

What's going on?

GLOBAL FASHION 2018

ORGANISERS



GFC 10 YEARS

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The House of St Barnabas LONDON

a discourse on
fashion,
design and
sustainability



08

Welcome

The Centre for Sustainable Fashion and the Global Fashion Conference are delighted that you are joining us at 'What's Going On? A Discourse on Fashion, Design and Sustainability.'

Through two days of listening, discussing, watching and debating, we aim to explore the dynamics, challenges and propositions of fashion and sustainability through a design lens. The diversity of our assembled perspectives promises an exciting exploration, through the guiding themes of Power, Nature, Culture and Society.

When Centre for Sustainable Fashion set out in 2008, we convened fashion system actors together to co-sense what was happening and what needed to be done. A gap in fashion and sustainability research, education and industry practice became clear.

In 2018, as we mark ten years of Centre for Sustainable Fashion, we join forces with the GFC project - also centered in sustainability and commemorating its ten years of existence - and we are very honoured to have your voices with us in London to recognise distinctive new knowledge and practice, challenge contemporary cultures and practices, and to propose how fashion can help us design, to live better, together, in harmony with nature.

Professor Dilys Williams
Director, Centre for Sustainable Fashion

Professor Isabel Cantista
Founder GFC-Global Fashion Conference

18

About Centre for Sustainable Fashion

Centre for Sustainable Fashion (CSF) is a University of the Arts (UAL) research centre based at London College of Fashion. It explores fashion's relational ecological, social, economic and cultural elements to contribute to sustainability in and through its artistic, business and educational practices.

About Global Fashion Conference

The Global Fashion Conference is a project that aims to bring together, on an international basis, academia and the fashion filiere contributing in an active way to the building of knowledge, the sharing of positive experiences with the aim of promoting a sustainable model of development.

This conference is organised on a bi-annual basis in collaboration with a university that carries out research on fashion studies. This project started in 2008 and is now celebrating its tenth anniversary. In 2018 it is in its 6th edition.

Speakers and Contributors

Claire Bergkamp / GLOBAL DIRECTOR OF SUSTAINABILITY & INNOVATION, STELLA McCARTNEY

Sandy Black / PROFESSOR OF FASHION AND TEXTILE DESIGN AND TECHNOLOGY, CENTRE FOR SUSTAINABLE FASHION, LONDON COLLEGE OF FASHION

Otto von Busch / ASSOCIATE PROFESSOR OF INTEGRATED DESIGN, PARSONS NEW SCHOOL OF DESIGN

Orsola de Castro / CO-FOUNDER, FASHION REVOLUTION

Frances Corner / PROFESSOR OF ART AND DESIGN EDUCATION, HEAD OF LONDON COLLEGE OF FASHION; PRO-VICE CHANCELLOR, UNIVERSITY OF THE ARTS LONDON

Mary Creagh / MEMBER OF UK PARLIAMENT

Helen Crowley / HEAD OF SUSTAINABLE SOURCING INNOVATION, KERING

Heta Dobrowolski / CO-FOUNDER, RAW POWER MOVEMENT

Edwina Ehrman / SENIOR EXHIBITION CURATOR, CURATOR OF FASHIONED FROM NATURE, VICTORIA & ALBERT MUSEUM

Kate Fletcher / PROFESSOR OF SUSTAINABILITY, DESIGN, FASHION, CENTRE FOR SUSTAINABLE FASHION, LONDON COLLEGE OF FASHION

Lynda Grose / ASSOCIATE PROFESSOR, CHAIR OF THE FASHION PROGRAM, CALIFORNIA COLLEGE OF THE ARTS

Katharine Hamnett / FASHION DESIGNER

Angela McRobbie / PROFESSOR OF COMMUNICATIONS, GOLDSMITHS UNIVERSITY OF LONDON

Praveen Nahar / SENIOR FACULTY MEMBER IN INDUSTRIAL DESIGN, NATIONAL INSTITUTE OF DESIGN – INDIA

Deepa Patel / CREATIVE FACILITATOR

Sophie Slater / DIRECTOR, BIRDSONG

Stephen Sterling / EMERITUS PROFESSOR, UNIVERSITY OF PLYMOUTH

Dana Thomas / FASHION AND CULTURE JOURNALIST

Harold Tillman / CBE / FASHION RETAILER ENTREPRENEUR AND FORMER CHAIR OF BRITISH FASHION COUNCIL

Dilys Williams / PROFESSOR OF FASHION DESIGN FOR SUSTAINABILITY, DIRECTOR OF CENTRE FOR SUSTAINABLE FASHION

Lola Young / OBE/ BARONESS YOUNG OF HORNSEY

Ania Zoltkowski / DESIGNER AND MA FASHION FUTURES ALUMNI, LONDON COLLEGE OF FASHION

DAY 1 . 31st OCTOBER

nature & culture

We will explore agendas such as, but not limited to, fashion learning from nature, fashion and human nature, fashion systems for sustainability & fashion habits and habitats. We will reference fashion's social practice, fashion making and meaning, cultures of care & fashion's identity, stories and rituals.

RHS East and Centre Auditorium

8.30am REGISTRATION - TEA AND COFFEE

9.30am WELCOME / DILYS WILLIAMS _ Professor Fashion Design for Sustainability, Centre for Sustainable Fashion, featuring a musical performance by HEIDI VOGEL

9.45am OPENING / MARY CREAGH MP _ Member of UK Parliament

9:55 - 11:00am SPEAKERS / KATE FLETCHER _ Professor of Sustainability, Design, Fashion, Centre for Sustainable Fashion & HELEN CROWLEY _ Head of Sustainable Sourcing Innovation, Kering / **CHAIR** _ DILYS WILLIAMS

11.00 - 11.20am BREAK

11.20 - 12.00pm IN CONVERSATION / KATHARINE HAMNETT _Fashion Designer WITH DANA THOMAS _Fashion and Culture journalist

12.00 - 1.00pm LUNCH

Various Rooms

1.00- 2.35pm PARALLEL SESSIONS S01-S06

2.35pm - 2.45pm BREAK

2.45 - 4.20pm PARALLEL SESSIONS S07-S12

4.20 - 4.30pm BREAK

RHS East and Centre Auditorium

4.30 - 6.00pm SPEAKERS / STEPHEN STERLING _ Emeritus Professor, University of Plymouth, EDWINA EHRMAN _ Senior Exhibition Curator, Victoria & Albert Museum, PRAVEEN NAHAR _ Senior Faculty Member in Industrial Design, National Institute of Design - India / **CHAIR** _ DEEPA PATEL

7.30pm GALA RECEPTION (by invitation only) _ House of St Barnabas (Soho)

DAY 2 . 1st NOVEMBER

power & society

This session will explore agendas such as, but not limited to, fashion design for democracy, fashion business practices for better buying, fashion education for equality, fashion as activism, fashion and politics. We will reference migration and conflict, fashion design for sustainability strategies and sustainable prosperity.

RHS East and Centre Auditorium

9.00am TEA AND COFFEE ON ARRIVAL

9.30am DAY TWO OPENING / DILYS WILLIAMS _ Professor Fashion Design for Sustainability, Centre for Sustainable Fashion

9.35am WELCOME / ISABEL CANTISTA _ Global Fashion Conference & DAMIEN DELILLE _ Invitation to GFC2020 University of Lyon

9:45 - 10:45am SPEAKERS / OTTO VON BUSCH _ Associate Professor of Integrated Design, Parsons New School of Design AND LYNDA GROSE _ Associate Professor, California College of the Arts / **CHAIR** _DILYS WILLIAMS

10:45 - 11:05am BREAK

11.05 - 12:00pm PANEL DISCUSSION / SOPHIE SLATER _ Brand Director, Birdsong, CLAIRE BERGKAMP _ Global Director of Sustainability & Innovation, Stella McCartney, ORSOLA DE CASTRO _ Founder and Creative Director, Fashion Revolution & HETA DOBROWOLSKI _ Co-Founder, Raw Power Movement / **CHAIR** _ SANDY BLACK _ Professor of Fashion and Textile Design and Technology, Centre for Sustainable Fashion

12.00 - 1.00pm LUNCH

Various Rooms

1.0 - 2.35pm PARALLEL SESSIONS S13-S18

2.35- 2.45pm BREAK

2.45 - 4.20pm PARALLEL SESSIONS S19-S24

4.20 - 4.30pm BREAK

RHS East and Centre Auditorium

4.30 - 4.40pm REFLECTIONS FROM HAROLD TILLMAN CBE _ Fashion Retailer Entrepreneur

4.40 - 5.40pm IN CONVERSATION / FRANCES CORNER _ Head of London College of Fashion, Pro-Vice Chancellor of University of the Arts London, LOLA YOUNG OBE _Baroness Young of Hornsey AND ANIA ZOLTKOWSKI _ Designer and London College of Fashion Alumna / **CHAIR** _ANGELA MCROBBIE _ Professor of Communications, Goldsmiths University of London

5.40 - 6.00pm CONFERENCE CLOSING REMARKS / DILYS WILLIAMS

Parallel sessions / day I

1.00 - 2.35pm

SO1 RHS EAST AND CENTRE AUDITORIUM / **Culture: Global Perspectives** CHAIR _ KELLY DEARSLEY

RP120 Empowering Indigenous Mexican Groups Through Fostering the Practice of Traditional Textile Crafts

_ ENDO PORTILLO HOSHIKARI / Ryerson University, Canada

RP110 Consumers' intentions towards sustainability: an analysis of the Spanish fast fashion industry _ BETHAN ALEXANDER / London College of Fashion, UK

RP150 Creative dynamics: Ethical textile entrepreneurship and respectful design in the Peruvian context

_ RAISA FERRER PIZARRO / Pontificia Universidad Católica del Perú, Peru

RP177 The Meeting Point of Global and Local Slow Fashion Practices - Case Studies: Locus Artis and Full Circle

_ IVANA CULJAK AND LEA VENE / CIMO - Center for Research of Fashion and Clothing-University of Zagreb, Croatia

RP128 Paradox of opportunity: a Comparative Prespective _ NEHA DIMRI / Pearl Academy, India

SO2 ROOM 105 / **Society: Speed and Pace** CHAIR _ ANNA FITZPATRICK

RP70 Slow + Fashion: Revisited _ HAZEL CLARK / Parsons New School, USA

RP108 Slow Fashion + Retail Design: Designing experiences to influence sustainable consumers behaviors _ REBEKAH MATHENY / The Ohio State University, USA

RP107 Japanese Fashion and the Luxury of Slowness _ TOBY SLADE / Bunka Gakuen University, Japan

RP20 Fashion, Identity and Stories Told _ MARILYN DELONG / University of Minnesota, USA

SO3 ROOM 311 / **Nature's Materials** CHAIR _ NINA STEVENSON

RP106 Borrowed Cloth: a holistic research and design intervention for sustainable fashion _ KIRSTEN SCOTT / Istituto Marangoni, UK

RP114 Entanglements of the Body and Fungi in Experimental Fashion _ ALIA PARKER / UNSW Art & Design, Sydney, Australia

RP18 Imagining the future of leather in luxury fashion through bio-fabrication _ LANA TOSKAN / London College of Fashion, UK

RP69 Studying the materiality of human skin to rethink footwear design _ RHIAN SOLOMON AND LIZ COKAJLO / OurOwnsKIN Ltd, UK

RP46 Multi-stakeholder perspectives for scaling up fashion upcycling businesses in the UK _ KYUNGEUN SUNG / De Montfort University, UK

SO4 ROOM 415 / **Power, Care and Places** CHAIR _ FRANCESCO MAZZARELLA

RP197 All the Clothes You Wear #1 (age 0-7) _ MATHILDA THAM / Goldsmiths, UK

RP153 Residencies: mixed methods design research investigating fashion through place _ KATELYN TOTH-FEJEL / London College of Fashion, UK

RP195 Climate Positive Fashion Futures: Sustainability Upgraded _ DIAN-JEN LIN / London College of Fashion, UK

RP209 One Dress: Shaping fashion futures through utopian thinking _ MILA BURCIKOVA / London College of Fashion, UK

RP73 Designing for future adults: what's going on in contemporary children's fashion? _ AUDE LE GUENNEC / Heriot Watt University, UK

SO5 ROOM 418 / **Education** CHAIR _ JULIA CREW

RP24 Design for sustainability - exploring students' translations from brief to prototypes _ ULLA RAEBILD AND VIBEKE RIISBERG / Design School Kolding, Denmark

RP31 Visualising Fashion Studies: Research-based Teaching and Learning in Fashion Design Education _ JURE PURGAJ / University of Teacher Education of Vienna, Austria

RP181 Trends Forecasting as a tool for Sustainable mind-sets in Fashion Education _ CAROLINE RAYBOULD / Birmingham City University, UK

RP35 Establishing foundations towards clothing longevity: a critique of design toolkits for sustainability in fashion

_ ANJA CONNOR-CRABB / Leeds Beckett University, UK/USA

RP5 The Wheel: A teaching tool for fashion design students _ DESIREE SMAL / Faculty of Art, Design and Architecture - University of Johannesburg, South Africa

SO6 ROOM 511 / **Workshops: Power** / See page 11

1:00 - 1:45pm Which of these two tee-shirts would you buy? _ AURORA PAILLARD / London College of Fashion, UK

1:50 - 2:35pm Invent your own Fashion Economy; Sustainability in a Post-Consumer Utopia _ RACHAEL TAYLOR / Southampton Solent University, UK

2.45 - 4.20pm

SO7 RHS EAST AND CENTRE AUDITORIUM / **Culture: Spirituality** CHAIR _ KELLY DEARSLEY

RP207 Can infusing spiritual principles and practices into the fashion design field, create a more sustainable industry?

_ ANIA ZOLTKOWSKI / London College of Fashion, UK

RP161 Spirituality, Integral Yoga and Integral Business: A Case Study of Upasana, Auroville _ GOUTAM SAHA / Fashion Institute of Technology, India

RP81 Faith in Design: a human right, missed markets and as design activism _ SUE THOMAS / Heriot Watt University, UK

RP88 Abaya and its Aesthetic Fashion Role in Saudi Arabia _ TAHANI ALAJAJI / Princess Nourah bint Abdulrahman University, UK

SO8 ROOM 105 / **Open Theme** CHAIR _ ROSEMARY VARLEY

RP16 Could creative design break through the bottlenecks of development in knitwear brands? _ XIN ZHANG / Birmingham City University, UK

RP113 Fashion branded eyewear: brand licensing and the perception of fashion conscious consumers _ AILEEN STEWART / Glasgow Caledonian University, UK

RP217 Dress, shoes and heeled prosthetic legs: the Paralympic bid to break fashion barriers _ SARA CAVAGNERO / Italian Red Cross, Italy

RP60 Creative and effective communication trends among fashion brands: Contagious magazine analysis 2010-2017

_ MARTA TORREGROSA / University of Navarra, Spain

Testim6 Valérius 360: Co-creating a circular fashion system _ ELSA PARENTE AND MIGUEL COSTA / Valérius - Têxteis SA, Portugal

SO9 ROOM 311 / **Nature's Materials** CHAIR _ NINA STEVENSON

RP44 Living dresses: about synergies, autopoiesis and seamstress bacteria _ HELENA FERNANDEZ NÓVOA / Universided de Vigo, Spain

RP71 Dynamics of natural dyeing in fashion. Two cases _ PETRA HOLMBERG / The National Museum of World Culture, Sweden

RP124 Batik Pattern Design and Development Inspired by Flowers in The Story of Phra Abhai Mani, Thai Literature

_ CHANATHINAT CHAIYAPOO / Phuket Rajabhat University, Thailand

RP30 Entrepreneurship in natural craft dyeing: A case of Japanese studio, Takarajima Senko _ YASUHIRO OTA /Tokuyama University - Shunan, Japan

RP210 Parivartan: Crafting tassels to re-invent garment making _ ASHISH DHAKA / Pearl Academy, India

S10 ROOM 415 / **Power: Co-operation** CHAIR _ FRANCESCO MAZZARELLA

RP91 Co-Design of Designers and Craftsman and the Communication of this Partnership - a reflection _ ANA BROEGA / University of Minho, Portugal

RP110 Connecting through THREADs: Investigating Individual Identity and Integration through Textiles

_ JANE MALCOLM-DAVIES / University of Copenhagen & ELSE SKJOLD / Design School Kolding, Denmark

RP39 Co-designing: Digital coding in textile practice to stimulate an emotional attachment _ GEORGINA NADAL-FERNANDEZ / London College of Fashion, UK

RP182 WEAR Sustain Network: Ethical and Sustainable Technology Innovation in Wearables and Etextiles _ NICK BRYAN-KINNS / Queen Mary University of London, UK

S11 ROOM 418 / **Education** CHAIR _ JULIA CREW

RP52 Do you remember? Might sustainability lessons be learned from the oral histories of a textiles place? _ Britta Kalkreuter / Heriot Watt University, UK

RP117 Fashion Futures & Societal Sustainability, possible directions from scenario development _ WOUTER EGGINK / University of Twente, Netherlands

RP208 Collaboration for change - seeding the future within fashion education _ SANDY BLACK / London College of Fashion, UK

RP173 Teaching for sustainable development: Designing a responsive business elective _ NATASCHA RADCLYFFE-THOMAS / London College of Fashion, UK

S12 ROOM 511 / **Workshops: Nature** / See page 11

2:45 - 3:30pm How to Creatively Reuse Plastic Waste to Make New Products _ MARILENA SIAMPTANI / London College of Fashion, UK

3:35 - 4:20pm Companionship with Nature - a material dialogue _ KATHERINE POGSON / London College of Fashion, UK

Parallel sessions / day 2

1.00 - 2.35pm

S13 RHS EAST AND CENTRE AUDITORIUM / **Material Cultures** CHAIR _ JESSICA SAUNDERS

RP215 Sustaining the Gandhian Philosophy in Global Fashion for Improved Adaptability _ ANITA BORA / Pearl Academy, India

RP185 Future Of Indian Salwar: Resurgence of Gender Equality _ SHALINI BISHT / Pearl Academy, India

RP34 Favourite garment stories as a catalyst for care _ MONIKA HOLGAR / Queensland University of Technology, Australia

RP77 Sambalpuri Ikat Handloom: The Saga beyond culture and tradition _ SWIKRUTI PRADHAN / Rustic Hue, India

RP55 Emotionally durable fashion: Framing the creation of emotional value in fashion practices and discourses _ ALEX ESCULAPIO / University of Brighton, UK

S14 ROOM 105 / **Society and Conviviality** CHAIR _ MONICA BUCHAN-NG

RP28 Designing Garments with Evolving Aesthetics in Emergent Systems _ TIMO RISSANEN / Parsons New School of Design, USA

RP221 Collaboration for sustainability: the key to “making it work” _ HANNAH PARRIS AND LAUREN NEILSON / Common Objective, UK

RP125 Connected Spaces: experimental and social business practices of Here Today Here Tomorrow

_ JULIA CREW, KATELYN-TOTH FEJEL AND ANNA-MARIE HESSE / London College of Fashion, UK

RP45 Better Fashion Futures. Exploring Service Design to reimagine future fashion practices _ CLAIRE DENNINGTON / Oslo School of Architecture and Design, Norway

RP127 Fashion as Your Ally: Analyzing Coverage on the Sartorial Choices of Politicians _ DIANA YICHU CAO / Parsons New School of Design, USA

S15 ROOM 311 / **Nature and Systems** CHAIR _ BETHAN ALEXANDER

RP226 Interdisciplinary Life Cycle Thinking Tools; enabling collaboration for circular design _ KATE GOLDSWORTHY / Chelsea College of Arts, UK

RP184 Mixing It Up in Prato: identifying innovation hotspots within mechanical textiles recycling _ CATHRYN HALL / London College of Fashion, UK

RP17 The Textile Reuse Programme: Building macro sustainable systems for used clothing _ BERNADETTE CASEY / The Formary, New Zealand

RP63 Returned from Africa: design for upcycling second-hand clothes in Ghana _ ANTHONY KENT / Nottingham Trent University, UK

RP49 The Tweed Run: the sustainable rise of fashionable cycling _ CATHERINE GLOVER / University of Northumbria, UK

S16 ROOM 415 / **Power, Creativity and Democracy** CHAIR _ KATE FLETCHER

RP14 A critical political economy of bohemian subjectification: internationalised education for transcultural labour

_ RUPERT WALDRON / London College of Fashion, UK

RP13 Women Garment Workers’ Struggle in a neo-colonial world _ TIBBE SMITH LARSEN / Lund University, Denmark

RP141 Mapping the politics of fashion _ ANNA FITZPATRICK / London College of Fashion, UK

RP222 Establishing total cost for apparel in responsible production conditions _ MD REJAUL HASAN / North Carolina State University, USA

RP79 Democratizing Fashion Design Pedagogies: From Exclusion to Inclusion _ TANVEER AHMED / Open University, UK

S17 ROOM 418 / **Film and Photo** CHAIR _ CAMILLA PALESTRA

Film2 Unfolding: The hand of the cloth _ MIRANDA SMITHERAM / Auckland University of Technology, New Zealand

Film3 Speculating the future Haute Couture - Designing mass-customisable garments for the sustainable future _ KYE SHIMIZU / Keio University, Japan

Film4 Biological Tailor-Made - A study on 2.5 dimensional fashion pattern cutting as zero waste method _ KAZUYA KAWASAKI / Keio University SFC, Japan

Film5 Speculative, Fashionable, Wearable - Engaging Fashion Design with Wearable Technology for the sustainable future _ DAJIRO MIZUNO / Keio University, Japan

Photo1 What is it? – rethinking material potentials through experimental material systems

_ THORNIQUIST CLEMENS / Swedish School of Textiles / University of Borås, Sweden

Photo3 The Afterlife of Discarded Woolens: Who is Recycling my Clothes? _ ANUPAM KAPOOR / National Institute of Fashion Technology, India

S18 ROOM 511 / **Workshops: Society** / See page 12

1:00 - 1:45pm Whole Cloth Cutting _ GREGORY CLIMER / Parsons School of Design, USA

1:50 - 2:35pm Introducing Sustainable Design Cards _ KAREN MARIE HASLING AND ULLA RAEBILD / Design School Kolding, Denmark

2.45 - 4.20pm

S19 RHS EAST AND CENTRE AUDITORIUM / **Culture: Counter Narratives** CHAIR _ NATASCHA RADCLYFFE-THOMASS

RP199 Utility in Home Fashion Design: Considered Design for Sustainability _ MARYSSA COOK-OBREGON / London College of Fashion, UK

RP224 Re-Fashioning the way we wear. Is there "" in sustainable dressing? _ TAMZIN ROLLASON / RMIT University, Australia

RP8 Of Stuff and Nonsense? Conflicting values in the retention of fashioned objects _ CLARE LOMAS / London College of Fashion, UK

RP144 The Human Condition of Dress - Homo laborans _ ISABELA GYGAX / London College of Fashion, UK

RP170 Closet Frugality: Reflexive Privation as Fashion(able) Identity _ KRISTOF AVRAMSSON / Carleton University, USA

S20 ROOM 105 / **Society and Systems** CHAIR _ ANA RONCHA

RP192 Going Local: Design and Sustainability in New York City’s Garment Center _ TESSA MAFFUCI / Pratt Institute (NY), USA

RP193 Barriers that hinder consumption of second-hand clothing – A socio cultural perspective _ CLAIRE DAWSON / Coventry University London, UK

RP92 Second-hand Clothing Market: an alternative Sustainable Practice or another Fashion Trend? _ ELENI BALZOGLOU / Parsons School of Design, USA

RP99 Transference of Textile Skill Knowledge in Rural-to-Urban Migration in the Bolivian Altiplano _ BERA ANTAKI / University of Georgia, USA

RP174 Designing Fashion Merchandise: A roadmap to Sustainable Future _ SANTOSH TARAI / Fashion Institute of Technology, India

S21 ROOM 311 / **Nature and Systems** CHAIR _ BETHAN ALEXANDER

RP126 SmART Cities and Waste Innovation _ GRAEME EVANS / London College of Fashion, UK

RP122 Teardown and Redesign: dis- and re-assembling textile blends in the circular economy _ LAETITIA FORST / London College of Fashion, UK

RP118 Fashion and Interior Design: Transdisciplinary approach for fabric experiments and textile upcycling _ MÁRCIA BERGMAN / PUC - Rio de Janeiro, Brazil

RP163 Enrolling Stakeholders Within a Local and Convivial Narrative for Circular Fashion _ MARION REAL / London College of Fashion, UK

S22 ROOM 415 / **Power and Technology** CHAIR _ GABRIELLE MILLER

RP205 Shaping Up a Sustainable Fashion Future in India- The Augmented Reality Way _ HARSHA RANI / Fashion Institute of Technology, India

RP179 Fashioning circular logic: addressing the viability of a closed-loop economy for fashion _ ANNE PEIRSON-SMITH / City University of Hong Kong, Hong Kong

RP2 Could Tractability in the Luxury Jewelry Market Create an Emotional Added-Value? _ DANIELLE KELLER AVIRAM

RP133 Fashion Design Practices in Supply Chain for Sustainability _ MADALENA PEREIRA / Universidade de Beira Interior, Portugal

S23 ROOM 418 / **Open theme** CHAIR _ ROSEMARY VARLEY

RP61 Instagram communication strategies: a comparative analysis of fast fashion and luxury brands _ CRISTINA SANCHEZ-BLANCO / Universidad Navarra, Spain

RP23 How to Make Sustainable Fashion Cool? _ LYUBOV SACHKOVA / London College of Fashion, UK

RP54 Identity of sustainable fashion brands at the stores _ EUGENIA JOSA / ISEM Fashion Business School, Spain

RP59 Data Driven Digital Business Strategies: an analysis of the Spanish footwear _ PATRICIA SANMIGUEL / ISEM Fashion Business School, Spain

RP105 To be a gentlewoman: shifts in the representation of women of fashion _ DARIA MIKERINA / Charles University in Prague, Czech Republic

S24 ROOM 511 / **Workshops: Culture** / See page 12

2:45 - 3:30pm Elements of Quality: beyond seamlines and fabrics _ EMMA RIGBY AND ANJA CONOR-CRABB / London College of Fashion, UK

3:35 - 4:20pm What's Going On, In Fashion Activism? _ FRANCESCO MAZZARELLA AND HELEN STOREY / Centre for Sustainable Fashion, London College of Fashion, UK

Workshops

__ Workshops will take place in **Room 511**, on both days of the conference.

day 1 _ 31st OCTOBER

1:00 – 1:45pm

Which of these two tee-shirts would you buy?

AURORA PAILLARD / UAL - London College of Fashion, UK

Sustainable Fashion consumer behaviour researchers are facing an issue while carrying out their research; i.e. most of their participants claim to prone and buy Sustainable Fashion, which is not the case in real life. Researchers need to better understand this issue in order to accurately assess and understand Sustainable Fashion consumer behaviour. The aim of this interactive session is to identify the biases in Sustainable Fashion consumer behaviour research.

1:50 – 2:35pm

Invent Your Own Fashion Economy; Sustainability in a Post-Consumer Utopia

RACHAEL TAYLOR / Southampton Solent University, UK

This workshop aims to use a co-creative and activist approach to disrupt current economic models, re-designing the fashion design process and creating sustainable interventions as practical outcomes. The focus of the workshop is to collaboratively re-evaluate how fashion can invent its own life cycles of economies, combining alternative movements within sustainable consumption, lifestyles and peer 2 peer networks.

2:45 – 3:30pm

How to creatively reuse plastic waste to make new products

MALA SIAMPTANI / UAL - London College of Fashion, UK

This workshop/demonstration will be an introduction into the process of converting household plastic waste, into a valuable material resource. Participants will gain a solid understanding of fundamental techniques that will empower them to make their own material. This includes learning the necessary steps of how to separate plastics, and how to form this material into a product, using hand-craft techniques or digital manufacturing techniques (CNC-milling).

3:35 – 4:20pm

Companionship with Nature – a material dialogue

KATHERINE POGSON / UAL - London College of Fashion, UK

The notion of a divide between humanity and the rest of 'nature' can be seen as a root cause of environmental degradation, bio abundance loss and extinction. Informed by contemporary ecological philosophy which questions human boundary constructs, this workshop seeks to test two speculative practices for reactivating engagement with the natural world, developed as part of the author's PhD research in the Centre for Sustainable Fashion.

day 2 _ 1st NOVEMBER

1:00 – 1:45pm

Whole Cloth Cutting – a technique for minimal waste designing

GREG CLIMER / Parsons School of Design, USA

Western tailoring layouts are not traditionally concerned with how many cuts are put into the fabric. Fabric is not viewed as sacred, something who's shape and size should be honoured. This workshop uses minimally cut sheets of paper as the starting point for designing garments. It explores the different forms generated by paper and fabric and capitalizes on these differences. This approach to pattern cutting offers an entry point into design which minimizes waste as well as looking at the whole cloth as an object of beauty and aims to capitalize on it within the design process.

1:50 – 2:35

Introducing Sustainable Design Cards

KAREN MARIE HASLING & ULLA RAEBILD / Design School Kolding, Denmark

The Sustainable Design Cards (2017) (www.sustainabledesigncards.dk) is a tangible tool for designers and design teachers to work with product longevity and circular thinking in their practice. They have been developed at Design School Kolding between 2015-2017 in two iterations, the first with an industry focus and the second with an educational based on previous research on design methods and sustainable design. In this workshop participants are introduced to the tool, sharing user experiences deriving from teachers, facilitators and learners in academia and industry, where after workshop participants will engage two and two with the cards.

2:45 – 3:30pm

Elements of quality: beyond seamlines and fabrics

EMMA RIGBY / UAL - London College of Fashion, UK & ANJA CONNOR-CRABB / Leeds Beckett University, UK

This workshop is an enquiry into combined material and social construction of garment quality. Beyond a garment's seams and materials, it aims to explore how quality is understood through the everyday wear of clothing, from the perspective of the user. Expectations for garment quality have co-evolved over time alongside changes in the way clothing is produced, consumed and used.

3:35 – 4:20pm

What's going on, in fashion activism?

FRANCESCO MAZZARELLA AND HELEN STOREY / UAL - London College of Fashion, UK

The mainstream ecosystem has proven unsustainable in terms of livelihood, cultural heritage, social equality, and environmental stewardship. This is building momentum for designers to create counter-narratives towards sustainability in fashion. However, there is the need to further investigate the roles, methods, and practices design activists enact in fashion activism.

With this in mind, a series of hands-on, participatory activities will be facilitated, engaging the workshop participants in mapping out the design activism landscape and explore the role of counter-narratives towards sustainability in fashion. The session is designed to be light-touch, yet highly thought-provoking, contributing to furthering knowledge and practice in the emergent field of fashion activism, aimed at making a positive impact in the world.



RHS West Lounge Space

_ Generously supported by **JOHN LEWIS & PARTNERS**

Refreshments will be available all day in the RHS West space, as well as space to sit and relax. If your ticket includes lunch, then this can also be collected from the West Space during the lunch break.

ACTIVITIES IN THE WEST SPACE ARE PROGRAMMED BY CENTRE FOR SUSTAINABLE FASHION AND INCLUDE:

Design Your Own Economy: A Post-Capitalist Kitset / Interactive Digital Installation

MONICA BUCHAN-NG

Tired of oppressive fashion systems? Disillusioned by destructive industries? Anxious about the future? Design Your Own Economy may be right for you.

This easy, step-by-step kitset unpacks the complexities of the 'economy' our society operates within – the systems by which humanity produces, distributes, and satisfies the requirements of human life. Users can create their own alternative, tailored to fit a personal fashion arcadia.

Towards a new framework for fashion / Discussion, Wednesday 31st October 2:45 – 4:20pm

KATE FLETCHER AND LYNDA GROSE

Action needs to be taken to reduce demand for materials and cope with future environmental threats. In fashion, as in other sectors, such measures are challenging and uncomfortable for both the wearers of clothes and the billion-dollar industry that creates them.

Join us for an afternoon dedicated to difficult conversations about the rules and goals of the fashion sector and exciting visions for fashion based on fundamentally rethinking the whole system.

These include those which probe more deeply into the root causes of the problems we face, and with imagination, not fantasy, engage with the disruptive, complicated reality of the changing world.

... And in the Fashion Space Gallery

Comme des Marxists exhibition

Comme des Marxists, presented in the UK for the first time, continues Austrian-American artist Rainer Ganahl's long-term investigations into the relationships between daily life, culture, economic systems and political structures.

The exhibition forms part of the year-long celebration of the Centre for Sustainable Fashion's 10-year anniversary. Together with Fashion Space Gallery, CSF invited Ganahl to challenge our understanding of the fashion system, using his playful, humorous, yet thought-provoking approach.

The exhibition curator, CAMILLA PALESTRA, will be in the Fashion Space Gallery on Thursday 1st November between 12noon-1pm to provide insight and respond to any questions.

CHROME YELLOW BOOKS will be in attendance for both days, selling books related to the conference themes.

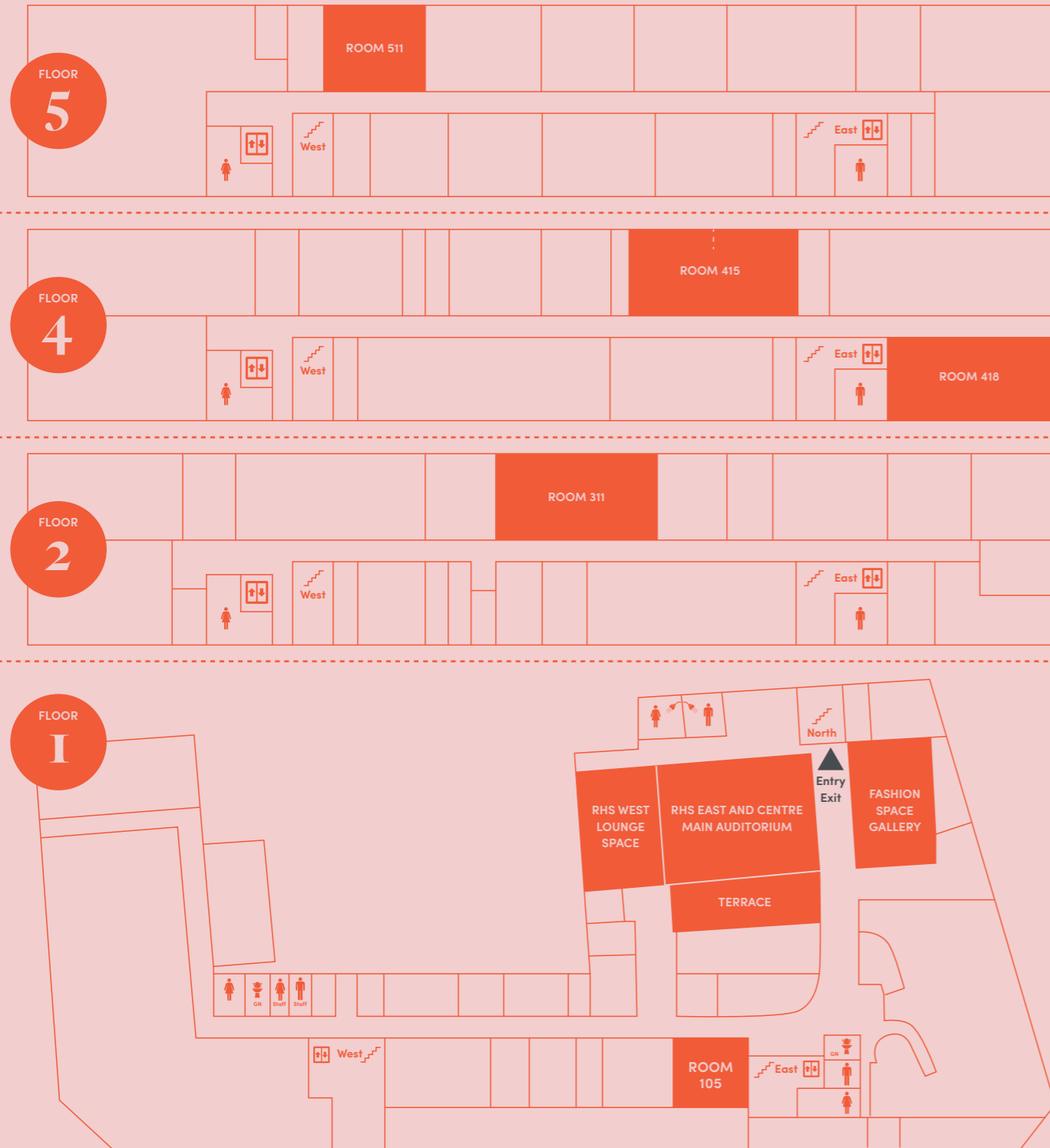
Delegates

(a) **AILEEN STEWART** Glasgow Caledonian University / UK **ALBERTINA REIS** Riopelle / Portugal **ALEVTINA SCEPANOVA** Vilnius College of Design / Lithuania **ALEX ESCULAPIO** University of Brighton / UK **ALEX MCINTOSH** London College of Fashion / UK **ALEXANDER BARANOV** Robinzon.ru, LLC / Russia **ALIA PARKER** UNSW Art & Design / Australia **ALISON ASHBY** Plymouth University / UK **AMANDA JOHNSTON** The Sustainable Angle / UK **AMY FOSTER-TAYLOR** London College of Fashion / UK **ANA CRISTINA BROEGA** Universidade do Minho / Portugal **ANGHARAD MCLAREN** Nottingham Trent University / UK **ANITA BORA** Pearl Academy / India **ANJA CONNOR-CRABB** Leeds Beckett University / UK/USA **ANNA FITZPATRICK** London College of Fashion / UK **ANNA MARIE HESSE** Here, Today... / UK **ANNA PILYUGINA** LPP – Russia / Russia **ANNA SCHUSTER** London College of Fashion / UK **ANNE F. PIERSON-SMITH** City University of Hong Kong / Hong Kong **ANTHONY KENT** Nottingham Trent University / UK **ANUPAM KAPOOR** National Institute of Fashion Technology / India **ARIANA NICOLETTI** V&A / UK **ASHISH DHAKA** Pearl Academy / India **ASLANBEK SHOGENOV** OOO Prestizh Plyus / Russia **AUDE LE GUENNEC** Heriot Watt University / UK **AURORA PAILLARD** London College of Fashion / UK **(b)** **BARBARA BARABÁS** London College of Fashion / UK **BÁRBARA BORLIDO** Tintex / Portugal **BEREA ANTAKI** University of Georgia / USA **BERIT KONSTANTE NISSEN** Copenhagen School of Design & Technology / Denmark **BERNADETTE CASEY** The Formary / New Zealand **BETHAN ALEXANDER** London College of Fashion / UK **BRIDGET HARVEY** V&A / UK **BRIGITTA DANKA** Fair Wear Foundation / Netherlands **BRITTA KALKREUTER** Heriot Watt University / UK **BRONWYN SEIER** London College of Fashion / UK **(c)** **CAMILLA PALESTRA** London College of Fashion / UK **CAREN OBERG** University of Minnesota / USA **CARLA BELLISIO** Parsons School of Design / USA **CARLOS COSTA** I&D Riopelle / Portugal **CAROLINE RAYBOULD** Birmingham City University / UK **CATHERINE GLOVER** University of Northumbria / UK **CATHRYN HALL** London College of Fashion / UK **CHANATHINAT CHAIYAPOO** Phuket Rajabhat University / Thailand **CHIARA COLOMBI** Istituto Politecnico di Milano / Italy **CHLOE VASTA** London College of Fashion / UK **CLAIRE DAWSON** Coventry University London / UK **CLAIRE DENNINGTON** Oslo School of Architecture and Design / Norway **CLAIRE WEISS** London College of Fashion / UK **CLARE LOMAS** London College of Fashion / UK **CLEMENS THORNQUIST** Swedish School of Textiles / University of Borås / Sweden **CONNIE SVENDSEN** Copenhagen School of Design & Technology / Denmark **CRISTINA SANCHEZ BLANCO** Universidad Navarra / Spain **(d)** **DAJIRO MIZUNO** Keio University / Japan **DAMIAN SANTAMARIA** Sublime Mag / UK **DAMIEN DELILLE** Université de Lyon / France **DANIELLE KELLER AVIRAM** AMD – Akademie Mode & Design / Germany **DARIA MIKERINA** Charles University / Czech Republic **DARIYA GILEVA** International HR Agency "Kontakt" / Russia **DARIYA TULUBENSKAYA** International HR Agency "Kontakt" / Russia **DAVID ZAJTMANN** Institut Français de la Mode / France **DAWN ELLAMS** London College of Fashion / UK **DEAN RICKETTS** The Watchman Agency / UK **DESIREE SMAL** University of Johannesburg / South Africa **DIANA YICHU CAO** Parsons School of Design / USA **DIAN-JEN LIN** London College of Fashion / UK **DIOGO MENDES PINTO** Fast Forward Innovation / Portugal **DOMENICO DEMARINIS** Università degli Studi Internazionali di Roma / Italy **(e)** **EDITA SABOCKYTE-SKUDIENE** Vilnius College of Design / Lithuania **ELENA FAJT** University of Ljubljana, NTF / Slovenia **ELENA FÉRANDEZ-NÓVOA** Universidad Vigo / Spain **ELENI BALTZOGLOU** Parsons School of Design / USA **ELISA KÄRKI** University of Helsinki / Finland **ELIZABETH MCLAFFERTY** London College of Fashion / UK **ELIZABETH PARKER** London College of Fashion / UK **ELLIOT TODD** London College of Fashion / UK **ELSA PARENTE** Valérius – Têxteis SA / Portugal **ELSE SKJOLD** Design School Kolding / Denmark **EMANUELA LOPPO** Mastra Ma' Ltd / Italy **EMMA KIDD** Glasgow Caledonian University / UK **EMMA RIGBY** London College of Fashion / UK **EUGENIA JOSA** ISEM / Spain **EVA VON ALVENSLEBEN** Kering / UK **(f)** **FERNANDO FERREIRA** Universidade do Minho / Portugal **FIONA HACKNEY** University of Wolverhampton / UK **FRANCESCO MAZZARELLA** London College of Fashion / UK **FRANCISCA OLIVEIRA** Riopelle / Portugal **(g)** **GABRIELA MACHADO ANDRÉ** Roupartilhei blog / Fashion Revolution / Brazil **GABRIELLE MILLER** London College of Fashion / UK **GEORGINA NADAL RODRIGUEZ** London College of Fashion / UK **GIGDEM GOGUS** London College of Fashion / UK **GOUTAM SAHA** Fashion Institute of Technology / India **GRAEME EVANS** London College of Fashion / UK **GREGORY CLIMEr** Parsons School of Design / USA **(h)** **HANNAH PARRIS** Common Objective / UK **HARSHA RANI** Fashion Institute of Technology / India **HAZEL CLARK** Parsons School of Design / USA **HEATHER PICKARD** London College of Fashion / UK **HELEN HILL** Nottingham Trent University / UK **HELEN STOREY** London College of Fashion / UK **HIKARI KATAOKA** London College of Fashion / UK **HOSHIKARI ENDO PORTILLO** Ryerson University / Canada **(i)** **ISABEL CANTISTA** Fast Forward Innovation / Portugal **ISABELA GYGAX** London College of Fashion / UK **IVANA ČUĹJAK** CIMO – Center for research of Fashion and Clothing – University of Zagreb / Croatia **(j)** **JANE MALCOLM-DAVIES** University of Copenhagen / Denmark **JANE SHEPHARDSON** London College of Fashion / UK **JASMINE MINOZA** London College of Fashion / UK **JENNIFER POAGE** London College of Fashion / UK **JENNY GILBERT** De Montfort University / UK **JESSICA BUGG** RMIT University / UK **JESSICA SWEIDAN** Synchronicity Earth / UK **JOANA MONTEIRO** London College of Fashion / UK **JOANNE MATTHEWS** London College of Fashion / UK **JOHANNA OEHLMANN** Nottingham Trent University / UK **JORGE DEL RIO** Universidad Navarra / Spain **JOSÉ ALEXANDRE OLIVEIRA** Riopelle / Portugal **JOSE TEUNISSEN** London College of Fashion / UK **JULIA CREW** London College of Fashion / UK **JULIA KAROLINA FREY** London College of Fashion / UK **JULIANA SISSONS** Nottingham Trent University / UK **JULIE CULLEN** UNILEVER UK / UK **JULIE KIELLAND** Copenhagen School of Design & Technology / Denmark **JULIET KINDERSLEY** Neals Yard Remedies / UK **JURE PURGAJ** University of Teacher Education of Viena / Austria

(k) **KAREN MARIE HASLING** Design School Kolding / Denmark **KAROLINE THILO** Copenhagen School of Design & Technology / Denmark **KATALIN MEDVEDEV** University of Georgia / USA **KATARZYNA KOT** London College of Fashion / UK **KATE GOLDSWORTHY** Chelsea College of Arts / UK **KATELYN TOTH-FEJEL** London College of Fashion / UK **KATHERINE POGSON** London College of Fashion / UK **KATHERINE TOWNSEND** Nottingham Trent University / UK **KATY BARKER** London College of Fashion / UK **KAZUYA KAWASAKI** Keio University SFC / Japan **KELLY DEARSLEY** London College of Fashion UK **KIRSI NIINIMÄKI** Aalto University / Finland **KIRSTEN SCOTT** Istituto Marangoni / UK **KOTARO SANO** Keio University / Japan **KRISTOF AVRAMSSON** Carleton University / Canada **KUMKUM BHATTACHARYA** London College of Fashion / UK **KYE SHIMIZU** Keio University / Japan **KYUNGEUN SUNG** De Montfort University / UK **(l)** **LAETITIA FORST** London College of Fashion / UK **LANA TOSKAN** London College of Fashion UK **LAURA SANTAMARIA** Sublime Mag / UK **LAUREN NEILSON** Common Objective / UK **LEA VENE** CIMO – Center for Research of Fashion and Clothing – University of Zagreb / Croatia **LESLEY CAMPBELL** Northumbria University / UK **LIGIA BARCELOS** Universidade do Minho / Portugal **LILYAN BERLIM** Universidade Veiga de Almeida, ESPM / Brazil **LISBETH BERG** London College of Fashion / UK **LIZ CIKAJLO SQUIRE** London College of Fashion / UK **LUCY ORTA** London College of Fashion / UK **LUIS ANDRÉ PRADO** Universidade de São Paulo / Brazil **LYUBOV SACHKOVA** London College of Fashion / UK **(m)** **MADALENA PEREIRA** Universidade da Beira Interior / Portugal **MANUEL SANTOS SILVA** Universidade da Beira Interior / Portugal **MÁRCIA BERGMANN** Pontifícia Universidade Católica do Rio de Janeiro / Brazil **MARIA ALVAREZ DE TOLEDO** London College of Fashion / UK **MARIA ASUNCIÓN GAJITOS** Hanken School of Economics / Finland **MARIA BEATRIZ FERREIRA** Universidade do Minho / Portugal **MARIA FLORES** London College of Fashion / UK **MARIA GOMES** Fast Forward Innovation / Portugal **MARIANA SILVA** London College of Fashion / UK **MARILENA SIAMPTANI** London College of Fashion UK **MARION REAL** London College of Fashion / UK **MARTA TORREGROSA** Universidad Navarra / Spain **MARYLIN DELONG** University of Minnesota / USA **MARYSSA COOK-OBREGÓN** London College of Fashion / UK **MATHILDA THAM** Goldsmith University / UK **MATILDA ASPINALL** London College of Fashion / UK **MATTHIEU LANNEGRAND** Rive Gauche / Russia **MAUD PIROLA** Creative Industries Project – Metropole of Lyon / France **MD REJAUL HASAN** North Carolina State University / USA **MEGAN BOLOTIN** London College of Fashion / UK **MEGHA CHAUHAN** London College of Fashion / UK **MIGUEL COSTA** Valérius – Têxteis SA / Portugal **MILADA BURCIKOVA** University of Huddersfield / UK **MINA JUGOVIC** London College of Fashion / UK **MIRANDA SMITHERAM** Auckland University of Technology / New Zealand **MIRIAM COUDOUX** Swarovski / UK **MOLSHREE VAID** Independent professional / India **MONICA BUCHAN-NG** London College of Fashion / UK **MONIKA HOLGAR** Queensland University of Technology / Australia **(n)** **NADINE MÖLLENKAMP** Design School Kolding / Denmark **NAOMI BAILEY-COOPER** London College of Fashion / UK **NAOMI BULLIARD** London College of Fashion / UK **NASTASSIA RAMAZANKHA** The Sustainable Angle / UK **NATASCHA RADCLYFFE-THOMAS** London College of Fashion / UK **NEHA DIMRI** Pearl Academy / India **NICK BRYAN-KINNS** Queen Mary University of London / UK **NICKY RYAN** University of the Arts / UK **NIKI TAYLOR** The Top Project/Schuh / UK **NINA MARENZI** The Sustainable Angle / UK **NINA STEVENSON** London College of Fashion / UK **NOORIN KHAMISANI** London College of Fashion / UK **(o)** **OCTÁVIA SÁ** Independent professional / Portugal **OLIMPIA FERNANDES** Fast Forward Innovation / Portugal **OLIVIA WEBER** London College of Fashion / UK **OLLIE FULONG** London College of Fashion / UK **(p)** **PAMELA BATTY** Burberry / UK **PATRÍCIA AZAMBULA** Universidade do Minho / Portugal **PATRICIA SANMIGUEL** ISEM / Spain **PAUL YUILLE** London College of Fashion / UK **PAULA GÁRGOLES** ISEM / Spain **PENILLE DALMOSE CHRISTENSEN** Copenhagen School of Design & Technology / Denmark **PETER KINDERSLEY** Neals Yard Remedies / UK **PETRA HOLMBERG** The National Museum of World Culture / Sweden **PIPPA SMART** London College of Fashion / UK **POLINA VAGNER** Federal Purchasing Union / Russia **(r)** **RACHAEL TAYLOR** Southampton Solent University / UK **RACHEL WORTH** Arts University Bournemouth / UK **RAISA FERRER PIZARRO** Pontificia Universidad Católica del Perú / Peru **RASMUS SIMONSEN** Copenhagen School of Design & Technology / Denmark **RAYNE REED** Global Mamas / UK **REBECCA EARLEY** Chelsea College of Arts / UK **REBECCA MUNRO** London College of Fashion / UK **REBEKAH MATHENY** The Ohio State University / USA **RENEE CUOCO** Rejina Pyo / UK **RHIAN SOLOMON** London College of Fashion / UK **RIANNA FORSKITT** The University of Sheffield / UK **RITA SOUSA** I&D Riopelle / Portugal **ROSEMARY VARLEY** London College of Fashion UK **RUCHIRA JOSHI** ASOS / UK **RUI MIGUEL** Universidade da Beira Interior / Portugal **RUPERT WALDRON** London College of Fashion / UK **RUTH GLASSPOOL** Routledge Taylor & Francis / UK **(s)** **SABRAH AL-FAHAD** College of Basic Education / Kuwait **SAIDA BRUCE** London College of Fashion / UK **SANDRA GONZA** Fair Wear Foundation / Netherlands **SANDRA SVENSSON** London College of Fashion / UK **SANTOSH TARAI** Fashion Institute of Technology / India **SARA CAVAGNERO** Italian Red Cross / Italy **SARA CHONG KWAN** London College of Fashion / UK **SARA LOPPO** Mastra-sa / Italy **SARAH JAMESON** Wyoming Studios / UK **SARAH PEILLON** Creative Industries Project – Metropole of Lyon / France **SAROJINI NALLATHAMBY** London College of Fashion / UK **SHALINI BISHT** Pearl Academy India **SIMONE 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School Kolding / Denmark **(w)** **WASMIYAH ALAQL** Princess Nourah bint Abdulrahman University / Saudi Arabia **WOUTER EGGINK** University of Twente / Netherlands **(x)** **XIN ZHANG** Birmingham City University / UK **(y)** **YANINA AUBREY** London College of Fashion / UK **YASUHIRO OTA** Tokuyama University – Shunan / Japan **YIJING GAO** London College of Fashion / UK **(z)** **ZOE NORTON** London College of Fashion / UK

Conference Map

LONDON COLLEGE OF FASHION



fashion design
sustainability
research education
partnership
transformation
ideas debate hope

WiFi
SSID: Whats Going On
Passphrase: whatsgoingon2018

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