

**ISTITUTO PROFESSIONALE DI STATO PER I SERVIZI SOCIALI**

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DOCENTE: SERRATI’ NICOLA

Libro di testo:

**C. ODDONE, E. CRISTOFANI: *NEW FASHIONABLE ENGLISH*, SANMARCO EDITRICE**

Argomenti:

Fashion Trends in recent Time

The 1950s: teenagers as a Market Force

The Fabulous 1960s

1970s trends: Disco Fashion versus Punk Fashion

The Conservative 1980s

The 1990s: between minimalism and body Decorations

Fashion in the new millennium

When shopping becomes an Addiction

A Contemporary Phenomenon: Ethical Fashion

Fashion Merchandizer

Market Research, Promotion, Media: the key to success

Promoting Fashion

Advertising

Globalisation and Fashion

Fashion Magazines

Websites and blogs

The devil wears Prada

Celebrities and Endorsers

Fast Fashion and Low-Cost Brands

Fashion Journalist

Fashion Shows and Brands

Giorgio Armani

Gucci

Fendi

Coco Chanel

Calvin Klein

BRINDISI, lì 30.05.2022

Il docente

Prof. Nicola SERRATI’