# Fashion TALES 2012

## General Program

**Room G127 Pio XI**

### Thursday, June 7th

<table>
<thead>
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<th>Time</th>
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<tr>
<td>9.00-10.00</td>
<td>Registration</td>
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| 10.00-11.30     | **1st Plenary Session:** Valérie Steele *(The Museum at the Fashion Institute of Technology, New York, USA): Is Fashion Art?*
|                 | Chair: Laura Bovone *(ModaCult, Università Cattolica del Sacro Cuore, Milano, Italy)* |
|                 | Discussants: Paolo Volonté *(Politecnico di Milano, Italy)* and Sanda Miller *(Southampton Solent University, UK)* |
|                 | Chair: Emanuela Mora *(ModaCult, Università Cattolica del Sacro Cuore, Milano, Italy)* |
|                 | Participants: Carlo Antonelli, Director of Wired Italia; Elisabetta Berla, Founding Partner of Between Research and external fashion consultant for the Municipality of Milan; Paola Bertola, Professor of Industrial Design (Politecnico di Milano) and Director of Master in Brand & Product Management at MFI; Antonio Calbi, Director of the Entertainment, Fashion and Design sector (Municipality of Milan); Carlo Capasa, CEO Costume National; Kean Etro, Etro S.p.A.; Vittorio Linfante, Lecturer (Politecnico di Milano) and communications consultant Marni Group; Michele Lupi, Director of Rolling Stone Italia; Pierluigi Sacco, Professor of Cultural Economics (IULM); Franca Sozzani, Director of Vogue Italia; Salvo Testa, Director of post-graduate programs in Fashion (Università Bocconi) and Executive Director of MFI |
| 13.15-14.30     | Lunch                                                                |
| 14.30-16.00     | **1st Parallel Sessions**                                            |
| 16.00-16.30     | Coffee break                                                        |
| 16.30-18.00     | **2nd Parallel Sessions**                                            |
| 18.15-19.45     | **3rd Parallel Sessions**                                            |
| 20.30           | Conference Dinner                                                   |
### Friday, June 8th

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| 9.00-10.00 | 3rd Plenary Session: **Peter McNeil** (University of Technology, Sydney, Australia, and Stockholm University, Sweden): 'Post-colonial' Fashion Tales: Easton Pearson (Australia)  
Chair: **Wendy Griswold** (Northwestern University, USA)  
Discussants: **Djurdja Bartlett** (London College of Fashion, UK) and **Nicoletta Giusti** (Università di Bologna, Italy) |
| 10.00-10.15 | Coffee break                                                          |
| 10.15-12.00 | 4th Plenary Session: **Sophie Woodward** (University of Manchester, UK): The Matter of the Story: Intersecting Narratives in Clothing  
**Carol Garcia** (Anhembi Morumbi University, São Paulo, Brazil): What’s up in the Tropics: Brazil as a Leading Fashion Research Environment in Latin America  
Chair: **Simona Segre Reinach** (Università di Bologna, Italy)  
Discussants: **Lucia Ruggereone** (Università della Val d’Aosta, Italy) and **Enrico Cietta** (Diomedea, Milano, Italy) |
| 12.00-13.30 | 4th Parallel Sessions                                                 |
| 13.30-14.30 | Lunch                                                                |
| 14.30-16.00 | 5th Parallel Sessions                                                 |
| 16.00     | Tour 1 - Tour 2                                                       |
| 19.30     | Aperitivo at Palazzo Morando                                          |

### Saturday, June 9th

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<tr>
<td>9.00-10.30</td>
<td>6th Parallel Sessions</td>
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<td>10.30-11.00</td>
<td>Coffee break</td>
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| 11.00-12.30 | 5th Plenary Session: **Chris Breward** (Edinburgh College of Art and University of Edinburgh, UK): Music, Image, Fashion – David Bowie and the Politics of Style  
Chair: **Maria Luisa Frisa** (Università IUAV, Venezia, Italy)  
Discussants: **Giselinde Kuipers** (University of Amsterdam and Erasmus University Rotterdam, The Netherlands) and **Emanuela Mora** (Università Cattolica del Sacro Cuore, Milano, Italy) |
| 12.30-13.00 | Conclusions                                                           |
| 14.00     | Tour 3                                                                |
Parallel Sessions Program

Thursday, June 7th
1st Parallel Session: 14.30-16.00

ART & FASHION (1) – ROOM G128 LEONE XIII
Chair: Carla Lunghi (Università Cattolica del Sacro Cuore, Milano, Italy)
Federica Muzzarelli (Università di Bologna, Italy): Fashion and Photography in the Contemporary Visual Culture
Victor Larripa and Carlos Naya (Universidad de Navarra, Spain): Four Tales about Dressing Architecture
Rehab Ragab (Halwan University, Egypt): Influences of Postmodernism Arts on Fashion. An Applied Study to Develop a New Language in Characterization of Fashion

CONSUMERS – Room G125 SAN CARLO
Chair: Giovanna Mascheroni (Università Cattolica del Sacro Cuore, Milano, Italy)
Osmud Rahman and Alice Chu (Ryerson University, Canada): Consumer’s Means-end Chain of Hoodies. The Relationship between Consumer Perceptions and Product Attributes
Britta Kalkreuter and David Robb (Heriot-Watt University, UK): There’s a Crowd in My Head
Gabriel Baquit (Universidade do Minho, Portugal): Ironic Prints on T-shirts. A Study on Identity and Consumer Behavior
Duygu Irem Erdoğan (Anadolu University, Turkey): Various Factors that Consumers Take into Account while Buying Clothes and Comparison of Young and Middle-aged People in this Direction

EDUCATION – Room G121 SANT’ANSELMO
Chair: Monica Titton (University of Vienna, Austria)
Angela Burns (Izmir University, Turkey): Raising the Student Conscience on the Importance of Social Responsibility through Fashion Design
Ruth Bridgstock, Dean Brough and Adrian Thomas (Queensland University of Technology, Australia): Creating Fashion Professionals for the 21st Century. A Tale of Pedagogical Tensions and Emerging Challenges
Marie Mcloughlin (University of Brighton, UK): Fashion at St Martin’s School of Art. The Story of its Founder and its First 44 Years
Ayse Secil Tekin Akbulut (Anadolu University, Turkey): Perceptions of Fashion Design Students on Professional Ethics in a Turkish State University

PHOTOGRAPHY – Room G114 BISLETI
Chair: Alice Payne (Queensland University of Technology, Australia)
Sarah Hand (Southampton Solent University, UK): KikiT VisuoSonic & Convergent Photography. Producing and Capturing Motion Sonic Interactivity to Create Innovative Ways to Visualise Fashion Narrative
María León (Universidad Complutense de Madrid, Spain): When a Coat is More than Just a Coat. Miroslav Tichý Viewed through his Clothes
Alison Matthews David (Ryerson University, Canada): Seeing Through Bodies? The Iconography of the Skeleton in Fashion

RETAIL (1) – Room G113 MEDA
Chair: Cecilia Winterhalter (Independent scholar, Italy)
Sabrina Pomodoro (IULM University, Italy): Temporary Retail Forms in Fashion System
Karinna Nobbs (London College of Fashion, UK) and Lara Snider (Freelance, UK): The Importance and Evolution of Visual Brand Management within Fashion Retailing
Valeria Iannilli and Federica Vacca (Politecnico di Milano, Italy): Design and Sense Construction for the Shopping Experience
THEORETICAL ISSUES (1) – Room G127 PIO XI
Chair: Laura Bovone (Università Cattolica del Sacro Cuore, Milano, Italy)
Brankica Bojovic (University of Montenegro, Montenegro): Fashion Language and Nonverbal Communication
Agata Zborowska (University of Warsaw, Poland): Deconstruction as a New Language in Fashion
Angela Finn (Queensland University of Technology, Australia): The Globalisation of Fashion Knowledge. Possible Repercussions for Local Fashion Narratives
Philip Warkander (Stockholm University, Sweden): Defining Style. An Ethnographic Study of the Production of Sartorial Practices in the Everyday

TRENDS – Room G115 RUFFILLI
Chair: Marco Pedroni (Università di Bergamo and Universität Cattolica del Sacro Cuore, Milano, Italy)
Frederic Godart (Insead, France): The Dynamics of Fashion Capitals in the 21st Century: From Oligarchy to Polyarchy?
Christina Skotadi (Aristotle University of Thessaloniki, Greece): The Tribal/Ethnic Trend. Dialogue between Cultures or the New Imperialistic Form of Appropriating and Consuming Civilizations?
Murat Atan and Ömür Uçar (Gazi University, Turkey): Make-Up Trends among Women by Personality
Şakir Özüdoğru and Mustafa Erdem Ureyen (Anadolu University, Turkey): Interaction between Fashion Trends and Intelligent Textiles

EXHIBITIONS AND MUSEUMS (1): Curatorial Practices and Museography of Fashion – Room G112 NECCHI
Chair: Maria Luisa Frisa (Università IUAV, Venezia, Italy)
Marco Pecorari (Centre for Fashion Studies, Stockholm University, Sweden): “Fashion Ephemerology”. Enabling Contemporary Fashion Ephemera through a Case Study at MoMu
Gabriele Monti (Università IUAV, Venezia, Italy): Fashion curating as a discipline. Diana Vreeland, a Beginning
Alessio Ascari (Kaleidoscope Press, Italy): Through the “Kaleidoscope”. Curating as a Multidisciplinary Attitude

Thursday, June 7th
2nd Parallel Session: 16.30-18.00

BODY – Room G128 LEONE XIII
Chair: Danielle Bruggeman (Radboud University Nijmegen, The Netherlands)
Bianca Terracciano (SUM, Italy): The Body of Fashion System
Maria Canella (Università degli Studi di Milano, Italy): Sport, Fashion and Style. The Practice of Sport in the System of Fashion and Design
Marie-Eve Faust (Philadelphia University, USA) and Serge Carrier (Université du Québec à Montreal, Canada): An International Size Label that Suits Everyone
Eva Ogliotti (Università IUAV, Venezia, Italy): La Garçonne: from Aesthetic Figure to Social Type. Literature, Gender and Fashion
Fiona Candy (University of Central Lancashire, UK): -Moving in space, through time and place: accessing the sensory experience of wearing clothing

ETHICAL FASHION (1) – Room G127 PIO XI
Chair: Ambrogio Cereda (Universidad de Navarra, Spain and Universität Cattolica del Sacro Cuore, Milano, Italy)
Chaiane Matos, António Souto, Juliana Pessoa and Márcia Sotoriva (University of Minho, Portugal): The Consumer Perception of Sustainability
Duygu Atalay and Şölen Kipöz (Izmir University of Economics, Turkey): Promises and Conflicts of The Ethical Fashion Debate. How Ethical is the “Ethical Fashion”?
Aldo Clécius Neris Da Silva (UNA University Center, Brazil): Fashion, Sustainability and Creative Experiences
Marwa Gad Mohsen and Ruth Marciniak (London Metropolitan University, UK): The End of the Tale. Why do we Dispose of our Clothes?
Christine Eifler and Kirsten Diekamp (ZGS University of Bremen, Germany): What Story does Ethical Fashion Tell?
EXHIBITIONS AND MUSEUMS (2) – Room G125 SAN CARLO
Chair: Silvia Mazzucotelli Salice (Università Cattolica del Sacro Cuore, Milano, Italy)
Elena Siemens (University of Alberta, Canada): Museum to Factory: Clothing the Worker from Tatlin to Now
Kathi Martin (Drexel University, USA) and Haewon Kam (Seoul National University, Republic of Korea): Realizing Fashion. New Investigations
Frances Turner (Bath Spa University, UK): An English Eccentric. Ottoline Morrell and the Self Styled Wardrobe

JOURNALS & MAGAZINES – Room G121 SANT’ANSELMO
Chair: Djurdja Bartlett (London College of Fashion, UK)
Concha Pérez Curiel (University of Seville, Spain): Fashion Journalism. Democratizing the Speech
Manuela Caniato (University College Ghent, Belgium) and Stefania Marzo (KULeuven, Belgium): The Language of Fashion Magazines
Roberta Bueso Torres (Universidad de Navarra, Spain): Sticking to the Roots. Telva, a Spanish Fashion Magazine
Anja Aronowsky Cronberg (Vestoj, France): Vestoj. The Journal of Sartorial Matters

MOVIES & TV – Room G115 RUFFILLI
Chair: Donna Louise Bevan (Southampton Solent University, UK)
Dominika Lukoszek (Adam Mickiewicz University in Poznan, Poland): Fashion in Literary Works. A Comparative Analysis of Two Polish Plays: “The Tailor” by Mrożek and “Operetta” by Gombrowicz
Antonella Mascio (Università di Bologna, Italy): Quality Drama and Fashion. The Narrativised Style
Sharon D. Lloyd (Southampton Solent University, UK): ‘Rita Hayward Gave Good Face’

Chair: Alessandra Vaccari (Università IUAV, Venezia, Italy)
Alessandra Vaccari (Università IUAV di Venezia, Italy): Self-reliant Fashion Design: New Approaches and Practices
Javier Gimeno-Martínez (VU University Amsterdam, Netherlands): Creating a Fashion Culture in Post-industrial Belgium and Spain
Gianni Serra (Designer, Italy): Independent Fashion in Italy. A Designer’s Perspective
Priska Morger (Hochschule für Gestaltung und Kunst Institut Mode-Design, Switzerland) and Jana Kessler (Hochschule für Gestaltung und Kunst Institut Mode-Design, Switzerland): Exploring the Concept and the Method of Doing Fashion

WORLD TALES (1) – Room G113 MEDA
Chair: Maureen Molloy (The University of Auckland, New Zealand)
Tahani Alajji and Laila Al-Bassam (Princess Nora Bint Abdul Rahman University, Saudi Arabia): Bedouin Traditional Costumes and Embroidered Crafts in Najd, Saudi Arabia
Maria Bonadio (Senac University Centre, Brazil): Exotism and Sensuality. Tales of Brazilian Fashion?
Jeffrey J. Guo (Shih Hsin University, Taipei Municipal University of Education, Taiwan) and Le-Chang Yeh (Shih Chien University, Taiwan): Fashion Talks? For the Name of Nations: Transformation of Clothing Industry in Taiwan
Paolo Volonté (Politecnico di Milano, Italy): The Self-legitimation of Milanese Fashion Designers

HABITS OF BEING – Room G112 NECCHI
Chair: Cristina Giorcelli (Università di Roma 3, Italy)
Presentation of “Abito e identità. Vol. XI” (edited by C. Giorcelli) and “Habits of Being” (edited by P. Rabinowitz and C. Giorcelli)
Debate with: Cristina Giorcelli (Università di Roma 3, Italy), Simona Segre Reinach (Università di Bologna, Italy), Paola Colaiacomo (Università IUAV, Venezia, Italy)
Thursday, June 7th
3rd Parallel Session: 18.15-19.45

POSTMODERNISM – Room G128 LEONE XIII
Chair: Flavia Loscialpo (Southampton Solent University, UK)
Cecilia Winterhalter (Independent scholar, Italy): The Tale of the Immaterial Products in Postmodern Consumption
Claudia Attimonelli (Università di Bari and Polimoda Firenze, Italy): Underground Zone. Dandy and Punk in the Twilight of the Postmodernity
Kimberly Wahl (Ryerson University, Canada): The Narrative Function of History in Fashion. Cycles of Romanticism and the Postmodern Bohemian

ETHICAL FASHION 2 – Room G127 PIO XI
Chair: Agnes Rocamora (University of the Arts, UK)
Alice Payne (Queensland University of Technology, Australia): Spinning a Sustainable Yarn. Assessing the Claims of Australian Companies’ Eco-initiatives
Ines Weller and Lene Stöwer (University of Bremen, Germany): Sustainable Fashion. Is Green the New Black?
Sofia Vilarinho (Faculty of Architecture Lisbon, Portugal): Second Hand Clothing a Baling from the Past that Highlights the Cutting Edge of New Fashion both in Europe and Africa
Alicja Raciniewska (Adam Mickiewicz University, Poland): Ethical Fashion in Poland

EXHIBITIONS AND MUSEUMS 3 – Room G125 SAN CARLO
Chair: Sofia Pantouvaki (Aalto University, Helsinki, Finland)
Jeffrey Horsley (London College of Fashion, UK): Presenting the “Body” in the Fashion Museum
Markus Reisenleitner (York University, Canada): Take this Waltz. Negotiations of Vienna’s Urban Imaginary in Fashion Exhibits
Erica De Greef (Lisof, South Africa): Critically Engaging Space. Thinking in a Fashion Exhibition

HISTORICAL VIEWS (1) – Room G121 SANT’ANSELMO
Chair: Luca Lo Sicco (London College of Fashion, UK)
Anna Balzarro (The American University of Rome, Italy): Mary’s Costumes. The Movie “Io sono con te” and the Iconography of Our Lady
Tiziana Ferrero-Regis (Queensland University of Technology, Australia): Made in Brisbane. Italian Fashion in 1950s Brisbane
Michael Langkjær (University of Copenhagen, Denmark): From Cool to Un-cool to Re-cool. Nehru and Mao Tunics in the Sixties and Post-Sixties West

NON-MAINSTREAM TALES (1) – Room G115 RUFFILLI
Chair: Paola Colaiacovo (Università IUAV, Venezia, Italy)
Lucia Ruggerone (Università della Valle d’Aosta, Italy): Contemporary Identities and the Emotional Uses of Fashion
Olga Vainshtein (Russian State University for the Humanities, Russian Federation): “Look me in the Eyes… I said – the Eyes”. Disability as Fashion Narration
Anne Marie Tatton (AUT, New Zealand): The Paradoxical Event of Apparel. Lameness and the Bifurcating Catwalk
Courtney Patterson (Northwestern University, USA): Fashionably Fat. A Dialectic of Race and Silhouette

OBJECTS – Room G114 BISLETI
Chair: Şölen Kipöz (Izmir University of Economics, Turkey)
Yanqing Zhang (Mobile Life Center, DSV, Stockholm University, Sweden): Visual Tale of Accessory. How Accessory is Related to Dressed Body in Fashion Images
Tahani Alajaji (Princess Nora Bint Abdul Rahman University, Saudi Arabia): The Possibility of Employing Methods and Traditional Fabrics to Make Children Clothing and Accessories
Francesca D’Angelo (York University, Canada): The Habitus of Heels. A Cross-Cultural Comparison on Stiletto Heels
Donna Louise Bevan (Southampton Solent University, UK): Bejewelled Bodies - Jewelleries Box of Delights - The Significance of Jewellery Wearing in Contemporary British Society
**Weekend, June 8th**

**4th Parallel Session: 12.00-13.30**

**ADVERTISING & COMMUNICATION (1) – Room G127 PIO XI**
Chair: Paolo Volonté (Politecnico di Milano, Italy)
Mónica Codina, María Noguera Tajadura, Cristina Sánchez-Blanco, Marta Torregrosa and Jone Vitoria (University of Navarre, Spain): Origin and Evolution of Short Fashion Films as a New Way of Brand Communication
Nathalie Khan (Central Saint Martins, UK): The Image is Walking. Fashion Film as Catwalk Show
Endora Samantha Comer-Arldt (Academy of Fine Arts, Austria): The Development of the Collaboration between Fashion Industry and Celebrities since 1980
Alain Quemin (Université Paris-8 / Institut d'Etudes Européennes, France): Veblen Was so Right! Analyzing Advertising Campaigns of the Contemporary Luxury Sector in the Light of the Theory of the Leisure Class

**BLOG (1) – Room G128 LEONE XIII**
Chair: Marco Pedroni (Università di Bergamo and Università Cattolica del Sacro Cuore, Milano, Italy)
Simon Swale (Otago Polytechnic, New Zealand): Blogging. Audience Participation and New Fashion Discourses
Leopoldina Fortunati and Manuela Farinosi (Università di Udine, Italy): The Anti-Fashion Bloggers Phenomenon and the New Landscape of Grassroots Style Communication
Monica Titton (University of Vienna, Austria): Fashionable Personas. Self-enactment and Introspection as Fashion Narratives on Fashion Blogs

**EXHIBITIONS AND MUSEUMS (4) – Room G125 SAN CARLO**
Chair: Giovanna Masccheroni (Università Cattolica del Sacro Cuore, Milano, Italy)
Susan Ingram (York University, Canada): Then We Take Berlin. The Lipperheides’ Fashion Collection on Display
Giuseppe Licitra (Outline sas, Italy) and Elisa Cilia (Ragusaoaggi.it, Italy): Ragusa Ibla as an “Open-Air Museum”. A New Way to Exhibit Fashion
Bronwyn Labrum (Massey University, New Zealand): Fashion at New Zealand’s National Museum 1950-2010
Karin M. Ekstrom (University of Borås, Sweden): Fashion at the Röhsska Museum of Design and Decorative Arts

**NON-MAINSTREAM TALES (2) – Room G121 SANT’ANSELMO**
Chair: Sanda Miller (Southampton Solent University, UK)
Paola Colaiacomo (Università IUAV, Venezia, Italy): Pasolini and Male Elegance or Seeing through Bodies
Birsen Çileroğlu (Gazi University, Turkey): Examination of Design Stories Written for Large Sized Women and Collection Progress. Gala-Xi Example
Noel Gazzano (Marist College, USA and Florence Campus, Italy): An Anthropologist’s Gaze on Fashion. The Poetics and Practice of a Human Universal
Carla Lunghi (Università Cattolica del Sacro Cuore, Milano, Italy): Between Mainstream And Border. Fashion Production, Creativity and Prison: The Eccentric Cases Of Alice, Ecolab and Made in Carcerie

**MEDIATING FASHION: Shifting Terrains in Fashion Studies – Room G115 RUFFILLI**
Chairs: Christina Moon and Todd Nicewonger (Parsons The New School for Design, USA)
Christina Moon (Parsons The New School for Design, USA): The Making of Metropolis. New York Fashion as Culture and Industry
Hazel Clark (Parsons The New School for Design, USA): On the Streets. Images, Biographies and Histories

PROFESSIONALS – Room G114 BISLETI
Chair: Karinna Nobbs (London College of Fashion, UK)
Silvia Mazzucotelli Salice (Università Cattolica del Sacro Cuore, Milano, Italy): Arts, Crafts and Fashion. The Demand for Craft Professionals within Made in Italy Productions
Andrew Markham (Southampton Solent University, UK): New Kids on the Block
Ane Lyng-Jorlén (Parsons Paris School of Art + Design, France): Uncovering the Fashion Stylist
Elena Puccinelli (Università degli Studi di Milano, Italy): Creativity and Communication. Fashion-Related Professions as Seen through the Documents of the Vitti Archive

SHOES – Room G113 MEDA
Chair: Francesca D'Angelo (York University, Canada)
Ellen Sampson (RCA, UK): Memory, Movement and Materiality. Footwear, Reciprocal Imprint and Embodied Memory
Rachel Dilley (University of Sheffield, UK): Filming Shoes, Exploring Identity
Victoria Robinson, Jenny Hockey and Rachel Dilley (University of Sheffield, UK): Embodied Consumers and Footwear. Mundane and Extreme Transitions

Friday, June 8th
5th Parallel Session: 14.30-16.00

ADVERTISING & COMMUNICATION (2) – Room G128 LEONE XIII
Chair: Emanuela Mora (Università Cattolica del Sacro Cuore, Milano, Italy)
Rachel Matthews (Melbourne School of Fashion and Monash University, Australia): Influencing From the Edges. The Changing Shape of Fashion Communication
Simonetta Buffo (Università Cattolica del Sacro Cuore, Milano, Italy): Expressive Modalities of Fashion Advertising
Alice Chu (Hong Kong Polytechnic University, Hong Kong) and Rain Kwong (Yangtzekiang Garment Limited, Hong Kong): The Effect of Celebrity Endorsement on Fashion Brand Associations among Hong Kong Young Consumers
Marica Spalletta (Università Guglielmo Marconi, Italy): Fashion/Social Advertising. What Happens when Fashion Meets Social Issues?

ART & FASHION (2) – Room G125 SAN CARLO
Chair: Victoria Robinson (University of Sheffield, UK)
Danielle Bruggeman (Radboud University Nijmegen, The Netherlands): Viktor & Rolf. Towards an Immanent Aesthetics
Alberto Cavalli (Fondazione Cologni dei Mestieri d’Arte, Italy): The Métiers d’Art at the Heart of Italian Luxury and Fashion

BLOG (2) – Room G121 SANT’ANSELMO
Chair: Tiziana Ferrero-Regis (Queensland University of Technology, Australia)
Ingrid Mida (Ryerson University, Canada): The Metaphysics of Fashion Blogging
Agnes Rocamora (University of the Arts, UK): Instant Fashion. Time and Acceleration in the Fashion Blogosphere
Isabel Cantista (Universidade Lusiada, Portugal), Marta Pires (FFI-Fast Forward Innovation Ltd, Portugal) and Teresa Ayres Pereira (FFI-Fast Forward Innovation Ltd, Portugal): Blogging between Fashion and the City
Marco Pedroni (Università di Bergamo and Università Cattolica del Sacro Cuore, Milano, Italy): Fashion Blogs. A New Way of Telling Fashion
GENDER (1) – Room G115 RUFFILLI
Chair: Ambrogia Cereda (Università Cattolica del Sacro Cuore, Milano, Italy)
Figen Ozeren (Cukurova universitesi, Turkey) and Tuba Vural (Gazi universitesi, Turkey): Reflection Process of Fashion Stories on Men’s Clothing. A Trademark Case
Wendy Larner (University of Bristol, UK) and Maureen Molloy (The University of Auckland, New Zealand): Lifestyle or Workstyle? New Forms of Female Entrepreneurism in the New Zealand Fashion Industry
Carla Mendonça (Newton Paiva, Brazil): Fashion and Communication. How Images Make Clothes and Women

HISTORICAL VIEWS (2) – Room G114 BISLETI
Chair: Mario Roman (London College of Fashion, UK)
Sofia Pantouvaki (Aalto University, Helsinki, Finland): Narratives of Clothing. Concentration Camp Dress as a Companion for Survival
Ruşen Akman (Gazi University, Turkey): Evaluation of Hair Designs of European Beauty Queens between 1928 and 1938
Emanuela Scarpellini (Università degli Studi di Milano, Italy): Fashion Archives in the 20th Century

THEORETICAL ISSUES (2) – Room G127 PIO XI
Chair: Laura Bovone (Università Cattolica del Sacro Cuore, Milano, Italy)
Aurélie Van De Peer (Ghent University, Belgium): Attitudes towards the Value of Change in Fashion. Longitudinal Developments (1950-2010) and their Implications for the Theory of Fashion Change
Anneke Smelik (Radboud University Nijmegen, The Netherlands): The Dynamics of Fashion. Towards a Deleuzian Theory of Fashion
Ewa Banaszak (The University of Wroclaw, Poland) and Robert Florkowski (The University School of Physical Education, Poland): Fashion. Between Elitism and Egalitarism
Francesca Pasquali (Università di Bergamo, Italy) and Giovanna Mascheroni (Università Cattolica del Sacro Cuore, Milano, Italy): Fashioning Class and Identity. The Role of Fashion in Tv Lifestyle Programmes

BEAUTY (1) – Room G113 MEDA
Chair: Giselinde Kuipers (University of Amsterdam, The Netherlands)
Michael Deinema and Giselinde Kuipers (University of Amsterdam, The Netherlands): Beauty Standards across Europe. A Preliminary Investigation of (Trans)national Reportoires for Evaluating Human Beauty in a Fashion Center and Periphery
Sylvia Holla and Giselinde Kuipers (University of Amsterdam, The Netherlands): The Making and Meaning of Beauty. Legitimate and Illegitimate Body-Practices of Models in the Amsterdam Fashion Field
Giselinde Kuipers and Elise Van der Laan (University of Amsterdam, The Netherlands): The Portrayal of Beauty in Fashion Images: Beauty standards in Dutch and Italiana Fashion Magazines, 1982-2011
Elise Van Der Laan and Giselinde Kuipers (University of Amsterdam, The Netherlands): Behind the Scenes. The Working of Aesthetic Criteria in Fashion Photography

Saturday, June 9th
6th Parallel Session: 09.00-10.30

ART & FASHION (3) – Room G127 PIO XI
Chair: Djurdja Bartlett (London College of Fashion, UK)
Alexandra Cabral (Modatex, Portugal): Fashion and Contemporary Art
Leticia Garcia Guerrero (Complutense University of Madrid, Spain): Consumers, Connoisseurs and Experiential Luxury: The Importance of Art Galleries inside Fashion Stores
Susan Siegfried (University of Michigan, USA): The Semiotics of the Fashion Print in the Romantic Period
Flavia Loscialpo (Southampton Solent University, UK): Utopian Clothing. The Case of Futurist and Constructivist Proposals in the Early 1920s
FASHION DESIGN (2) – Room G128 LEONE XIII
Chair: Paolo Volonté (Politecnico di Milano, Italy)
Esen Çoruh and Tuba Vural (Gazi University, Turkey): An Application for Digital Apparel Design
Paola Bertola and Federica Vacca (Politecnico di Milano, Italy): Italian (Fast) Fashion System. New “Fast” Strategies in Support of Italian Companies
Ana Cristina Broega, Chaiane Matos, Juliana Pessoa and Márcia Sotoriva (Universidade do Minho): A New Language for Creativity in Fashion Design
Teri Giobbia (Northern Illinois University, USA): Art-Making and the Creative Process behind Fashion Design

FASHION 2.0 – Room G125 SAN CARLO
Chair: Sanda Miller (Southampton Solent University, UK)
Sarah Mcdonnell (Northumbria University, UK): Style Without Boundaries. New Fashion Narratives Using Iphonography
Chiara Colombi and Umberto Tolino (Politecnico di Milano, Italy): Atelier 2.0. How Web 2.0 Enables New Creative Models to Innovate in Fashion
Giulia Ceriani (Baba, Milano and Università di Siena, Italy): Fashion Narrativity and E-mix

GENDER (2) – Room G121 SANT’ANSELMO
Chair: Simona Segre Reinach (Università di Bologna, Italy)
Ambrogia Cereda (Universidad de Navarra, Spain and Università Cattolica del Sacro Cuore, Milano, Italy): Visible Emotions, Fashioning Gender
Morna Laing (University of the Arts, UK): The Romantic Woman-Child. Forgetting Feminism through Fashion Photography
Giovanna Mascheroni (Università Cattolica del Sacro Cuore, Milano, Italy) and Francesca Pasquali (Università di Bergamo, Italy): Fashion Performed by Children: Narratives, Norms and Values in Girls’ Games Online
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