

Fashion TALES 2012

General Program
Room G127 Pio XI

Thursday, June 7th

9.00-10.00	<i>Registration</i>
10.00-11.30	1st Plenary Session: Valerie 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)
11.45-13.15	2nd Plenary Session: Stefano Boeri (Councillor for Culture, Fashion, Design, Municipality of Milan): Moda come cultura a Milano. Nuovi Progetti. A conversation between Stefano Boeri and the world of fashion (translation services available) 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	<i>Lunch</i>
14.30-16.00	1st Parallel Sessions
16.00-16.30	<i>Coffe break</i>
16.30-18.00	2nd Parallel Sessions
18.15-19.45	3rd Parallel Sessions
20.30	<i>Conference Dinner</i>

Friday, June 8th

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	<i>Coffee break</i>
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 Ruggerone (Università della Val d'Aosta, Italy) and Enrico Cietta (Diomedea, Milano, Italy)
12.00-13.30	4th Parallel Sessions
13.30-14.30	<i>Lunch</i>
14.30-16.00	5th Parallel Sessions
16.00	<i>Tour 1 - Tour 2</i>
19.30	Aperitivo at Palazzo Morando

Saturday, June 9th

9.00-10.30	6th Parallel Sessions
10.30-11.00	<i>Coffee break</i>
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	<i>Conclusions</i>
14.00	<i>Tour 3</i>

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

Ayşe 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 Università 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: Ambrogia Cereda (Universidad de Navarra, Spain and Università 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 Clécio 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’

FASHION DESIGN (1). Self Reliant Fashion Design: New Approaches and Practices – Room G114 BISLETI

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), Lionel Büttner (Freelancer, 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 Alajaji 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): Exoticism 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

Nele Bernheim (Universiteit Antwerpen, Universiteit Brussel, Belgium): Couture Norine, Brussels. The Avant-garde of Belgian Fashion, 1916-1952

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 Colaiacomo (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

ZONEMODA JOURNAL: A Publishing Project to Promote and Disseminate the Culture of Fashion – Room G113 MEDA

Chair: Maria Giuseppina Muzzarelli (Università di Bologna, Italy)

Presentation of ZoneModa Journal: the first two issues and the future

Debate with: Maria Giuseppina Muzzarelli, Antonella Mascio, Federica Muzzarelli, Simona Segre Reinach, Nicoletta Giusti (Università di Bologna, Italy)

Friday, 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 Advertizing 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 Tittton (University of Vienna, Austria): Fashionable Personae. Self-enactment and Introspection as Fashion Narratives on Fashion Blogs

EXHIBITIONS AND MUSEUMS (4) – Room G125 SAN CARLO

Chair: Giovanna Mascheroni (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 (Ragusaoggi.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 Carcere

MEDIATING FASHION: Shifting Terrains in Fashion Studies – Room G115 RUFFILLI

Chairs: Christina Moon and Todd Nicewonger (Parsons The New School for Design, USA)

Heike Jenss (Parsons The New School for Design, USA): Fashion Studies in the Making. Reflections on a New Masters Program

Christina Moon (Parsons The New School for Design, USA): The Making of Metropolis. New York Fashion as Culture and Industry

Todd Nicewonger (Parsons The New School for Design, USA): Fashion as Process. Reflections on Teaching and Studying the Embodied Practices of Fashion Designers

Hazel Clark (Parsons The New School for Design, USA): On the Streets. Images, Biographies and Histories

PROFESSIONALS – Room G114 BISLETTI

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 Lynge-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

Felice McDowell (London College of Fashion UAL, UK): Clothes in a Setting. Fashion, Interior Design and Art in British fashion media c.1955-1959 an Archaeological Analysis of Fashion Media Discourse

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 Lusíada, 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 (Universidad de Navarra, Spain and Università Cattolica del Sacro Cuore, Milano, Italy)

Figen Ozeren (Cukurova üniversitesi, Turkey) and Tuba Vural (Gazi üniversitesi, 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

Nese Oztimur (Independent scholar, Turkey): Dynamics of Veiled Fashion Sector in Turkey. Alternative Fashion, Alternative Life Styles?

HISTORICAL VIEWS (2) – Room G114 BISLETT

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)

Aurélien 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 Wrocław, Poland) and Robert Florkowski (The University School of Physical Education, Poland): Fashion. Between Elitism and Egalitarianism

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: Giseline Kuipers (University of Amsterdam, The Netherlands)

Michael Deinema and Giseline Kuipers (University of Amsterdam, The Netherlands): Beauty Standards across Europe. A Preliminary Investigation of (Trans)national Reportages for Evaluating Human Beauty in a Fashion Center and Periphery

Sylvia Holla and Giseline Kuipers (University of Amsterdam, The Netherlands): The Making and Meaning of Beauty. Legitimate and Illegitimate Body-Practices of Models in the Amsterdam Fashion Field

Giseline Kuipers and Elise Van der Laan (University of Amsterdam, The Netherlands): The Portrayal of Beauty in Fashion Images: Beauty standards in Dutch and Italian Fashion Magazines, 1982-2011

Elise Van Der Laan and Giseline 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 García 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

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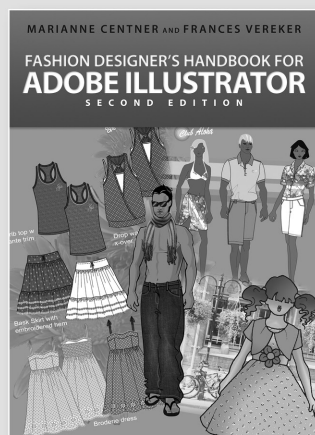


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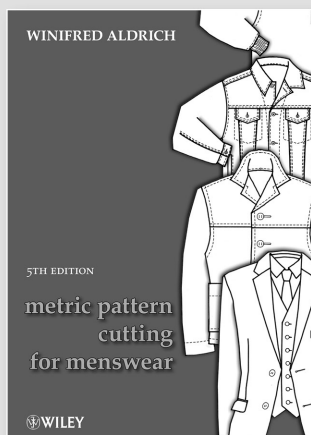


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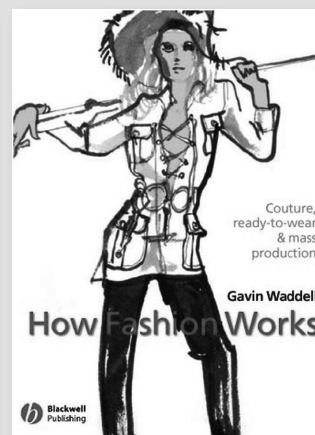


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