

V&A Academy

FASHION INNOVATIONS: 1900-NOW

**Thursdays 30 October
– 27 November 2025
14:00-16:30**



Introduction



Thursdays 30 October – 27 November 2025, 14:00-16:30. Watch lecture recordings on demand, available at the end of each day, until 1st January 2026.

Overview

This short course will investigate some key themes that have defined fashion from c1900 and that continue to affect it today, from couture to high-street, and from historic innovations in production to contemporary digital culture. It will examine changes in the cut, construction and decoration of clothing and the development of new fashion materials and forms of embellishment. It will look at the marketing of all kinds of fashion, from exclusive to mass-produced, to virtual. The interaction between the body and fashion, and the gendering of clothes, will be another theme - linked to the ways in which fashion is shaped by politics. The final session will consider the knotty issue of the relationship between fashion and art and look forwards to the future of fashion in a virtual world.

Your course leader

Clare Rose is a dress historian who has led courses at the V&A since 2009, including Study Weekends for the Dior and Handbags exhibitions. Her research investigates the links between actual garments, the documents used to sell clothing, and images of fashionable people. Her books include 'Art Nouveau Fashion 1890-1914' (V&A Publishing, 2014).

Programme

Week 1 – 30 October

- 13.50 Welcome
- 14.00 The Cut of Fashion, Clare Rose
- 15.30 The Materials of Fashion, Clare Rose

Week 2 – 6 November

- 14.00 Embellishing Fashion, Clare Rose
- 15.30 Marketing Fashion, Clare Rose

Week 3 – 13 November

- 14.00 Bodies in Fashion, Clare Rose
- 15.30 Politics and Fashion, Clare Rose

Week 4 – 20 November

- 14.00 Exhibiting Fashion, TBC
- 15.30 Storing and conserving Fashion, TBC

Week 5 – 27 November

- 14.00 Fashion as Art, Clare Rose
- 15.30 Fashion in the Future, Alice Janssens

Note: V&A Academy programmes are subject to change without notice.