



PROGRAM

INDEX

THURSDAY 17 JUNE	2
PLENARY 9:30 – 11:30*	2
<i>Fashion Agency in an Earth Logic world</i>	2
PARALLEL SESSIONS 12:00 – 13:30*	2
A1 – FASHION HAS THE POWER 1.....	2
A2 – ON THE MARGINS OF ITALIAN FASHION HISTORIES.....	3
A3 – FASHION HAS THE POWER 2.....	3
A4 – GLOBAL AND LOCAL 1.....	3
A5 – CULTURE PLUS/VERSUS COMMERCE	3
PARALLEL SESSIONS 15:00 – 16:30*	4
B1 – THE SOFT POLITICS OF MAKING	4
B2 – FASHION OVER SPACE AND TIME	4
B3 – GENDERING FASHION 1	4
B4 – GLOBAL AND LOCAL 2.....	5
B5 - PANOPTIFASHION: DATA, HASHTAGS AND PLATFORMS 1.....	5
PLENARY 17:00 – 19:00*	5
<i>Global Narratives on Fashion</i>	5
FRIDAY 18 JUNE	6
PARALLEL SESSIONS 9:30 – 11:15*	6
C1 – OPEN DISTRICTS. REDEFINING THE GEOGRAPHIES OF FASHION IN ITALY BETWEEN DIGITAL AND SUSTAINABILITY	6
C2 – CELEBRITY CULTURE	6
C3 – (POST)PANDEMIC FASHION 1	6
C4 – FASHION HAS THE POWER 3.....	6
C5 – POLITICS OF AUTHENTICITY	7
PLENARY 12:00 – 13:30*	7
<i>Where the power is: Platforms and Fashion</i>	7
PARALLEL SESSIONS 15:30 – 17:15*	7
D1 – GENDERING FASHION 2.....	7
D2 – GLOBAL AND LOCAL 3	8
D3 – PANOPTIFASHION: DATA, HASHTAGS AND PLATFORMS 2.....	8

D4 – INCLUSIVE FASHION?.....	8
D5 - CRAFTING FASHION AND LUXURY.....	8
PLENARY 17:30 – 19:00*	9
<i>Fashion and Blackness in the Diaspora</i>	9
SATURDAY 19 JUNE	10
PARALLEL SESSIONS 9:30 – 11:15*	10
E1 - TV SERIES, FASHION & CELEBRITY CULTURE.....	10
E2 – (POST)PANDEMIC FASHION 2	10
E3 – SUSTAINABILITY 2	10
E4 – SUSTAINABILITY 3	10
E5 – FASHION AND THE MEDIA	11
PLENARY 12:00 – 13:30*	11
THE CURRENT STATE OF FASHION MEDIA.THE CASE OF VOGUE ITALIA	11

THURSDAY 17 JUNE

PLENARY 9:30 – 11:30*

Fashion Agency in an Earth Logic world

WELCOME SPEECH	EMANUELA MORA, ModaCult, Università Cattolica del Sacro Cuore, Milan, Italy
CHAIR	LAURA BOVONE, ModaCult, Università Cattolica del Sacro Cuore, Milan, Italy
KEYNOTE <i>Logic world</i>	MATHILDA THAM, Linnaeus University, Växjö, Sweden - <i>Fashion agency in an Earth Logic world</i>
DISCUSSANT	ANNEKE SMELIK, Radboud University, Nijmegen, The Netherlands
DISCUSSANT	SILVIA MAZZUCOTELLI SALICE, ModaCult, Università Cattolica del Sacro Cuore, Milan, Italy

PARALLEL SESSIONS 12:00 – 13:30*

A1 – FASHION HAS THE POWER 1

Chair MARCO PEDRONI, University of Ferrara, Ferrara, Italy

LEONARDO CAMPAGNA, Università degli Studi di Roma “La Sapienza”, Roma, Italy - *Just Clothes: Derrida’s Deconstruction for a Political Analysis of Fashion*

VITTORIO LINFANTE, Politecnico di Milano, Milano, Italy - *Fashion statements. The politic side of fashion staging.*

CARLO GENOVA, Università degli Studi di Torino, Torino, Italy - *Revolt in the closet. Clothes and personal aesthetics among young radical activists*

ANNA-MARI ALMILA, University of the Arts London, London, UK - *What is in the wardrobe? Spatial analytical considerations of the politics of dress*

FLORIANA BERNARDI, Independent Scholar - *#CrownYourself: Amanda Gorman, fashion and activism in today's America.*

A2 – ON THE MARGINS OF ITALIAN FASHION HISTORIES

Chair ALESSANDRA VACCARI, Università IUAV di Venezia, Venezia, Italy

ROBERTO FILIPPELLO, The University of Edinburgh, Edinburgh, UK - *In praise of crossdressing. Queer fashion ethnography in the life and work of Mario Mieli*

ILARIA VANNI, University of Technology of Sydney, Sydney, Australia - *Fashion fabulation. A methodology to make alternative histories*

YUJIE DING, Fashion Designer - *Gray cross-border trade. Chinese international students daigou in Italy*

ALESSANDRA VACCARI, Università IUAV di Venezia, Venezia, Italy - *The provincial side of Made in Italy, between stigma and style*

A3 – FASHION HAS THE POWER 2

Chair MARIANNA D'OVIDIO, Università di Milano-Bicocca, Milano, Italy

DANIELLE BRUGGEMAN, ArtEZ University of the Arts, Arnhem, The Netherlands - *Practicing Human Agency*

RICARDA BIGOLIN, RMIT University, Melbourne, Australia - *To pose is to protest, the politics of fashion performances and bodies as sites of resistance.*

NELLO BARILE, IULM University, Milano, Italy - *Hi-tech in lo-fi: the style of contemporary hyper-leaders from Californian Ideology to populist fashion.*

KRISTINA STANKEVIČIŪTĖ, Vytautas Magnus University, Kaunas, Lithuania - *Irony In Fashion Memes: A Pink Poodle Perspective On The Aesthetics Of Dressing*

A4 – GLOBAL AND LOCAL 1

Chair CECILIA CORNAGGIA, Università Cattolica del Sacro Cuore, Milano, Italy

IRYNA KUCHER + SEÇIL UĞUR YAVUZ + ALVISE MATTOZZI, Design School Kolding, Kolding, Denmark + Free University of Bozen-Bolzano, Bolzano, Italy - *Learning from (post)socialist countries. A preliminary research into slow fashion practices.*

SHIPRA KUKREJA, Indian Institute of Art and Design, New Delhi, India - *Traditional textiles and clothing choices as personal identity of cosmopolitan Indians*

LUDOVICA CARINI, Università Cattolica del Sacro Cuore, Milano, Italy - *Afro-Italian fashion: towards a new "Made in Italy"*

ELEONORA NOIA + SILVIA MAZZUCOTELLI SALICE, Università Cattolica del Sacro Cuore, Milano, Italy - *Food & Fashion: the role of cultural industries in local economies*

A5 – CULTURE PLUS/VERSUS COMMERCE

Chair DONNA LOUISE BEVAN, Solent University, Southampton, UK

ELENA FAVA, Università IUAV di Venezia, Venezia, Italy - *From fiber to the future. The design and creative network of the Centro Design Montefibre in Milan*

TAMAR LEVIT + YAËN LEVI, Muslin Brothers, Bruxelles, Belgium - *Stream of Consciousness: Elements that make fashion*

SAUL MARCADENT, Università IUAV di Venezia, Venezia, Italy - *New Beginning: Niche Fashion Magazines Today*

BEN HAGENAARS + RONALD CLAYS + BERRE BRANS. + MIGUEL WARMENBOL, Luca School of Arts, Bruxelles, Belgium - *Custom Territory*

VALENTINA WITMAN, Università Cattolica del Sacro Cuore, Milano, Italy - *Culture vs. commerce: law as a vehicle and a lever for new opportunities.*

13.40 – 15.00 Lunch break & Community Room on Teams

PARALLEL SESSIONS 15:00 – 16:30*

B1 – THE SOFT POLITICS OF MAKING

Chair LUCIA RUGGERONE, Robert Gordon University, Aberdeen, UK

THERESA WINGE, Michigan State University, East Lansing, MI, US - *At the Drop of a Hat: Politics Stitched into the Pussyhat and MAGA Hat*

JO TURNEY, University of Southampton, Southampton, UK - *In Praise of Small Things: Craftivism, Soft Power, Resilience and Instigating Change*

JOSIE STEED, Robert Gordon University, Aberdeen, UK - *Social Crisis - Knitting Together through the Pandemic*

REBECCA SCHUILING, Michigan State University, East Lansing, MI, US - *Crafting Mother Nature: Revealing and Underscoring Matricultural Knowledge and Praxis*

B2 – FASHION OVER SPACE AND TIME

Chair REBECCA HALLIDAY, Ryerson University, Toronto, Canada

AMBROGIA CEREDA + FILIPPO GORLA, Università eCampus, Novedrate, Italy - *Freedom in disguise: Notes on the phenomenology of costume in the French Revolution (1789-1799)*

DONNA LOUISE BEVAN, Solent University, Southampton, UK - *Capturing the Invisible*

SANDRA BIONDO, Université Paris 1 Panthéon-Sorbonne, Paris, France & Institut Français de la mode, Paris, France - *Fendi Roma: assessing the criteria of 'performativity' to evaluate the influence of fashion houses in urban policies*

PETRA EGRI, University of Pécs, Pécs, Hungary - *Trauma Politics, Trauma Narratives in the Fashion Show: A Case Study of Alexander McQueen's Highland Rape*

B3 – GENDERING FASHION 1

Chair ROBERTO FILIPPELLO, The University of Edinburgh, Edinburgh, UK

NICOLA BRAJATO, University of Antwerp, Antwerp, Belgium - *Designing with a hard-on: The sexual politics of Bernhard Willhelm's fashion*

ZEYNEP OZDAMAR ERTEKIN + ELA BURCU UCEL + BENGÜ SEVIL OFLAC + OLCA SURGEVIL DALKILIC, Izmir University of Economics, Izmir, Turkey + Izmir University of Economics, Izmir, Turkey + Izmir University of Economics, Izmir, Turkey + Dokuz Eylul University, Izmir, Turkey - *Dress and Professional Identity: Changing Wardrobes of Women in the Pandemic-era*

IESHA COPPIN, Parsons School of Design, New York, NY, US - *First Ladies of the Black Panther Party: an Affirmed Sense of the Revolutionary Black Woman Through "Soul Style" 1960s -1970s*

B4 – GLOBAL AND LOCAL 2

Chair MARIANNA D'OVIDIO, Università di Milano-Bicocca , Milano, Italy

IULIA O. PAPUSHINA, National Research University Higher School of Economics, Moscow, Russia - *The Cultural Transfer in Soviet Fashions in the late 1960s – late 1980s*

NARGESS KHODABAKHSHI, Academy of Fine Arts Wien, Austria/ University of Arts and Design Linz, Linz, Austria - *The Tale of a City: Politics and Economy of Fashion in Tehran*

B5 - PANOPTIFASHION: DATA, HASHTAGS AND PLATFORMS 1

Chair VALENTINA TURRINI, Università Cattolica del Sacro Cuore, Milano, Italy

CHINOUEK FILIQUE DE MIRANDA, Independent Fashion Scholar - *Fashioning the (false) political self through sharing — the fashion systems' adaptation of the virtual panopticon*

MICHELA ORNATI + ANNA PICCO SCHWENDENER, Università della Svizzera italiana, Lugano, Switzerland /University of Applied Sciences and Arts of Southern Switzerland, Manno, Switzerland + Università della Svizzera italiana, Lugano, Switzerland - *Size me up. The datafication of dress embodiment in fashion e-commerce fit applications*

ANNAMARI VÄNSKÄ + OLGA GUROVA, Aalto University, Espoo, Finland + Aalborg University, Aalborg, Denmark - *Negotiating "New Networked Ethics" of the Platform Society: the Case of Fashion*

PLENARY 17:00 – 19:00*

Global Narratives on Fashion

CHAIR SIMONA SEGRE REINACH, Università di Bologna, Bologna, Italy

KEYNOTE WESSIE LING, London Metropolitan University, London, UK - *Global Fashion, Dress-up Protest and the World Contest of Apology*

DISCUSSANT STEFANO MARINO, Università di Bologna, Bologna, Italy - *Fashion and Post-metaphysical culture*

DISCUSSANT ENRICA PICARELLI, Università di Bologna, Bologna, Italy - *Play of surfaces and tactile encounters with the city: Selly Raby Kane's alter-wordly fashion + art*

DISCUSSANT GIAMPAOLO PRONI, Università di Bologna, Bologna, Italy - *"The Emperor's New Clothes": when nothing is everything*

DISCUSSANT FABRIANO FABBRI, Università di Bologna, Bologna, Italy - *Eterotopia. Text and Texture*

* The conference follows Central European Time (CET)

FRIDAY 18 JUNE

PARALLEL SESSIONS 9:30 – 11:15*

C1 – OPEN DISTRICTS. REDEFINING THE GEOGRAPHIES OF FASHION IN ITALY BETWEEN DIGITAL AND SUSTAINABILITY

Chair **PAOLO FRANZO, Università IUAV di Venezia, Venezia, Italy**

GIOVANNI MARIA CONTI, Politecnico di Milano, Milano, Italy - *Sustainable knitwear designers. A new role inside the districts*

PAOLO FRANZO + CLIZIA MORADEI, Università IUAV di Venezia, Venezia, Italy - *Sustainable districts. New configurations of Italian fashion*

CHIARA SCARPITTI, Università della Campania “Luigi Vanvitelli”, Napoli, Italy - *The digital chic, within and beyond the Italian fashion districts*

DEBORA RUSSI FRASQUETE + VERONICA SPANO + ALESSANDRA VACCARI, Università IUAV di Venezia, Venezia, Italy - *GeneraFonal turnover in the Italian fashion manufacturing districts. The case study of the region of Veneto*

C2 – CELEBRITY CULTURE

Chair **ANTONELLA MASCIÒ, Università di Bologna, Bologna, Italy**

GIULIA BONALI, Università degli Studi di Roma “La Sapienza”, Roma, Italy - *In between icon and costume*

MARTA MARTINA, Università degli Studi di Roma “La Sapienza”, Roma, Italy - *The House’s Muses: Stars and Celebrities in the Latest Louis Vuitton Campaigns. A Global Journey Towards a Diverse Iconography*

SARA PESCE, Università di Bologna, Bologna, Italy - *Seen through the Hollywood dream. The dystopia of the fashionable body in contemporary celebrity culture*

C3 – (POST)PANDEMIC FASHION 1

Chair **CECILIA CORNAGGIA, Università Cattolica del Sacro Cuore, Milano, Italy**

GISELE DE LIMA MELO NEPOMUCENO, University of Beira Interior, Covilhã, Portugal - *Adaptability of small fashion brands in the face of the change from physical to digital shopping behavior with the advancement of the covid-19 pandemic.*

JOHANNA VON PEZOLD, The University of Hong Kong, Hong Kong - *Business as usual? The apparent resilience of the Chinese fashion market in Mozambique during Covid-19*

LEEN DEMEESTER, Ghent University, Ghent, Belgium - *Gender and youth in after covid times*

ELISA REGADERA + PATRICIA SANMIGUEL + PAULA GÁRGOLES, International University of Catalonia, Barcelona, Spain + ISEM University of Navarra, Madrid, Spain + University of Navarra, Madrid, Spain - *Inclusion in the fashion sector: the case of the influencer with Down syndrome Madeline Stuart*

C4 – FASHION HAS THE POWER 3

Chair **DANIELLE BRUGGEMAN, ArtEZ University of the Arts, Arnhem, The Netherlands**

CARLO BELFANTI + ELISABETTA MERLO, University of Brescia, Brescia, Italy + Università Commerciale Luigi Bocconi, Milano, Italy - *Fashion and democracy*

MARIA CRISTINA MARCHETTI, Università degli Studi di Roma “La Sapienza”, Roma, Italy - *Fashion Matters! US Election Campaign 2020*

ALICJA RACINIEWSKA, Adam Mickiewicz University, Poznań, Poland - *Polish Women’s Strike 2016-2021: political dress and politics of fashion.*

LUUC BRANS, KU Leuven, Leuven, Belgium - *‘Fashion embodies everything that’s wrong with capitalism’: ideologizing fashion in a transnational perspective*

PAOLO VOLONTÉ, Politecnico di Milano, Milano, Italy - *Countertrends to the tyranny of slenderness in fashion*

C5 – POLITICS OF AUTHENTICITY

Chair TIZIANA FERRERO-REGIS, Queensland University of Technology, Brisbane, Australia

KARMEN SAMSON, Independent Fashion Researcher - *Fake-authenticity for the sake of the new.*

ARIELA MORTARA + GERALDINA ROBERTI, IULM University, Milano, Italy + L'Aquila University, L'Aquila, Italy - *Virtual influencer and the quest for authenticity*

MARIO DE BENEDITTIS + RAFFAELLA FERRERO CAMOLETTO, Università degli Studi di Milano-Statale, Milano, Italy + Università degli Studi di Torino, Torino, Italy - *Wearing gloves and taking t-shirt off: Crossfit, Parkour and clothing authenticity*

LAURA PETICAN, Texas A&M University-Corpus Christi, Corpus Christi, TX, US - *Fashion on the Front Line: Vanessa Beecroft, Kanye West, and the Politics of Authenticity*

MARCO PEDRONI + MARIACHIARA COLUCCI, University of Ferrara, Ferrara, Italy + University of Bologna, Bologna, Italy - *The politics of authenticity: An investigation into the co-fabrication of authenticity by fashion companies and digital influencers*

11.30 – 12.00 Community Room on Teams

PLENARY 12:00 – 13:30*

Where the power is: Platforms and Fashion

CHAIR MARCO PEDRONI, Università di Ferrara, Ferrara, Italy

KEYNOTE IVANA PAIS, Università Cattolica del Sacro Cuore, Milan, Italy - *Where the power is: Platforms and Fashion*

DISCUSSANT AGNES ROCAMORA, London College of Fashion, University of the Arts London, London, UK

13.30 – 14.30 Lunch break & Community Room on Teams

PARALLEL SESSIONS 15:30 – 17:15*

D1 – GENDERING FASHION 2

Chair AMBROGIA CEREDA, Università eCampus, Novedrate, Italy

DALIA GALLICO, Università San Raffaele Roma, Roma, Italy - *Innovation and beauty in the contemporary world*

BEN BARRY + PHILIPPA NESBITT, Ryerson University/Parsons, Toronto, Canada + Ryerson University, Toronto, Canada - *Crip Style: Grappling with Adherence and Subversion in Masculine Disabled Self-Fashioning Practices*

CATHARINA RÜß, Technische Universität Dortmund, Dortmund, Germany - *Style Confusions, Hipster and Masculinities. Alt-Rights in Nonconformist Uniforms*

GIULIA ROSSI, Università degli Studi di Roma "La Sapienza", Roma, Italy - *Fashion Loves Politics. And Politics Love Fashion. Intersections and Interactions in the construction of the narrative of women in power.*

RENATE STAUSS + LUCIA RUGGERONE, The American University of Paris, Paris, France + Robert Gordon University, Aberdeen, UK - *Don't / Look in the Mirror! – The Gendering Politics of the Dressing Mirror*

D2 – GLOBAL AND LOCAL 3

Chair LUDOVICA CARINI, Università Cattolica del Sacro Cuore, Milano, Italy

ARTI SANDHU, College of DAAP, University of Cincinnati, Cincinnati, OH, US - *Fashion's Minimalist [Re]Turn: India's New Wave of Product Purists Remixing Craftivism with the Politics of Dress*

MELANIE SARANTOU, University of Lapland, Rovaniemi, Finland - *Social design for sustaining communities through performance for fashion*

BEN HAGENAARS + RONALD CLAYS + BERRE BRANS. + MIGUEL WARMENBOL, Luca School of Arts, Bruxelles, Belgium - *Custom Territory*

JACQUE LYNN FOLTYN, National University, La Jolla, CA, US - *Peruvian Connections: Barrier-Breaking Wardrobe Politics*

D3 – PANOPTIFASHION: DATA, HASHTAGS AND PLATFORMS 2

Chair ARIELA MORTARA, IULM University, Milano, Italy

REBECCA HALLIDAY, Ryerson University, Toronto, Canada - *"Cyber warfare" in style: Framing Cambridge Analytica's "weaponization" of consumer affect toward a mediatized ethics of fashion*

KATHARINA SAND, USI Università della Svizzera Italiana, Lugano, Switzerland; UFG Department Fashion & Technology Kunstuniversität Linz, Linz, Austria - *Can Hashtags and Alt Tags Transcend Instagram's Sartorial Semiospheres?*

IRENE CALVI, Università degli Studi di Bologna, Bologna, Italy - *Surveillance and Fashion: from artistic practice to political resistance*

DYLAN COLUSSI, Università IUAV di Venezia, Venezia, Italy - *Can a brand Instagram page be archived?*

D4 – INCLUSIVE FASHION?

Chair PAOLO VOLONTÉ, Politecnico di Milano, Milano, Italy

IOANNA KARAGIORGOU, University of the Arts London, London, UK - *The 'Modern Gentleman' lifestyle: suits, inclusivity, and #HeforShe*

MAUREEN SELINA LAVERTY, NTNU, Trondheim, Norway - *Sensory nourishment: what fashion can learn from the inclusion of the autistic voice.*

DORRIT BØILERHAUGE, Aarhus University, Aarhus, Denmark - *The aesthetics of diversity in age. Is it really inclusive?*

D5 - CRAFTING FASHION AND LUXURY

Chair DANIELLE BRUGGEMAN, ArtEZ University of the Arts, Arnhem, The Netherlands

MARIANNA D'OVIDIO + LIDIA GRECO, Università di Milano-Bicocca, Milano, Italy + Università di Bari Aldo Moro, Bari, Italy - *Value creation in the fashion industry: questioning the relation between crafts and design*

MAY CHAE + MIA WHANG, Montclair State University, Montclair, NJ, US + Centenary University, Hackettstown, NJ, US - *Fostering Creativity: Integration of Subcultural Themes into Design Development*

PLENARY 17:30 – 19:00*

Fashion and Blackness in the Diaspora

CHAIR **AMBROGIA CEREDA, Università eCampus, Novedrate, Italy**

KEYNOTE JACQUELINE-BETHEL MOUGOUÉ, The University of Wisconsin-Madison, Madison, US - *Fashion and Blackness in the Diaspora: An African Woman's Tale of Race and Body Politics*

DISCUSSANT LUCIA RUGGERONE, Robert Gordon University, Aberdeen, UK

DISCUSSANT MICHELLE FRANCINE NGONMO, Afro Fashion Association, Milan, Italy

* The conference follows Central European Time (CET)

SATURDAY 19 JUNE

PARALLEL SESSIONS 9:30 – 11:15*

E1 - TV SERIES, FASHION & CELEBRITY CULTURE

Chair MARIO DE BENEDITTIS, Università degli Studi di Milano, Milano, Italy

YLENIA CAPUTO, Università di Bologna, Bologna, Italy - *Young and authentic. Skam Italia, a new standard for the teen genre*

ANTONELLA MASCIÒ, Università di Bologna, Bologna, Italy - *Wardrobe in Teen Drama Between Storytelling and Celebrity Cultures. The Case of Sex Education*

ROY MENARINI, Università di Bologna, Bologna, Italy - *How she is or how she looks? Zendaya as celebrity and the controversial discussion about Malcolm & Marie.*

E2 – (POST)PANDEMIC FASHION 2

Chair PAOLO VOLONTÉ, Politecnico di Milano, Milano, Italy

DONNA LOUISE BEVAN, Solent University, Southampton, UK - *Intimacy and Transformation through the plastic shield - Interiority and Design - The hair salon in a covid/post covid world*

CECILIA WINTERHALTER, Fashion Communication, Accademia Costume & Moda, Milano, Italy - *Covid 19, Motor of an Evolutive Change of Society*

SALLIE MCNAMARA, Independent Fashion Scholar - *Fashioning Independents: Shopping local during a global pandemic*

LEILANE RIGATTO, MARFOR SRL, Milano, Italy - *Online Fashion Classes during Covid-19*

KARINE GRAND-PIERRE + ELENI MOURATIDOU, UNIVERSITY SORBONNE PARIS NORD, Paris, France + UNIVERSITY SORBONNE PARIS NORD, Paris, France - *Vogue and the storytelling of the pandemic crisis*

E3 – SUSTAINABILITY 2

Chair AMBROGIA CEREDA, Università eCampus, Novedrate, Italy

NADICA MAKSIMOVA + FLAVIA PIANCAZZO, Università di Bologna, Bologna, Italy + Università di Bologna, Bologna, Italy - *Culture and Sustainability: an Interplay of the New Made in Italy Landscape*

MARIA SKIVKO, Samara National Research University, Samara, Russia - *When fashion show becomes unfashionable: Digitization and sustainability trends that shape the future of fashion runways*

EMESE DOBOS + EMÍLIA BARNÁ, Corvinus University of Budapest, Budapest, Hungary + Budapest University of Technology and Economics, Budapest, Hungary - *The dubious promise of the pandemic: Transformation of the "Made in" label, hidden global relations of fashion production and the conflicts between the different aspects of sustainability*

KALINA KUKIELKO-ROGOZINSKA, University of Szczecin, Szczecin, Poland - *Gutenberg, Jacquard machine and Fashion Revolution. What McLuhan's theory tells us about revolutions in fashion*

E4 – SUSTAINABILITY 3

Chair ANNA-MARI ALMILA, University of the Arts London, London, UK

DIANA GÓMEZ, Independent Researcher - *Decolonization of sustainability in latinamerican through aesthetical practices: a vindication of popular identities.*

TOMMY TSE, University of Amsterdam, Amsterdam, The Netherlands - *The nexus between capitalism and sustainability in fashion consumption: Affect, memories, and human relationships*

MARÍA TAMAMES + JAIME GISBERT, Escuela Universitaria de Diseño, Innovación y Tecnología, València, Spain + Universitat Politècnica de València, València, Spain - *Track and trace. addressing sustainable strategies towards a new scenario.*

TIZIANA FERRERO-REGIS, Queensland University of Technology, Brisbane, Australia - *Radical localism: Putting politics back into fashion sustainability*

LAURA NISTOR, Sapientia Hungarian University of Transylvania, Cluj-Napoca, Romania - *"There's More to It Than Buying Cheap Clothes..." Second-Hand Clothing Consumption Narratives in Romania*

E5 – FASHION AND THE MEDIA

Chair SILVIA MAZZUCOTELLI SALICE, Università Cattolica del Sacro Cuore, Milano, Italy

SATOMI SUGIYAMA, Franklin University Switzerland, Lugano, Switzerland - *Fashion Media and Global Social Challenges: A Case of Vogue Japan*

MARIA D'UONNO, Università degli Studi della Campania Luigi Vanvitelli, Napoli, Italy - *Fashion film in the GDR: political messages and feelings of freedom*

SIMONETTA BUFFO, Università Cattolica del Sacro Cuore, Milano, Italy - *Brand Narrative on Social Media: comparing fashion films and Influencers*

11.20 – 11.45 Community Room on Teams

PLENARY 12:00 – 13:30*

THE CURRENT STATE OF FASHION MEDIA. THE CASE OF VOGUE ITALIA

CHAIR EMANUELA MORA, ModaCult, Università Cattolica del Sacro Cuore, Milan, Italy

KEYNOTE EMANUELE FARNETI, Vogue Italia, Milan, Italy

DISCUSSANT MARCO RICCHETTI, Blumine Srl, Milan, Italy

DISCUSSANT ADRIANO D'ALOIA, Università degli Studi di Bergamo, Bergamo, Italy

* The conference follows Central European Time (CET)