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

An International Inter-disciplinary Conference

19th-21st September 2012

Conference Programme
FASHIONING THE CITY:
Exploring Fashion Cultures, Structures, and Systems
An International Inter-disciplinary Conference
19th-21st September 2012, Royal College of Art, London, UK

Day One: Wednesday 19th September 2012

17.00-18.00 — Registration - Enter Via Jay Mews Entrance
18.00-19.30 — Lecture Theatre One
Plenary Panel/Round Table Discussion:
Developing the Fashion City: Concepts, Opportunities, and Challenges
Participants: Professor Lise Skov, Copenhagen Business School, Denmark, Lynne Murray, Managing Director, Holition Clothing, Holition, UK, and Stefan Siegel, Founder and CEO, Not Just a Label, UK,
Chair: Nathaniel Dafydd Beard, Royal College of Art, UK
19.30-21.00 — Drinks Reception & Networking

Day Two: Thursday 20th September 2012

8.30-9.00 Late Registration — Enter Via Jay Mews Entrance
9.00-10.30 — Lecture Theatre One
Plenary Panel/Round Table Discussion:
Fashion Culture on Display
Participants: Kaat Debo, Director, MoMu – Fashion Museum Province of Antwerp, Belgium, Kathryn Ferguson, Fashion Film Maker and Curator, UK, Branko Popovic and Nawie Kuiper, Founders and Creative Directors, Fashion Clash Foundation, the Netherlands, Dr. Marie Reigels Melchior, Research Fellow, Designmuseum Danmark, Denmark,
Chair: Nathaniel Dafydd Beard, Royal College of Art, UK
10.30-11.00 — Refreshments

Strand Theme:
Developing the Dynamics of Fashion Cultures

11.00-12.10 — Lecture Theatre One
Session 1a — “Hidden Stories” of Fashion Culture in Casablanca, Melbourne, and Ottawa
Dr. M. Angela Jansen, Centre Jacques Berque, Morocco
Casablanca: Past, Present and Future as Fashion Capital
Dr. Jess Berry, Queensland College of Art, Griffith University, Australia
Melbourne Mode and the Parisian Muse: Creating Couture Culture in Australia’s Fashion Capital
Kristof Avramsson, University of Ottawa and Carleton University, Canada
(adj)Dressing Trickster: Troubling Fashion Culture in a Canadian Capital
12.20-13.30 — Lecture Theatre One
Session 2a — The Symbolic Values of Fashion: Shopping, Location and Tourism
Prof. Maria Carolina Garcia, Anhembi Morumbi University, Brazil
Erratic Images: Fashion and Tourism in Mexico

Strand Theme:
Systems and Structures in Fashion Business and Education

11.00-12.10 — Lecture Theatre Two
Session 1b — The Spectre of Paris: Influences in Photography, Art and Commerce
Alexis Romano, Courtauld Institute of Art, UK
Dr. Andrea Kollnitz, Centre for Fashion Studies, Stockholm University, Sweden
Ulrika Berglund, Centre for Fashion Studies, Stockholm University, Sweden
The Swedish Fashion System: A Successful Distribution of Fashion
12.20-13.30 — Lecture Theatre Two
Session 2b — Co-ordinating the Mass: Culture, Trends, and Fast-Fashion
Dr. Gabriele Monti, IUAV University of Venice, Italy
Mass Moda: Mass-produced fashion and its culture in Postwar Europe
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<td>13.30-14.30</td>
<td>Lunch</td>
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<td>14.30-16.00</td>
<td><strong>Session 3a – Fashion Cultures: Identity, Innovations and Reflections of Place</strong></td>
<td><strong>Session 3b – History of Fashion Business: Importing and Exporting Fashion Cultures</strong></td>
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<td>Tim Lindgren, Centre of Excellence for Creative Industries and Innovation, Queensland University of Technology, Australia</td>
<td>Richard Coopey, Prifysgol Aberystwyth/Aberystwyth University, UK</td>
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<td>Chinese Fashion Designers in Shanghai: A New Global Benchmark?</td>
<td>Swinging London Breaks America: John Stephen and the Recreation of Carnaby Street in the USA During the Swinging Sixties</td>
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<td>Dr. Olga Klymenko, Dragmanov Pedagogical University in Kyiv, Ukraine</td>
<td>Dr. Kimberly S. Alexander, University of New Hampshire, USA</td>
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<td>Fashion Week(s) in Kyiv: The Attempt to Create a Fashion Industry in Post-Soviet Ukraine</td>
<td>Silkbrocade: Commoditization of the London Georgian Shoe and Its Reception in Colonial America</td>
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<td>Alix Brodie, Goldsmiths, UK</td>
<td>Prof. Diane Maglio, Berkeley College, and Fashion Institute of Technology (FIT), New York, NY, USA</td>
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<td>Donna Bevan, Southampton Solent University, UK</td>
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<td>Unisex Salons: Form and Function in the City</td>
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<td>16.00-16.30</td>
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<td>16.30-18.00</td>
<td><strong>Session 4a – Mode NL: The Dynamics of Dutch Fashion Culture and Industry</strong></td>
<td><strong>Session 4b – Global Fashion Schools: Developments in Fashion Education</strong></td>
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<td>Maaike Feitsma, Radboud University Nijmegen, the Netherlands</td>
<td>Anneke Beerkens, University of Amsterdam, the Netherlands, and Waseda University Tokyo, Japan</td>
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<td>From Frenchifying to Dutchifying: Narrating Dutch Fashion Identity</td>
<td>Bunka Fashion College: The Institutional Representation of Tokyo’s Fashion Status Quo?</td>
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<td>Anja Köppchen, Radboud University Nijmegen, the Netherlands</td>
<td>Dr. Natascha Radclyffe-Thomas, Villa Maria College, Buffalo, NY, USA</td>
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<td>Constant-Felix von Maltzahn, Radboud University Nijmegen, the Netherlands</td>
<td>Karen Van Godtsenhoven, MoMu-Fashion Museum of the Province of Antwerp, Belgium</td>
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<td>On- and Off-Line Branding: Web 2.0, Consumer Engagement, and Retention Strategies in Today’s Fashion Market</td>
<td>A Sense of Touch: MoMu’s Study Collection from the Historical Clothing Collection of Jacoba de Jonge</td>
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<td>Danielle Bruggeman, Radboud University Nijmegen, the Netherlands</td>
<td>Colleen Hill, The Museum at FIT, New York, NY, USA</td>
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<td>18.00+</td>
<td>Dinner – Own Arrangements</td>
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**Day Three: Friday 21st September 2012**

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<th>Time</th>
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| 9.00-10.30   | Lecture Theatre One | Plenary Panel/Round Table: Fashion Education and the Role of the Academy as an Industry Hub  
Participants: Professor Wendy Dagworthy, OBE, Royal College of Art, UK, Julian Roberts, British Council and Royal College of Art, UK  
Professor Julie Sommerlund, Royal Danish Academy of Fine Arts – School of Design, Denmark  
Chair: Shirley Messam-Pengelly, Royal College of Art, UK |
| 10.30-11.00  | Refreshments        |                                                                      |
| 11.00-12.10  | Lecture Theatre One | Strand Theme:  
Concepts and Opportunities for Alternative Fashion Cultures and Systems  
Session 5a – On the Periphery? The Strengths and Weaknesses of Fashion Cities Outside the ‘Big Five’  
Adam Ploszaj, Centre for European Regional and Local Studies EUROEG, University of Warsaw, Poland  
Agata Zborowska, Institute of Polish Culture, University of Warsaw, Poland  
Between Creativity on the Periphery and the Periphery of Creativity: Developing a Fashion City in a Developing Country – A Case Study from Poland  
Prof. Véronique Pouillard, University of Oslo, Norway  
From Paris to Brussels and Antwerp: The Transfiguration of Center-Periphery Relationship in the Fashion Business (1920s-1990s)  
Dr. Esen Çoruh, Gazi University, Ankara, Turkey  
Prof. Neşe Çeçindir, Gazi University, Ankara, Turkey  
Gülsen Serdar, Gala-Xi, Ankara, Turkey  
An Analysis into the Creation of Istanbul as a Fashion Centre |
| 11.00-12.10  | Lecture Theatre Two | Strand Theme:  
Structures for Disseminating Fashion Culture  
Session 5b – Fashion and Film: Past, Present, and Future  
Dr. Jonathan Faiers, Winchester School of Art, University of Southampton, UK  
Fashion Land: The Construction of the Fashionable Space in Mainstream Cinema  
Pamela Church Gibson, London College of Fashion, University of the Arts London, UK  
Capitals, Cityscapes and New Film Forms: Cinema and Fashion in a New Millennium  
Sally Anne Loxley, Central St. Martin’s College of Art and Design, University of the Arts London, UK  
‘New’ Fashion Media: Remediation in AnOther Magazine’s She Builds Domes in Air by Catherine Sullivan |
| 12.20-13.30  | Lecture Theatre One | Session 6a – Perspectives From India: Fashion Education and Fashion Markets  
Prof. Shalini Sud, National Institute of Fashion Technology, India  
Prof. Varsha Gupta, National Institute of Fashion Technology, India  
Fashion Education in India: Reflections of Cultural Ethos and Identity  
Swati Rao National Institute of Fashion Technology, India  
Prof. Shalini Sud, National Institute of Fashion Technology, India  
Changing Fashion Preferences of Bridal Wear in India: A Cultural Shift |
Prof. Louise Crewe, University of Nottingham, UK  
When Virtual and Material Worlds Collide: Decentering, Displacing, and Democratizing Fashion Space in the Digital Age  
Prof. Paula von Wachenfeldt, Centre for Fashion Studies, Stockholm University, Sweden  
Social Media as the New Fashion City?  
Martina B. Eberle, MBA, Zurich University of the Arts (ZHdk), Switzerland, and University of the Arts Bremen (HfK Bremen), Germany  
Local Fashion Cities: The Boroughs of the Global Fashion Village: A Reconfiguration of Thinking by bringing into Play Frameworks of Globalization by Major Authors from Various Scientific Disciplines |
<p>| 13.30-14.30  | Lunch               |                                                                      |</p>
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<th>Session 7a – Perspectives and Experiences from African Fashion Cities: Kumasi, Dakar, and Johannesburg</th>
<th>Session 7b – Marketing Fashion and Place: Managing Legacies of Local Reputations and Identities</th>
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| **Prof. Suzanne Gott, University of British Columbia, Okanagan, Canada**
Decentering the Fashion City: The West African City as an Alternative Fashion System | Emmanuelle Dirix, Winchester School of Art, University of Southampton, and Chelsea College of Art and Design, University of the Arts, London, UK
What’s in a Name? The Marketing of the Antwerp 6 |
| **Prof. Leslie W. Rabine, University of California, Davis, USA**
Designing the Interaction of Body and City: Graffiti Artists/Fashion Designers in Dakar | Dr. Kevin Almond, University of Huddersfield, UK
Made in Yorkshire: Harnessing the Zeitgeist |
| **Prof. Victoria L. Rovine, University of Florida, USA**
The City as Raw Material: Conceptual Fashion Design from Johannesburg | Alexandra Cabral, Modatex, Portugal
Lisbon as an Emerging Creative City: A Site for Fashion Cross-Contaminations |
| **Dr. Kristyne Loughran, Independent Scholar, Italy**
From Cloth Swatches to E-Shops: African Fashion Cities in the Diaspora |  |

| 16.00-16.30 – Refreshments |
| 16.30-17.45 – Lecture Theatre One |

**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, Amsterdam Institute for Social Science Research (AISSR), 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’ |  |

| 17.45-18.00 – Summary, Closing Comments and Adieu |

**Supported by:**

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