

History of Shopping: London 1800 to the Present



Thursday 23 January – Thursday 19 March
Seminar Room 1, Sackler Centre, Level 1
Half Term: Thursday 20 February
14.00-16.30
Course Leaders: Dr Clare Rose and Fiona Campbell MA

This course offers an insight into an age when a visit to London's West End could commence with lunch and end with dinner. The 'shopping paradise' of the Burlington Arcade was developed by Lord George Cavendish and opened in 1819 with a parade of shops displaying luxury goods along with the bespoke Tailors, Bootmakers, Shirt makers of nearby Jermyn Street and Savile Row. It follows through to the development of shopping Emporiums such as Liberty and Harrods, each with their own aesthetic, and into the 20th Century where events such as the Suffrage movement, WWI and WWII gave shape to the changing attitudes of the 20th Century.

Speakers

Dr. Clare Rose, *Fashion Historian and Author*

Fiona Campbell MA, Lecturer on design at London College of Fashion, UAL

Lindy Woodhead, *Author, Fellow of the Royal Society of Arts*

Anna Buruma, *Head Archivist at Liberty Fabric, Curator at Central Saint Martin's UAL*

Debbie Flowerday, *Visual Merchandiser Consultant, Associate Lecturer at UAL Chelsea*

Week 1: Thursday 23 January – Early Nineteenth Century Fashion Shopping

14.00: Lecture: *Luxury Shopping in Nineteenth Century Mayfair*, Fiona Campbell

15.30: Lecture: *Nineteenth Century Ready-to-Wear - not just 'slops'*, Clare Rose

Week 2: Thursday 30 January - Offsite Walking Tour of Luxury shopping sites in Mayfair/Piccadilly

(Group will be divided in two – talk and tour of *two luxury Ateliers: Gieves & Hawkes (TBC) & John Lobb*)

14.00: Offsite Tour: *John Lobb, 9 St James's Street, SW1A 1EF and the Piccadilly Arcade*, Fiona Campbell

14.00: Offsite Tour: *Gieves & Hawkes, No. 1 Savile Row, W1S 3JR and the Burlington Arcade*, Clare Rose

(Sessions repeated at 15.30)

Please wear comfortable shoes and note there will no coffee provided for this external visit but there will be a toilet break between the session's mid afternoon

Week 3: Thursday 6 February - Late Nineteenth Century: Established and Alternative Luxury

14.00: Lecture: *The Great Department Stores - Harrods and Selfridges*, Lindy Woodhead

15.30: Lecture: *Alternative luxury - Arts & Crafts and Dress Reform*, Clare Rose

Week 4: Thursday 13 February – Fashion and Fashion Communication around 1900 with Prints & Drawings Study Room Archive Visit

(Group will be divided in two)

14.00: Lecture: *Edwardian Couture and the Politics of Fashion*, Clare Rose

14.00: Print Room visit: *Liberty of London Documents - the National Art Library collections in the Prints & Drawings Study Room*, Anna Buruma

(Sessions repeated at 15.30)

Half Term: Thursday 20 February

Week 5: Thursday 27 February – Luxury and Modernity in the 1920s and 1930s

14.00: Lecture: *New Technologies for a Changing World*, Fiona Campbell

15.30: Lecture: *Art Deco and the Moderne Style*, Clare Rose

Week 6: Thursday 5 March – Offsite Collections and Archive visit at Blythe House, 23 Blythe Road, Kensington Olympia

(Group will be divided in two)

14.00: Clothworkers Centre: *Viewing of Edwardian Couture in the V&A Collections*, Clare Rose

14.00: Archives of Art & Design: *Viewing of documents from the Worth, Lucile and Biba Archives*, Fiona Campbell

(Sessions repeated at 15.30)

Week 7: Thursday 12 March – 1950s London Fashion, Debutantes and Decadents

14.00: Lecture: *Creating Shop Window Display*, Debbie Flowerday

15.30: Lecture: *London Couture in the 1950s – Hardy Amies and Norman Hartnell*, Clare Rose

Week 8: Thursday 19 March – Fashion Shopping as Escapism, 1960s - Present

14.00: Lecture: *Modern Luxury: The Shopping Experience Today*, Fiona Campbell

15.30: Lecture: *Selling Fantasy – 1960s Boutiques and Biba*, Clare Rose