

MARIST

May 2025

Welcome to FASH100 Summer Session 2025!

Hello! Thank you for enrolling in FASH100 this summer. I look forward to getting to know you over the next eight weeks and to increasing your knowledge of the fashion industry. The course Brightspace site will be available for you to access on Monday, June 2nd.

To start, I wanted to share a little information about myself. I joined the Marist Fashion Program faculty in the Fall of 2018. Prior to that, I worked in the fashion industry in NYC for 17 years. The majority of my career concentrated on buying and planning in the luxury market focusing on women's RTW. Please watch my introduction video in the Brightspace site to hear more about my background.

As for this course, it provides an overview of the fashion industry and will provide insight into the many aspects of the business. For complete a complete course description, objectives and policies, please review the syllabus which can be found under "Course Info" on the course Brightspace site.

There are a few items outlined in the syllabus that I would like to bring to your attention in advance of the start of the course:

- The lessons for each week will be posted on Brightspace under the "Content" tab under "WEEKLY LESSONS" folder at 12:01 a.m. every Monday. There is only one lesson per week, except for Week 1 which has an additional brief introduction lesson.
 - Each week there are lecture slides for your review that discuss the lesson's main topics.
 - Each lesson will conclude with a quiz consisting of multiple choice and true/false questions. There will also be homework and forum discussion assignments each week. All information for the quizzes and assignments will be covered in the lecture slides.
 - The quiz and assignments for that week's lesson must be completed by Sunday at 11:59 p.m. unless otherwise noted. All times are New York time (Eastern Daylight Time).
 - All necessary information and links to homework assignments, discussions and quizzes can be found under each week's lesson in the "Content" tab. I highly encourage you to utilize the "Lesson Checklist" provided in each week's lesson to ensure that you complete all of the necessary work.
 - You will receive an email every Monday notifying you when the Weekly Lesson has been published.
- There are one required and two recommended textbooks for this course
 - Required:
 - [*Fashionpedia – The Visual Dictionary of Fashion Design*](#) (ISBN: 978-9881354761). We will use this book throughout the course, but more so later in the course when we discuss the different product categories and

MARIST

classifications of fashion. It is also a useful reference book for the course and all other fashion courses.

- Recommended:

- [*The Fairchild Books Dictionary of Fashion*](#), 5th Edition by Sandra Keiser and Phyliss G. Tortora (ISBN: 978-1501365348). While there will be no specific readings or assignments from this book, it is a useful reference book for throughout the course and all other fashion courses. If you are a fashion major or minor, I highly recommend getting this book.
 - [*The Dynamics of Fashion*](#), 6th Edition by Elaine Stone and Sheryl Farnan (ISBN: 978-1501373091). If you prefer a more traditional textbook to aid in your learning, this one may be helpful to you. While not required, there are suggested chapter readings to reinforce the main points covered in that week's lesson if you choose to utilize the textbook.
- There is also a final project that is due at the end of the session on Friday, July 25th. Information regarding the final project will be available in the Week 4 Lesson.
 - The format of this course is asynchronous in which each week's lesson is self-paced. There are no live, scheduled sessions.
 - If you receive accommodations please forward me a copy your accommodation letter from the Office of Accommodations and Accessibility, so I can adjust the settings of the quizzes for you accordingly.

At any time during the course, please do not hesitate to reach out to me with any questions, concerns, feedback, etc. My e-mail is stephanie.conover@marist.edu and my phone is 845.575.4800 x.2679. I will get back to you as soon as possible with the goal of responding within 24 hours at the very latest. I will also be holding virtual office hours via ZOOM. Please email me to schedule an appointment.

I look forward to a great winter session with you.

Best,

Stephanie Conover, MBA
Senior Professional Lecturer, Fashion Merchandising