



CONFERENCE PROGRAM: PARALLEL SESSIONS

Date / hour	Session title	Room	Chair	Papers
Thu 18 June, 12.00–13.30	1. World tales: West and behind	G.127 Pio XI	Giovanna Mascheroni	(114) Maria Angela Jansen – <i>Fashion Anthropology: An Answer to Eurocentricity in Fashion Studies?</i> (7) Anna–Mari Almila – <i>Fashion Beyond Western Modernity: A Critique of the ‘Non–Western Fashion’ Concept</i> (82) Harriette Richards – <i>The Winter’s Tale: Seasonality in Fashion</i>
	2. Body and beauty	G.113 Meda	Galina Mihaleva	(22) Alessandra Castellani – <i>Tattooing, body and beauty</i> (41) Gevisa La Rocca, Maddalena Fedele – <i>Stereotype or not stereotype? The representation of the female body in clothing spots for tweens in transition. A comparative analysis in Italy and Spain</i> (45) Courtney Patterson – <i>"You're Jingling Baby": Fatshion, Bodily Movement & Sexuality</i>
	3. Trends and brands	G.114 Bisleti	Sharon Peoples	(113) Anne Peirson–Smith – <i>Changing fashion customers into lustomers: An investigation into the use of guest–fashion designers as a massclusive fashion marketing strategy</i> (73) Cristina Sanchez–Blanco, Jorge Del Rio, Maria Noguera – <i>Fashion brands: current strategic communication environment</i> (201) Mabilia Tela Joel - As fashion designer and business man
	4. Magazines and journalism	G.115 Ruffilli	Ariela Mortara	(5) Vivian Orsi – <i>Anglicisms in Italian, Brazilian and French women’s magazines: the language of fashion across cultures</i> (44) Márton Calza – <i>Segmentation on Fashion Magazines: A Proposition of Classification</i>
	5. Social media and selfies	G.121 S. Anselmo	Marco Pedroni	(51) Nathaniel Weiner – <i>What are you wearing today? – ‘Selfies’ and style discourse on men’s online fashion forums</i> (90) Evgenia Tarasova – <i>Modern day Polaroid – Instagram Russian way</i> (140) Constantin–Felix von Maltzahn – <i>Between authenticity and interactive marketing: The case of Sjaak Hullekes</i>
	6. Sustainability	G.122 Lombardo	Silvia Mazzucotelli	(27) Karan Khurana, Marco Ricchetti, Richard Adams – <i>Incorporating Sustainable supply chain management in fashion & textile companies– An analytical study on existing sustainable tools and models</i> (106) Lauren Solomon – <i>Cross sector collaborations – an alternative model of fashion production</i> (48) Jooyoung Shin – <i>Development of Sustainable Practices in Fashion Design and Consumption</i>
Thu 18 June, 14.30–16.00	7. Body and beauty	G.112 Necchi	Gevisa La Rocca	(25) Loredana Tallarita – <i>All Crazy for Pilates. Gym and Studio Offer the Most Well Known Methods in a New Luxury Enviroment. Health, Wellness or Fashion Trends?</i> (36) Ada P. Kepinska – <i>Fashion First, Before the Body: The Paradox of Creating a Sustainable Picture of the Body in Fashion</i> (88) Ellen Sampson – <i>Fashion and the imaginary: the real, the ideal and the lost garment</i>

FASHION TALES 2015 CONFERENCE PROGRAM: PARALLEL SESSIONS *Last update: 5 June 2015*

	8. Fashion and art	G.113 Meda	Flavia Loscialpo	(24) Dominika Łukoszek – <i>Where fashion and art meet... the curators' stories</i> (13) Emily Huggard – <i>An Investigation of the Effect of Artistic Collaboration on the Brand Image of Luxury Fashion Brands</i> (118) Katie Hindle – <i>The Limits of Desire: The fashion photograph as an object of fantasy</i>
	9. Fashion and cinema	G.114 Bisleti	Anne Peirson–Smith	(59) Simonetta Buffo – <i>Fashion dot Movie</i> (105) Eugenie Maria Theuer – <i>Kaleidoscopes of Cloth and Canvas: A Phenomenological Approach to the Cinematic Red Carpet Fashion</i> (108) Marina Ramos–Serrano, Gema Macías–Muñoz – <i>The integration of brand values in fashion films: the case of Lady Dior</i>
	10. World tales: Between West and East	G.115 Ruffilli	Anneke Smelik	(50) Iosif Hadjikyriakos – <i>The Cypriot attire between two Empires: social and political issues in fashion</i> (81) Şakir Özüdođru – <i>Representation of Westernization through Fashion in Novels Written in the Reform Period in the Ottoman Empire</i> (86) Alicja Raciniewska – <i>East and West and post–Soviet fashion tales</i>
	11. Fashion blogs	G.127 Pio XI	Agnès Rocamora	(75) Marco Pedroni, Patricia Sanmiguel, Teresa Sádaba – <i>The Silver age of Mediterranean fashion blogging. A comparative analysis of the Italian and Spanish blogosphere</i> (23) Nete Nørgaard Kristensen, Christa Lykke Christensen – <i>The fashion blog: The re–configuration of fashion expertise</i> (74) Ariela Mortara, Geraldina Roberti – <i>The spread fashion: an explorative research of Italian fashion blogs</i>
	12. Sustainability	G.122 Lombardo	Karan Khurana	(53) Felicity Perry – <i>Accidentally Sustainable? Young People, Fashion and the Politics of Authenticity</i> (147) Marie Riegels Melchior – <i>Sustainable histories</i>
Thu 18 June, 16.30–18.00	13. Digital fashion	G.112 Necchi	Anna–Mari Almila	(96) Rebecca Halliday – <i>Burberry and the Fashion Show Live Stream: Immediate, Interactive and Exclusive</i> (117) Sarah Glover – <i>The Bosch Brand: The Art of Hieronymus Bosch as Surface Design in Contemporary Couture</i> (46) Phylis Johnson – <i>Beyond The Virtual Mirror: Fashion, Community and Global Citizenship A Tale of Two Fashion Worlds</i>
	14. Exhibiting Fashion	G.113 Meda	Harriette Richards	(67) Sharon Peoples – <i>Cinderella and the scavengers</i> (155) Elena Siemens – <i>Fashion History on Red Square</i>
	15. Fashion cultures	G.114 Bisleti	Nathaniel Weiner	(126) Ivana Čuljak – <i>The concept of Inclusion and Exclusion in the Fashion System</i> (156) Brankica Bojović – <i>Fashion language, idioms and translational codes</i> (141) Francesca D'Angelo – <i>Stilettos: those who love them, those who hate them</i>
	16. Technofashion	G.115 Ruffilli	Lauren Solomon	(65) Galina Mihaleva – <i>Wearable Technology: Transformations and traditions</i> (144) Anneke Smelik – <i>Crafting Wearables: a Plea for Slowness</i>

FASHION TALES 2015 CONFERENCE PROGRAM: PARALLEL SESSIONS *Last update: 5 June 2015*

	17. World tales: West	G.127 Pio XI	Maria Angela Jansen	(80) Kathryn Franklin – <i>Venetian blind gowns and Mylar jumpsuits: tales from Toronto's fashion runways</i> (109) Paula Gargoles – <i>Essence girls in the Spanish fashion</i> (154) Johanna Teunissen – <i>The future of fashion is now</i>
Fri 19 June, 14.30–16.00	18. Representing body and beauty	G.112 Necchi	Rebecca Halliday	(100) Hannah Zeilig, Caroline Searing – <i>Mirror Mirror: cosmetic advertising and the perception of ageing beauty</i> (122) Barbara Pozzo – <i>Protecting the Dignity of Women in Fashion Advertisement: the new legal initiatives in a comparative law perspective</i>
	19. Fashion and art	G.113 Meda	Olga Yakhno	(110) Lea Vene – <i>Appropriation of fashion images in the artistic practice of Bernadette Corporation</i> (91) Alessandro Esculapio – <i>Worn stories: dress, meaning and memory-making</i> (149) Dejan Agatonovic – <i>Fashion Individualism within Clubbing Culture</i>
	20. History and memory	G.114 Bisleti	Luca Losicco	(94) Gabriele Monti – <i>Italian fashion models: from the fifties up to now</i> (97) Marie Genevieve Cyr - <i>Ancient runways: a comparison between 21st century fashion show presentations and ancient greek rituals</i> (28) Piotr Szaradowski – <i>Collecting clothes as a way to tell private history of fashion</i>
	21. Magazines, journalism and TV	G.127 Pio XI	Marco Pedroni	(77) Maria Catricalà – <i>The linguistic constructions of fashion and the word design theory: the new issues between identity, creativity and global journalism</i> (38) Sallie McNamara – <i>Conspicuous waste/conspicuous consumption? Tatler's fashion imaginary</i> (157) Romana Andò, <i>Fashion fandom and TV quality drama: from poaching to everyday identity performance through social media</i>
	22. Resistance and counter-hegemony	G.121 S. Anselmo	Constantin–Felix von Maltzahn	(17) Monica Titton – <i>Squaring the circle: contextualizing critique and resistance in fashion</i> (78) Shoshana– Rose Marzel – <i>Alternative fashion for alternative feminine morphology</i> (92) Cristiana Katagiri – <i>Brazilian fashion industry: dichotomies and perspective of resistance</i>
	23. World tales: Asia	G.122 Lombardo	Manuela Caniato	(8) Tommy Tse, Solee Shin, Jana Hajzlerova, Iris Lu Pan – <i>Co-creating fashion in the post-industrial society: a qualitative comparative study of creative industries in greater China and South Korea</i> (14) Teresa Kuldova – <i>Charitable non-love of "ethical" fashion philanthrocapitalism and the reproduction of poverty in the Indian fashion industry</i> (145) Wessie Ling, Simona Serge–Reinach – <i>Multiple Chinas: the transnational landscape of fashion making</i>
	24. Crafting fashion	G.115 Ruffilli	Jacque Lynn Foltyn	(19) Cecilia Winterhalter – <i>Italian know-how in product innovation traced in the work of three Italian women crafters</i> (70) Maria Cristina Volpi <i>feathers fashion</i> (143) Mariangela Lavanga – <i>Behind the scenes in Dutch fashion: bridging the gap between independent fashion designers, craftsmen and fashion intermediaries</i>

FASHION TALES 2015 CONFERENCE PROGRAM: PARALLEL SESSIONS *Last update: 5 June 2015*

Fri 19 June, 16.30– 18.00	25. Materiality, immateriality and tradition	G.112 Necchi	Teresa Kuldova	(54) Pooja Gupta – <i>Fashion through material culture</i> (18) Melissa Laird – <i>Sensual curiosities: design narratives and material culture research for fashion design</i> (29) Olga Yakhno
	26. Magazines and journalism: Vogue	G.113 Meda	Maria Catricalà	(64) Manuela Caniato – <i>Is Vogue like Vogue all around the world? A comparison between Vogue in Italy, the Netherlands and the UK</i> (130) Paola Di Trocchio, Jenny Kee – <i>Anna Piaggi: Australian connections</i>
	27. Resistance, counter–hegemony and authenticity	G.114 Bisleti	Romana Andò	(103) Chiara Faggella – <i>Altra moda: alternative tales from the recent past of Italian fashion</i> (61) Simone Tosoni – <i>Counter–hegemonic fashion tales: postpunk in Milan in the 80s</i> (85) Manuel De Sousa – <i>Approximations to authenticity: a multi quoted approach</i>
	28. Fashion icons	G.115 Ruffilli	Paola Zamperini	(121) Sara Skillen – <i>The life writing of Christian Dior and his contemporaries</i> (12) Luca Lo Sicco, David Boyd–Carrigan – <i>What the future reserves for Jean Paul Gaultier? A brand audit of the French maison among millennial generation in the UK</i> (15) Michael Langkjaer – <i>Between Baroque and Bildung in Lagerfeld: reflections on the significance of Menzel's painting "Tafelrunde" for the designer's lifestyle and aesthetics</i>
	29. Sustainability	G.121 S. Anselmo	Gabriele Monti	(95) Jacque Lynn Foltyn – <i>Sustainable Kate? The recycled fashions of Kate Middleton, the Duchess of Cambridge</i> (101) Ligia Carvalho Abreu – <i>Forget fashion logos and embrace human rights values</i> (138) Jane Morley – <i>Conceptual fashion catalysts: destabilizing norms, challenging identity and inspiring social change</i>
	30. World tales: West	G.127 Pio XI	Wessie Ling	(142) Juraj Suska – <i>Shoes – Made in Czechoslovakia</i> (98) Maria Noguera, Marta Torregrosa, Cristina Sanchez–Blanco – <i>Women's tales: a feminine expression</i> (3) Regina Lee Blaszczyk – <i>Better Than Nature: Synthetic Fibers and American Fashion at the New York World's Fairs, 1939 and 1964</i>
	31. Fashion and cinema	G.122 Lombardo	Donna Bevan	(99) Nick Rees–Roberts – <i>Behind the Scenes: Process and the Fashion Documentary in the 21st century</i> (146) Ruhee Das Chowdhury – <i>The dialogues of fashion</i> (26) Paola Colaiacomo, Luisa Valeriani – <i>A game of thrones, or: is the old world really lost?</i>
Sat 20 June, 9.00– 10.30	32. Between material and immaterial	G.112 Necchi	Cecilia Winterhalter	(33) Debra Parr – <i>Fashion and the olfactory imaginary</i> (111) Katriina Heljakka – <i>All dolled up, then photoplayed – the fashionable practices of adult doll players in the 21st century</i> (152) Marie–Aude Baronian – <i>The Hands of Fashion, the Hands of Film</i>

FASHION TALES 2015 CONFERENCE PROGRAM: PARALLEL SESSIONS *Last update: 5 June 2015*

33. Exhibiting Fashion	G.127 Pio XI	Marco Pedroni	(11) Alexis Carreno – <i>Folk couture: fashion exhibition at the American folk art museum</i> (39) Denise Green – <i>Cornell's sesquicentennial: an exhibition of campus style</i> (9) Flavia Loscialpo – <i>From the physical to the digital and back: fashion exhibitions in the digital age</i>
34. Sustainability	G.114 Bisleti	Monica Titton	(124) Valentina Jacometti – <i>Sustainability consciousness and consumer identity</i> (129) Francesca Romana Rinaldi, Giuia Pandolfini – <i>The growth of sustainable fashion: one size doesn't fit all LOHAS</i> (148) Kate Armstrong, Charlotte Rutter – <i>Ethical fashion consumption: a working paper</i>
35. World tales: Asia	G.115 Ruffilli	Wessie Ling	(76) Tim Lindgren – <i>Born global: Chinese fashion design and the digital response</i> (16) Rubens Pauluzzo, Monia Massarini – <i>Mapping luxury Chinese fashion brands within the global fashion industry</i>
36. Fashion Identity	G.121 S. Anselmo	Michael Langkjaer	(150) Sinah Kloss – <i>Dressing "authentically" Indian: sartorial contestations of Guyanese Indianness and the creation of the Indian "other"</i> (151) Laila Abu-Er-Rub – <i>Western wear vs. ethnic chic: the two faces of Indian Fashion</i> (153) Paola Zamperini – <i>Engendering fashions. Sartorial strategies in 21st century P.R.C.</i>
37. Heritage, archives and museums	G.122 Lombardo	Jacque Lynn Foltyn	(43) Donna Bevan – <i>You don't mean a thing if you ain't got no bling: considering a place for the material culture of jewellery in the museum space</i> (87) Han Han, Francesco Zurlo – <i>Discourse analysis approach to lead cultural consumption of luxury fashion brands – ways to communicate the heritage of fashion houses with global consumers</i> (131) Marco Rubichi – <i>Digital archives as a powerful tool of brand awareness and strategic communication for fashion houses and magazines: the Vogue Italia archive case study</i>