

The Development and Impact of TSU Fashion Society on HBCU Campus Culture

The intersection of fashion and campus culture plays a pivotal role in shaping student identity, community engagement, and creative expression at Historically Black Colleges and Universities (HBCUs). This research examines the development and rapid growth of the TSU Fashion Society, an organization founded on January 8, 2024, to foster a dynamic fashion community at Tennessee State University. Within months, membership surged to over 100 students, reflecting a strong demand for creative spaces and industry-related opportunities. Through fashion shows, workshops, student-led polls, pop-up markets, and other interactive events, the organization has provided a platform for students to explore fashion as both an art form and a career path. This study explores how fashion-driven initiatives contribute to campus culture, enhance student engagement, and create networking opportunities within the fashion industry. By analyzing event participation, student feedback, and the organization's impact on campus life, this research highlights the role of fashion in shaping the HBCU experience and its potential to influence broader cultural and professional landscapes.