

**Fashioning the City:  
Exploring Fashion  
Cultures, Structures,  
and Systems**



**Provisional  
Conference Programme  
*19th-21st September 2012***

Supported by:



**Royal College of Art**  
Postgraduate Art and Design

# FASHIONING THE CITY:

Exploring Fashion Cultures, Structures, and Systems

An International Inter-disciplinary Conference

19<sup>th</sup>-21<sup>st</sup> September 2012, Royal College of Art, London, UK

## Provisional Conference Programme

**Day One: Wednesday 19<sup>th</sup> September 2012**

*Plenary Panel/Round Table:*

### **Developing the Fashion City: Concepts, Opportunities, and Challenges**

*Participants:* Prof. Lise Skov, Copenhagen Business School, Denmark, Lynne Murray, Holition, UK, and Stefan Siegel, Not Just a Label, UK

**Day Two: Thursday 20<sup>th</sup> September 2012**

*Plenary Panel/Round Table:*

### **Fashion Culture on Display**

*Participants:* Dr. Marie Reigels Melchior, Designmuseum Danmark, Denmark, Branko Popovic and Nawie Kuiper, Fashion Clash Foundation, the Netherlands, Kathryn Ferguson, Fashion Film Maker, UK, plus others (TBC)

<i>Strand Theme:</i> <b>Developing the Dynamics of Fashion Cultures</b>	<i>Strand Theme:</i> <b>Systems and Structures in Fashion Business and Education</b>
<b>Session 1a</b> – <i>“Hidden Stories” of Fashion Culture in Casablanca, Melbourne, and Ottawa</i>  Dr. M. Angela Jansen, Centre Jacques Berque, Morocco <i>Casablanca: Past, Present and Future as Fashion Capital</i>  Dr. Jess Berry, Queensland College of Art, Griffith University, Australia <i>Melbourne Mode and the Parisian Muse: Creating Couture Culture in Australia’s Fashion Capital</i>  Kristof Avramsson, University of Ottawa and Carleton University, Canada <i>[ad]Dressing Trickster: Troubling Fashion Culture in a Canadian Capital</i>	<b>Session 1b</b> – <i>The Spectre of Paris: Influences in Photography, Art and Commerce</i>  Alexis Romano, Courtauld Institute of Art, UK <i>Beyond Paris, 1956-1973: Prêt-à-Porter and the Image of Women</i>  Dr. Andrea Kollnitz, Centre for Fashion Studies, Stockholm University, Sweden <i>Paris Revisited: The Construction of Paris as Fashion and Art Capital in Swedish Artist Biographies 1880-1920</i>  Ulrika Berglund, Centre for Fashion Studies, Stockholm University, Sweden <i>The Swedish Fashion System: A Successful Distribution of Fashion</i>
<b>Session 2a</b> – <i>The Symbolic Values of Fashion: Shopping, Location and Tourism</i>  Dr. Maria Carolina Garcia, Anhembi Morumbi University, Brazil <i>Erratic Images: Fashion and Tourism in Mexico</i>	<b>Session 2b</b> – <i>Co-ordinating the Mass: Culture, Trends, and Fast-Fashion</i>  Gabriele Monti, IUAV University of Venice, Italy <i>Mass Moda: Mass-produced fashion and its culture in Postwar Europe</i>

<p>Ellen Loots, University of Antwerp, Belgium and Sofie Jacobs, Antwerp School of Management, Belgium <i>Why would people care about fashion (if they could read a good book, go to the movies, attend a concert or buy a designer's chair)? Unlocking the creative industries' symbolic value</i></p> <p>Karina Nobbs, London College of Fashion, UK Prof. Christopher Moore, Glasgow Caledonian University, UK Tony Kent, London College of Fashion, UK <i>The Role of Location in Luxury Fashion Flagship Store Design: A Branding Perspective</i></p>	<p>Dr. Eun Jin Hwang, Indiana University of Pennsylvania, USA Prof. Marjorie J.T. Norton, Virginia Tech, USA <i>The Fast-Fashion Business Strategy in the Global Fashion Market</i></p> <p>Claire A. Anderson, University of Manchester, UK <i>Turning Intuition into Trend Science</i></p>
<p><b>Session 3a</b> – <i>Fashion Cultures: Identity, Innovations and Reflections of Place</i></p> <p>Tim Lindgren, Centre of Excellence for Creative Industries and Innovation, Queensland University of Technology, Australia <i>Chinese Fashion Designers in Shanghai: A New Global Benchmark?</i></p> <p>Dr. Olga Klymenko, Dragmanov Pedagogical University in Kyiv, Ukraine <i>Fashion Week(s) in Kyiv: The Attempt to Create a Fashion Industry in Post-Soviet Ukraine</i></p> <p>Alix Brodie, Goldsmiths, UK <i>North Laine, Brighton: A Case Study on the Rise of 'Vintage' in a New Age of Austerity</i></p> <p>Donna Bevan, Southampton Solent University, UK <i>Unisex Salons: Form and Function in the City</i></p>	<p><b>Session 3b</b> – <i>History of Fashion Business: Importing and Exporting Fashion Cultures</i></p> <p>Richard Coopey, Prifysgol Aberystwth/Aberystwth University, UK <i>Swinging London Breaks America: John Stephen and the Recreation of Carnaby Street in the USA During the Swinging Sixties</i></p> <p>Dr. Regina Lee Blaszczyk, University of Pennsylvania, USA <i>Philadelphia Style: Branding and Re-Branding a Fashion Identity</i></p> <p>Dr. Kimberly S. Alexander, University of New Hampshire, USA <i>Silkbrocade: Commoditization of the London Georgian Shoe and Its Reception in Colonial America</i></p> <p>Prof. Diane Maglio, Berkeley College, USA <i>Ivy Style on Rodeo Drive: Disinvoltura of Beverly Hills Menswear 1976-1986</i></p>
<p><b>Session 4a</b> – <i>Mode NL: The Dynamics of Dutch Fashion Culture and Industry</i></p> <p>Maaïke Feitsma, Radboud University, Nijmegen, the Netherlands <i>From Frenchifying to Dutchifying: Narrating Dutch Fashion Identity</i></p> <p>Anja Köppchen, Radboud University, Nijmegen, the Netherlands <i>Stitched Together: How Dutch Fashion Brands Engage with Distant Suppliers</i></p> <p>Constantin-Felix von Maltzahn, Radboud University, Nijmegen, the Netherlands <i>On- and Off-Line Branding: Web 2.0, Consumer Engagement, and Retention Strategies in Today's Fashion Market</i></p> <p>Daniëlle Bruggeman, Radboud University, Nijmegen, the Netherlands <i>Dutch Fashion Photography: Re-Imagining Identity Dynamics</i></p>	<p><b>Session 4b</b> – <i>Global Fashion Schools: Developments in Fashion Education</i></p> <p>Anneke Beerkens, University of Amsterdam, the Netherlands, and Waseda University Tokyo, Japan <i>Bunka Fashion College: The Institutional Representation of Tokyo's Fashion Status Quo?</i></p> <p>Sarah Badat, LISOF, Johannesburg, South Africa <i>The Fashion School as a Site for Networked Learning and the Development of Cultural Capital</i></p> <p>Dr. Natascha Radclyffe-Thomas, Villa Maria College, Buffalo, NY, USA <i>The Global Fashion School: Fostering an Intercultural Approach to Fashion Education</i></p> <p>Colleen Hill, The Museum at FIT, New York, NY, USA <i>Featuring Fashion: Exhibitions and Education at The Museum at FIT, New York</i></p>

## Day Three: Friday 21<sup>st</sup> September 2012

Plenary Panel/Round Table:

### Fashion Education and the Role of the Academy as an Industry Hub

Participants: Prof. Julie Sommerlund, Royal Danish Academy of Fine Arts – School of Design, Denmark, Prof. Amanda Bill, Massey University, New Zealand, Shirley Messem-Pengelly, Royal College of Art, UK, plus others (TBC)

<p><i>Strand Theme:</i> <b>Concepts and Opportunities for Alternative Fashion Cultures and Systems</b></p>	<p><i>Strand Theme:</i> <b>Structures for Disseminating Fashion Culture</b></p>
<p><b>Session 5a</b> – <i>On the Periphery? The Strengths and Weaknesses of Fashion Cities Outside the “Big Five”</i></p> <p>Adam Ploszaj, Centre for European Regional and Local Studies EUROEG, University of Warsaw, Poland Agata Zborowska, Institute of Polish Culture, University of Warsaw, Poland <i>Between Creativity on the Periphery and the Periphery of Creativity: Developing a Fashion City in a Developing Country – A Case Study from Poland</i></p> <p>Prof. Véronique Pouillard, University of Oslo, Norway <i>From Paris to Brussels and Antwerp: The Transfiguration of Center-Periphery Relationship in the Fashion Business (1920s-1990s)</i></p> <p>Esen Coruh, Gazi University, Ankara, Turkey Nese Cegindir, Gazi University, Ankara, Turkey Gulsen Serdar, Gala-Xi Ready-To-Wear Company, Ankara, Turkey <i>An Analysis into the Creation of Istanbul as a Fashion Centre</i></p>	<p><b>Session 5b</b> – <i>Fashion and Film: Past, Present, and Future</i></p> <p>Dr. Jonathan Faiers, Winchester School of Art, University of Southampton, UK <i>Fashion Land: The Construction of the Fashionable Space in Mainstream Cinema</i></p> <p>Pamela Church Gibson, London College of Fashion, UK <i>Capitals, Cityscapes and New Film Forms: Cinema and Fashion in a New Millennium</i></p> <p>Sally Anne Bolton, Central St. Martin’s College of Art and Design, UK <i>‘New’ Fashion Media: Remediation in AnOther Magazine’s She Builds Domes in Air by Catherine Sullivan</i></p>
<p><b>Session 6a</b> – <i>Perspectives From India: Fashion Cities, Education and Markets</i></p> <p>Orla Houston-Jibo, V&amp;A Museum, UK <i>India Fashion Rising: A Tale of Two Cities</i></p> <p>Prof. Shalini Sud, National Institute of Fashion Technology, India Prof. Varsha Gupta, National Institute of Fashion Technology, India <i>Fashion Education in India: Reflections of Cultural Ethos and Identity</i></p> <p>Swati Rao National Institute of Fashion Technology, India Prof. Shalini Sud, National Institute of Fashion Technology, India <i>Changing Fashion Preferences of Bridal Wear in India: A Cultural Shift</i></p>	<p><b>Session 6b</b> – <i>Globalization and the Rise of Digital Fashion</i></p> <p>Prof. Louise Crewe, University of Nottingham, UK <i>When Virtual and Material Worlds Collide: Decentering, Displacing, and Democratizing Fashion Space in the Digital Age</i></p> <p>Dr. Paula von Wachenfeldt, Centre for Fashion Studies, Stockholm University, Sweden <i>Social Media as the New Fashion City?</i></p> <p>Martina B. Eberle, Zurich University of the Arts (ZHdK), Switzerland <i>Local Fashion Cities: The Burroughs of the Global Fashion Village</i></p>

**Session 7a** – *Perspectives and Experiences from African Fashion Cities: Kumasi, Dakar, and Johannesburg*

Dr. Suzanne Gott, University of British Columbia, Okanagan, Canada  
*Decentering the Fashion City: The West African City as an Alternative Fashion System*

Prof. Leslie W. Rabine, University of California, Davis, USA  
*Designing the Interaction of Body and City: Graffiti Artists/Fashion Designers in Dakar*

Prof. Victoria L. Rovine, University of Florida, USA  
*The City as Raw Material: Conceptual Fashion Design from Johannesburg*

Dr. Kristyne Loughran, Independent Scholar, Italy  
*From Cloth Swatches to E-Shops: African Fashion Cities in the Diaspora*

**Session 7b** – *Marketing Fashion and Place: Managing Legacies of Local Reputations and Identities*

Emmanuelle Dirix, Winchester School of Art, University of Southampton, UK  
*What's in a Name? The Marketing of the Antwerp 6*

Kevin Almond, University of Huddersfield, UK  
*Made in Yorkshire: Harnessing the Zeitgeist*

Stephen M. Wigley, University of Huddersfield, UK  
Karinna Nobbs, London College of Fashion, UK  
*No Mean City: Reinventing Glasgow as 'Scotland with Style'*

Alexandra Cabral, Modatex, Portugal  
*Lisbon as an Emerging Creative City: A Site for Fashion Cross-Contaminations*

**Session 8** – *In the Mix: Blueprints for Future Fashion Cities*

Dr. Marie Riegels Melchior, Designmuseum Danmark, Denmark  
*Vanity Fair! Understanding the Mix of Fashion, Museum, City, and Nation*

Vanessa Cantinho de Jesus, University of Amsterdam, the Netherlands  
*Fashionable Migrants? New Mobility Trends and the Making of Attractive Cities*

Emma Jane Pritchard, Southampton Solent University, UK  
*Industry, Government, and Fashion: A Symbiotic Relationship in the Development of 'Cultural Economy'*

Prof. Amanda Bill, Massey University, New Zealand  
*Fashion Designers, Cities and Dreams of Creativity*

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