An Introduction to Fashion Journalism

Instructor Profile

Maliha Rehman
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Maliha Rehman is a Karachi-based fashion and lifestyle journalist writing for some of the most prestigious publications in the country. She is a regular attendee at mainstream fashion-based events and is commissioned to analyze and report on pivotal fashion events, review latest collections and profile the movers and shakers within Pakistani fashion. Her work is featured in the entertainment supplements of the country’s leading newspapers, namely The News (Instep), Dawn (Images) and the Express Tribune (the Life & Syle section). She also writes frequently for major fashion-based magazines such as Hello!, Xpoze, Style 360’s G.L.A.M. and Diva.

Having edited Amir Adnan’s quarterly magazine ‘High’ earlier in her career and now working with the most influential publications within fashion, Maliha’s byline is well-recognized for its honest, incisive appraisals on fashion. With this course, she aims to pass on her knowledge and skills in fashion journalism to aspiring newcomers.

Course Description:
This course serves as an initiation into fashion journalism for individuals who are interested in fashion and are simultaneously proficient in writing. Emphasis will be given on the nitty-gritties of reviewing fashion collections, identifying trends, the importance of fashion weeks, conducting face-to-face interviews and the importance of using the right terminologies when it comes to critique. Practical assignments and possible guest speakers who play key roles in the industry will be invited to allow students a glimpse into what lies beneath the glossy veneer of local fashion.

Learning Outcomes:

- The development of a writing style and understanding of techniques for reviewing fashion
- An introduction to the key players within the industry
- A detailed overview of the history of Pakistani fashion
- Comprehension of what makes a story newsworthy and the importance of staying away from bias
- A look at the different aspects of fashion week
• A understanding of the business end of fashion
• An overview of the various job opportunities available to fashion journalists currently
• Knowledge of the importance of social media within fashion

**Teaching Methodology:**

This course will be based on: theory and discussions, teaching of core skills required in journalism, practical assignments where students will review fashion collections, interactive sessions where students will view fashion shows and air their opinions, question and answer sessions and mock interviews.

The sessions will mix theoretical and practical learning in order to hone students for possible careers in fashion journalism.

**Course Duration:**

2 hours per week for 5 weeks, every Saturday, from 2nd August to 30th August 2014