A cumulative project will be due upon return from travel. Students are required to participate in all aspects of the program and to complete all required exercises for a final grade. During travel abroad, all lectures will be in English.

Students are required to attend orientation/class sessions during Spring Semester 2010. Dates to be announced.

PROGRAM ITINERARY*

Scheduled visits will include fashion houses, manufacturing companies, museums, cultural and historical sites in Thailand, Cambodia and Singapore. Details of the itinerary will be covered during orientation.

Thailand

Particular attention will be paid to the rise of emerging designer brands in Bangkok, the rebirth of the silk industry, and the reflection of traditional Thai costume in modern Asian fashion. Timeless cultural sites will be experienced amid the bustling metropolis of Bangkok.

Cambodia

Artisan workshops and classic marketplaces will be explored. Fashion manufacturing in a developing country will be closely examined, including garment finishing specialty companies and state-of-the-art manufacturing plants.

Singapore

The supercenter of modern retailing will be studied in regard to modern luxury brand retailing, megamalls and the role of Singapore as a global distribution center for the world of fashion.

HOUSING

Students will stay in budget hotels (double or triple occupancy).

MEALS

Breakfast is provided on the program. All other meals will be the responsibility of the student. Students are encouraged to explore the culinary offerings available in the host countries.

**The MIP reserves the right to make changes to the scheduled itinerary. Any changes will be discussed during orientation.*



Ngee Ann City retail emporium, Singapore

