ReFashionized

Fashion Evolution towards Sustainability

WORKSHOP PLAN UNIT 1

By Jugend- & Kulturprojekt e.V.

TRAINER'S CORNER

THE HISTORY OF FASHION BOOKLET

UNIT 1

The History of Fashion is The History of People

WORKSHOP PLAN

DEVELOPED BY JUGEND- & KULTURPROJEKT e.V.

THE HISTORY OF FASHION BOOKLET

Unit 1: The History of Fashion is The History of People – Workshop plan

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1. General Instructions

This comprehensive Workshop Plan will provide a structured framework for implementing workshops that delve into the dynamic relationship between fashion and pivotal events/changes throughout history.

By following this plan, youth workers will obtain an overview of a potential structure to follow in the implementation of a workshop that combines and explores the connections between the history of fashion and the PESTEL framework. It aims to equip youth workers with the tools and resources needed to facilitate thought-provoking activities and interactive workshops focused on the impact of fashion on society.

On the other hand, more details on the activities foreseen and mentioned in the Workshop Plan are found in the Activity Sheet Unit 1.

2. Workshop Plan Template

Unit Reference Code	*History of Fashion Booklet:* ***Unit 1***

Title	The History of Fashion is The History of People
Workshop Duration	60 minutes
Target Groups	Young people aged 16-25

Introduction
The main topics of the following workshop plan and the unit that refers to are:
This workshop serves as a precursor to the following workshops, establishing a framework for participants to appreciate fashion beyond mere clothing. It prompts reflection on fashion's role as a tangible reflection of civilization's history,

fostering awareness of its complex interplay with external influences. PESTEL framework will be introduced as a lens of analysis.

Workshop Objectives

Identify the skills and learning objectives acquired during the workshop.

At the end of the workshop, the participants will:

- ✔ Participants will reflect on the historical context of fashion, tracing its evolution and significance as a reflection of broader historical movements, events, and societal changes.

- ✔ Explore the use of the PESTEL framework to analyse the connections between external events and fashion evolution.

- ✔ Participants will develop an expanded understanding of fashion as more than just garments, recognizing it as a multifaceted expression of culture, identity, and societal values.

Preparation

Describe the preliminary steps to follow to properly prepare before the workshop or some expedients to organise the place for the implementation of the activity.

To thoroughly prepare for the workshop, trainers should take the following steps:

1. Review workshop content in advance to ensure a clear understanding of learning objectives and methods;

2. Collect all the necessary materials for the workshop to not slow down the implementation of the activities;

3. Set up the space and test the equipment;

4. Review the workshop plan and activity sheet to get familiar with the sequence of activities, timing, and any specific instructions or guidelines for facilitation.

5. Sometimes practising in advance some key parts of the workshop (such as introductions, transitions between activities, and concluding remarks) helps in conveying confidence and preparation.

Methods

Describe the methodology used to ensure a learner-centred approach. Some possible workshop methods are presentation, discussion, team activities assignment, self-reflection and assessment, role-playing, case studies, storytelling, etc.

The workshop utilises both theory and gamification to familiarise participants with the topic. An ice-breaker activity creates a comfortable and inclusive environment, encouraging participants to connect. This activity enhances collaboration and communication among participants. Following, a brief theoretical presentation will offer insights into the history of fashion and its broader significance beyond apparel. Lastly, a group activity employs gamification techniques to reflect on the intricate and complex interplay between external factors and fashion, utilising the PESTEL framework.

Icebreaking Activity

Suggest 1 icebreaker linked to the topic of the unit to create a friendly and comfortable environment for the learners/participants.

One Truth, Two Lies (Fashion Edition)

This ice-breaker is an adaptation of a well-known ice-breaker, but some variants are introduced. This activity not only encourages participants to share personal information but also promotes active listening and interaction among the group members.

1. Distribute sticky notes and pens/pencils among the participants.
2. Participants write down 1 truth about their habits, likes and dislikes, or fun facts about fashion. (For example, "I buy new clothes every two months; I have never bought second-hand clothes, etc.)
3. Participants write down 2 lies about themselves and related to fashion.
4. Once the statements have been written down, participants start their guesses by moving around the room and interacting with other participants.
5. After sharing their statements, the other participants can ask questions or discuss the statements to try to determine which statement is true.
6. The group discusses the truths and lies shared.

Implementation

Nr.	Activity name (title and brief description)	Duration (min.)	Method (presentation, discussion, roleplay, storytelling, gamification, art creation, etc.)	Materials (paper, pencils, boards, laptop, speakers, chairs, etc.)
1	One Truth, Two Lies (Fashion Edition)	10	Ice-breaker	sticky notes, pens or pencils
2	Fashion as History of Human civilisation	15	PowerPoint Presentation	Internet; Laptop, projector

3	*PES-TELL*ing Fashion	30	Group activity, reflection, presentation	flip chart, pens or pencils
4	Conclusion	5	//	//

Evaluation

Describe an evaluation activity that could be implemented to collect feedback from participants to assess the workshop's effectiveness and identify areas for improvement.

This workshop offers an introductory overview of the topic, setting the stage for deeper exploration in future workshop sessions. Its main goal is to equip participants with an analytical lens (PESTEL framework) that will guide their engagement throughout the workshop series. Nonetheless, youth workers and trainers are encouraged to gather feedback from participants regarding their expectations, learning objectives, and workshop preferences. This feedback can be collected using sticky notes, which are later reviewed by the facilitator. After the workshop series, facilitators are encouraged to compare and discuss the initial expectations with the outcomes, facilitating a comprehensive assessment of the workshops.

Facilitator's Notes

Reflect on the effectiveness of the workshop. Use this section to make notes for future adjustments. Below you can find some inspiring questions to guide you in the self-reflection process.

- ❖ How effectively did the ice-breaker activity help participants to familiarise themselves with the topic and get to know each other?
- ❖ Did the group activity successfully facilitate reflection on the connections between external factors and fashion using the PESTEL framework?

- ❖ Did the workshop material effectively prepare the trainers for the implementation of the workshop?
- ❖ Were the instructions and timelines clear and realistic?
- ❖ Did participants provide insights on the learning experience?

Theoretical Framework

This section serves as the introductory page for the theoretical presentations. Here, we offer a summary and overview of the theoretical components integrated into the workshop plan. Its purpose is to guide youth workers and trainers regarding the topics covered in activities that do not follow non-formal education methods.

The content outlined here is also included in the PowerPoint presentation.

- ❖ Fashion as History of Human Civilisation

Fashion constitutes a powerful tool of self-expression, enabling individuals to convey their personality and identity. Moreover, cultural expression is just one of the many facets of fashion, fostering a sense of belonging and showcasing cultural heritage.

In ancient civilisations, clothing was primarily used to protect the body from weather conditions. However, its usage, colours and fabrics have been used to signify and represent social status and wealth, as a mirror of social hierarchies. Over time, inventions, social norms and historical events contributed to reshaping its multilayered meanings of fashion, leading to its democratisation. Clothing mass production made fashion accessible to a wider audience, consequently influencing the supply and demand dynamics of the market. The fashion industry's economic impact is undeniable, as well as its environmental impact. Social movements and awareness campaigns have spread to raise awareness of fashion's industry consequences and the absolute need to embrace more sustainable practices.

- ❖ **Conclusion**

The workshop aimed to highlight the deep connection between the history of fashion and the history of human civilization. It constituted an introduction to familiarise ourselves with some key concepts and lenses of analysis that will

guide participants in future decades and eras. From a basic necessity to a powerful form of self-expression and cultural identity, clothing emerged as a tool that was initially used for protection from ancient civilizations, becoming a message of social status, wealth, and artistic expression.

Fashion is a witness to the changes in all spheres of society, driven by inventions, social norms, and historical events. These changes have had both economic and environmental repercussions, underscoring the need for more sustainable practices within the industry.

An essential part of our reflection is led by the PESTEL framework, used to analyse the multifaceted influences on fashion:
- Political: The impact of political events and decisions, trade policies and regulations on the global fashion industry.
- Economic: The influence of economic cycles on consumer spending and fashion trends.
- Social: The role of social movements in promoting new trends, messages and ethical approaches;
- Technological: Advances in textile production, until nowadays digital marketing shaping the future of fashion.
- Environmental: The growing emphasis on sustainability and eco-friendly materials.
- Legal: The implications of labour laws and intellectual property rights on fashion practices.

The understanding that fashion is not just mere appearance but is deeply woven into the fabric of society, economy, and environment is clear and essential to find new ways to express ourselves, analyse society and interpret history.

External resources

Add any external resource that can be used to enhance understanding of the topic and support the implementation of the workshop.

- Backpack of needs and expectations, https://www.salto-youth.net/tools/toolbox/tool/backpack-of-needs-and-expectations.1340/

- Behera S. (2022), The cost of fast fashion industry: the human, social and economic impact, retrieved from https://www.worldexcellence.com/cost-of-the-fast-fashion-industry-impact/
- Frue K. (2018), PESTEL analysis of the Fashion Industry, retrieved from: https://pestleanalysis.com/pestle-analysis-of-the-fashion-industry/
- Kasi S. (2021), Pestle Analysis of Fashion Industry, retrieved from https://freepestelanalysis.com/pestel-analysis-of-fashion-industry/
- Mark J. J. (2021), Ancient Greek clothing, retrieved from https://www.worldhistory.org/article/20/ancient-greek-clothing/
- Millspaugh J. (2019), How Clothes Impact Your Life: Re-examining Fashion, TedX, https://www.youtube.com/watch?v=it18TxNiGZc
- Pestel Analysis Framework, retrieved from https://mapandfire.com/field-guide/pestel-analysis-framework/
- Philips J. (2023), The Simple Solution to Fast Fashion, TED, retrieved from https://www.youtube.com/watch?v=Bh8dnw67rE0

Partners:

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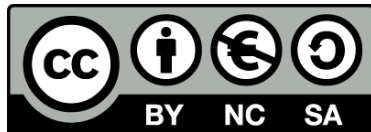
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