

GLOBAL FASHION CONFERENCE PROJECT



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FFI Presentation

FFI is a micro company that aims to foster Fashion Innovation and Sustainability by bringing together academia and industry.

Based in Portugal it has an international scope and since 2008 promotes the Global Fashion Conference, a conference with a pluridisciplinary approach, which is organised through a partnership established between FFI and a university that has research and studies especially at post-graduated level related to fashion.

This project has had so far seven editions in eight universities.

Vídeos on past editions may be seen at: www.gfc-conference.eu

or at Youtube – GFC Video library



GFC2016 – Stockholm University



BELIEVING IN WORKING TOGETHER

The University/Centre of Research, which is a partner at a given edition, collaborates in every aspect of the scientific organisation of the conference and facilitates the contact with local suppliers of services required and companies that may become sponsors.

FFI takes care of every aspect of administrative, financial and legal aspects related to the organisation.

FFI also collaborates in the scientific organisation of the conference and establishes the sponsorship policy.

FFI pays the partner institution/university the expenses related to space, equipment and technical support needed.

The conference will take the form of an hybrid or online event, according to the terms of the partnership established.

THE GLOBAL FASHION CONFERENCE EDITIONS

FLORENCE UNIVERSITY – ITALY

UNIVERSITY OF PORTO – PORTUGAL

UNIVERSITY COMPLUTENSE – SPAIN

COLLEGE UNIVERSITY GHENT – BELGIUM

STOCKHOLM UNIVERSITY – SWEDEN

LONDON COLLEGE OF FASHION – UAL – UK

UNIVERSITÉ DE LA MODE – LYON – FRANCE

AKADEMY OF FINE ARTS – WARSAW - POLAND

NEXT

Akademie Mode & Design/Fresenius
University – Berlin, Cologne, Düsseldorf,
Hamburg, München, Wiesbaden



GFC2018 – London College of Fashion



The GFC2020 and GFC2021 were online events





An interview with Xavier Lépingle - CEO Hermès Textiles





Dominique Jacomet talks about the Challenges for the Fashion Industry



GFC'21

GLOBAL FASHION CONFERENCE

21-22 OCT

ORGANISERS



GFC'21



Faculty of Design
Academy of Fine Arts & Design

PARTNERS

palgrave
macmillan

GFC'21



Linda Lisa Turunen

WORKSHOP

FASHION EDUCATION

CHAIR / Eleanor Snare, Thomai Papathanasiou - Leeds Arts University - UK

PROBLEM-BASED LEARNING AS ETHICAL ENQUIRY IN FASHION BRANDING AND COMMUNICATION EDUCATION

05 Conclusions

H2. Both luxury and fast fashion brands are equally interested in the communication of sustainability.



There is great asymmetry between them in terms of the number of brands (13 out of 14 in fast fashion and 7 out of 18 in luxury fashion), although when luxury brands communicate, they can do it very well.



- How do we continue to teach and promote our discipline knowing it is home to issues of conflict?
- How will we - or can we - handle these frictions and conceptual strain?
- How do we develop a global professional learning community around teaching for and in times of systemic change?



ISEM



Universidad de Navarra

GFC



DIFFUSION OF KNOWLEDGE

Apart from the Proceedings publicly available online, four books have been published with the support of GFC, the last one launched in November 2020

“Understanding Luxury Fashion – from emotions to brand building”

Publishers: Palgrave MacMillan

FORTHCOMING IN 2022

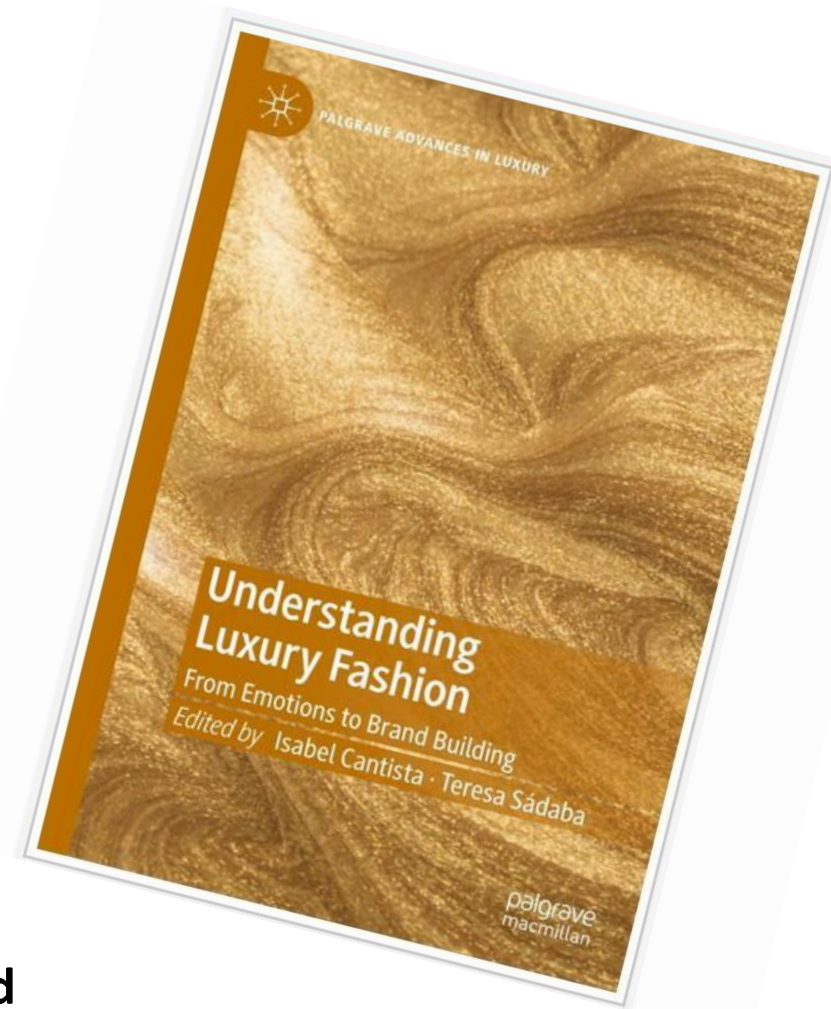
Book

“Fashion Heritage. Narrative and Knowledge Creation.”

Co-edited by Professor Isabel Cantista – University Lusíada, Porto and Professor Damien Delille – Université de la Mode, University of Lyon 2

This book gathers contributions from several Authors from different streams of research, on an international basis, emphasising the role of narratives on knowledge creation and criativity.

Publishers: Palgrave MacMillan



Since the very start the project of the Global Fashion Conference has caught the attention of media with interviews carried out with Organisers and Key Speakers by national and international TV channels and radio stations. Many written material has been published over the years about the several editions of the Global Fashion Conference.



FLAVIA MADEU

WELCOME PRODUCTS WILD RUBBER NEWS FLAVIA AMADEU DONATE MANIFEST BRASIL CART

Wild Rubber at the Global Fashion conference 2014 / Borracha nativa e tema da conferencia GLOBAL FASHION 2014

27/11/2014 0 Comments

Last week I did two presentations and a workshop about the #social_innovation of the coloured #wildrubber (FSA) from the #AmazonRainforest at the Global Fashion Conference 2014 in Ghent, Belgium. It is always great to share ideas and possibilities for the coloured rubber.

A borracha nativa da Amazonia foi o tema de duas apresentações e de um workshop semana passada na Global Fashion Conference 2014 em Ghent, na Bélgica. Muito bom compartilhar ideias e possibilidades para a borracha colorida produzida na floresta.



16 OUTUBRO 20
Moda
T



GLOBAL FASHION CONFERENCE DEBATE O LEGADO DA MODA

É na Universidade da Moda, em Lyon, França, que se realiza esta semana mais uma Global Fashion Conference. É a sétima edição, que tem lugar – necessariamente via Zoom – entre quarta e sexta-feira, dias 21 a 23 de outubro, e terá como tema 'O

Global Fashion Conference - Sweden

Published: 24 October 2016



Professors Joanne Roberts and John Armitage spoke at the Global Fashion Conference in Sweden.

The Global Fashion Conference aims to bring together academia and industry, contributing to the fashion business. It is for those engaged in study and analysis of the fashion phenomenon, for only researchers from the academic world, for innovative organisations and companies within the fashion system.

Si toda caract

Design Research Society

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GFC 2018 - Global Fashion Conference 2018

Starts: 31 Oct 2018 @ 10:00 AM MT
Ends: 01 Nov 2018 @ 7:00 PM MT

GLOBAL FASHION CONFERENCE

21.22.23 october
UNIVERSITE DE LA MODE - LYON



L'Université de la mode - Page officielle

[GFC 2020] Les inscriptions pour la septième édition de la Global Fashion Conference qui se déroulera les 21, 22 et 23 octobre à l'université de la Mode, sont ouvertes sur le site de la GFC : <http://gfc-conference.eu/>

NB : cette année, certaines interventions seront accessibles en ligne et utiliseront Microsoft Teams. Plus d'informations sur le site de la GFC.





Figure 2a and 2b: Participants and poster featuring one of the main issues discussed in an open workshop exploring 'new frameworks for fashion' devised and convened by Kate Fletcher and Lynda Goss, 2018. Photos: K. Diamond.

158 Craft Research

Conference Review

The parallel sessions that followed consisted of fifteen-minute presentations and chaired discussions which continued to explore topics related to systems thinking, nature and sustainability. These included, but were not limited to, the use of natural materials in sustainable design, global perspectives on fashion, and the role of fashion in society.

GFC VIDEO LIBRARY

From the 2020 edition GFC has a Youtube channel – GFC Video Library - where the sessions that have all the legal authorisations, are publicly available for free, and may be used for information and pedagogical purposes.



GFC VIDEO LIBRARY

In 2022 (date to be announced)

streamline short talks will
take place:

GFC Video Library Talks

A comment on one of the
videos from the library, a
book, or an interview with an
expert from academy or
industry

on a relevant issue for Fashion
Industry.



GLOBAL FASHION CONFERENCE
Video library

Professor **Isabel Cantista** is the Founder and CEO of FFI – Fast Forward Innovation. Isabel has a PhD in Management and Business Studies from the University of Sheffield – UK having previously graduated in Law from the University of Coimbra in Portugal. At present Isabel is an Associate Professor at University Lusíada – *campus of* Porto and a Visiting Professor at ISEM-Fashion Business School.

Isabel has worked more than a decade in retail and manufacturing industries at SONAE group, where she was Human Resources Manager and Marketing Manager, accumulating work experience in two very different industries. She has taught at the Catholic University in Porto, the University of Porto and AESE – Business School.

She is Referee at the Journal of Fashion Marketing and Management and the European Journal of Marketing. She is also Referee for Social Sciences projects for the ESF – European Science Foundation at Strasbourg.

Her main interest in research lies on innovation, particularly on fashion business and also on the luxury market. In her approach to innovation she always has in mind to promote the model of sustainable development.

Isabel has published “Casos Europeus de Marketing” (European Cases of Marketing) (2nd edition –2014). She is Author and Editor of “Moda num Mundo Global /Fashion in a Global World” (2011) and Author and Editor of “Espaços de Moda” (June 2016)/ “Fashion Spaces” (November 2016), an Author of “Fashion Entrepreneurship” in the book “Creación de Empresas de Moda (March 2018) and was Editor and Author of “Understanding Luxury Fashion – From emotions to brand building” (Nov. 2019). She has also published in academic journals and specialized press.



JOIN US!
TOGETHER WE MAY CONTRIBUTE TO
A MORE SUSTAINABLE WORLD!

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