

'20

GLOBAL FASHION CONFERENCE

PROGRAMME

L'Héritage de la Mode: Passé, Présent et Futur

Fashion Legacy: Past, Present and Future



Past

Present

Future

Bienvenue

Au moment où nous vivons un moment unique dans nos vies de chercheurs et d'enseignants, l'Université de la mode- Lumière Lyon 2 est heureuse d'accueillir la Global Fashion Conference consacrée à l'«Héritage de la mode : passé, présent et futur».

Les trois jours que nous allons passer ensemble se dérouleront uniquement en ligne et nous espérons qu'elles susciteront intérêt, discussions et débats. Les conférences, les tables rondes et les ateliers porteront sur la mode, les traditions textiles que ses industries ont su garder et les héritages que ses acteurs ont voulu nous transmettre. Les diverses thématiques sur la communication digitale, l'économie soutenable et éthique, les patrimoines de mode et les textiles du futur nourriront, nous l'espérons, des perspectives nouvelles de réflexion.

Depuis sa création, l'Université de la mode - Lumière Lyon 2, a à cœur de maintenir cet esprit de collaborations entre la société et le monde de l'industrie, de la culture et de la recherche scientifique, en accueillant un public toujours plus avide de connaissances. L'Université de la mode est honorée d'être part cette année du projet GFC. C'est en renforçant les liens d'une communauté scientifique toujours plus nombreuse que nous pourrons envisager la mode de demain, fière de sa culture et prête à relever les défis planétaires qui nous attendent.

Isabelle Hare, Stéphanie Kunert et Damien Delille
Université de la Mode, Lyon

Isabel Cantista
Fondatrice GFC – Global Fashion Conference

Welcome

At a time when we are living under unique circumstances in our lives as researchers and professors, the University of Fashion - Lumière Lyon 2 enthusiastically welcomes the seventh edition of the Global Fashion Conference dedicated to "Fashion Legacy: Past, Present and Future".

The three days we will spend together will unfold entirely online and we are confident that they will spark interest and give rise to stimulating debates. The conferences, roundtables and workshops will approach fashion from different fields of research, focusing particularly on the value of textiles and on the traditions artisans as well as the industry have managed to maintain. The various reflections on the digital environment, on the sustainable model of development and on the circular economy, as well as on the present situation will hopefully lead to new and broader perspectives.

Since its foundation, the University of Fashion - Lumière Lyon 2 has been committed to fostering a spirit of cooperation between society and the world of industry, culture and scientific research by welcoming audiences with a thirst for knowledge. The University of Fashion is honoured to take part in this edition of GFC. By reinforcing an increasingly closer relationship between researchers within the scientific community, we can promote the fashion of tomorrow, proud of its embedded culture and poised to tackle the challenges that lie ahead and that have now taken on a global dimension.

Isabelle Hare, Stéphanie Kunert et Damien Delille
Université de la Mode, Lyon

Isabel Cantista
Founder GFC – Global Fashion Conference

L'Université de la Mode

Créée en 1988, l'Université de la Mode dispense, dans un cadre universitaire de haut niveau, des cours orientés vers la mode. Ces diplômes sont destinés à donner aux étudiants des connaissances et à améliorer leur approche de la mode et de la création. Ils les préparent à différents métiers, principalement dans le secteur du textile et de l'habillement, mais aussi des accessoires, de la cosmétique et du design, orientés vers la création, la communication et le marketing.

Située au cœur de la région Auvergne-Rhône-Alpes, région historiquement liée à la mode, l'Université de la Mode est la seule université en France à proposer des licences et des masters qui couvrent les trois dimensions de l'industrie de la mode : la création de mode, le modélisme et la communication de mode.

Created in 1988, the Université de la Mode provides, in a high-level university framing, courses directed towards fashion. These diplomas are designed to empower students with knowledge and improve their approach on fashion and creation. They prepare them for various jobs, mainly in the textile and clothing sector, but also accessories, cosmetics, and design, directed towards creation, communication and marketing.

Located in the heart of the Auvergne-Rhône-Alpes region, an area historically linked to fashion, the Université de la Mode is the only university in France providing bachelor and master's degrees that cover three dimensions of the fashion industry: fashion design, fashion modeling and fashion communication.

A PROPOS DE . 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 was organised on a bi-annual basis until 2020, but from the present edition it will be annual. GFC is always carried out in collaboration with a university that carries out research on fashion studies.

From the present edition two Research Awards will be granted. The jury is constituted by an independent jury with representatives from academia, industry and press.

KEY SPEAKERS

PASCAL MORAND

XAVIER LÉPINGLE

GÉRALDINE VALLEJO

ELENI MOURATIDOU

DOMINIQUE JACOMET

CONTRIBUTORS

ESCLARMONDE MONTEIL

CLÉMENT TROUCHE

PASCALE GORGUET-BALLESTEROS

SYLVIE MAROT

YUMIKO HAYASHI

ODILE PRÉMEL

KIM PICARD- CHAÏBI

THIBAUD VON TSCHAMMER

CLARA POTTON

Y C A B O O L I



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21 oct.

PROGRAMME

* CET _ Heure d'Europe Centrale

9.30-10.00 MOT DE BIENVENUE

Marie Després-Lonnet, Doyenne Université de la Mode, Directrice du Centre de recherche ICOM et Bernard Hours - Directeur du Centre de recherche LAHRA

10.00-10.30 INTRODUCTION

Isabelle Hare, Stéphanie Kunert et Damien Delille, maîtres de conférences - Université Lumière Lyon 2

10.30-11.15 L'HERITAGE DE LA MODE EN FRANCE : PASSÉ, PRÉSENT ET FUTUR

Pascal Morand, Président Exécutif de la Fédération de la Haute Couture et de la Mode

11.15-11.30 PAUSE

11.30-12.45 SESSIONS PARALLÈLES

12.45-13.45 DÉJEUNER

13.45-15.15 SESSIONS PARALLÈLES

15.15-15.30 PAUSE

15.30-16.30 TABLE RONDE - HISTOIRE, NARRATION ET SAVOIR

MODÉRATEUR: *Esclarmonde Monteil*, directrice Musée des Tissus - Lyon

Clément Trouche, commissaire d'exposition, directeur artistique Musée du Costume, Maison Fragonard

Pascale Gorguet-Ballesteros, conservatrice en chef Palais Galliera - Musée de la Mode de la ville de Paris, enseignante-chercheur Centre André Chastel (Laboratoire de Recherche en Histoire de l'Art) - CNRS - Paris-Sorbonne.

16.30-17.00 PAUSE

17.00-17.45 ENTRETIEN - TECHNIQUES, TECHNOLOGIES ET SAVOIR FAIRE

Xavier Lépingle, CEO Hermès Textiles

17.45-18.00 LE MONDE DE LA MODE PARLE À LA GFC2020: partage de témoignages de participants sur le premier jour

* CET _ Central Europe Time

9.30-10 am WELCOME

Marie Després-Lonnet, Dean Université de la Mode, Director Centre of Research ICOM et Bernard Hours - Director Centre of Research LAHRA

10-10.30 am INTRODUCTION

Isabelle Hare, Stéphanie Kunert et Damien Delille - University Lyon 2

10.30-11.15 am THE LEGACY OF FRENCH FASHION : PAST, PRESENT AND FUTURE

Pascal Morand, Executive President of Fédération de la Haute Couture et de la Mode

11.15-11.30 am BREAK

11.30-12.45 am PARALLEL SESSIONS

12.45 am - 1.45 pm LUNCH BREAK

1.45-3.15 pm PARALLEL SESSIONS

3.15-3.30 pm BREAK

3.30-4.30 pm PANEL DISCUSSION

CHAIR: *Esclarmonde Monteil* - Musée des Tissus

Clément Trouche, Curator, Creative Director Museum of Fashion - Maison Fragonard

Pascale Gorguet-Ballesteros, Curator Palace Galliera - Fashion Museum of Paris, Lecturer and Researcher Centre André Chastel (History of Art) - CNRS and Paris-Sorbonne

4.30-5 pm BREAK

5-5.45 pm IN CONVERSATION WITH. TECHNIQUES, TECHNOLOGIES AND KNOW-HOW

Xavier Lépingle, CEO Hermès Textiles

5.45-6 pm WORDS FROM THE WORLD OF FASHION AT GFC2020: Sharing of some comments from delegates about the first day

22 oct.

PROGRAMME

9.30-9.45 INTRODUCTION DE LA 2ÈME JOURNÉE

Damien Delille, Université de Lyon 2

9.45-10.00 REMERCIEMENTS

Isabel Cantista, GFC

10.00-10.15 PRIX DE RECHERCHE GFC2020

Avec la participation du jury :

Simone Guercini, Université de Florence, *Robert van de Kerkhof*, CCO Lenzing et *Maria Margarida Cardoso*, Journaliste chez Expresso (journal) et Exame e Visão (magazines).

10.15-10.30 INVITATION TO GLOBAL FASHION CONFERENCE 2021

Agnieszka Rożnowska-Jasiewicz, Vice Doyenne, (Artiste)

Aleksandra Jatczak-Repeć, Professeur et Chercheur

Design Department, Academy of Fine Arts - Warsaw - Poland

10.30-11.15 HÉRITAGE ET POUVOIR DE LA COLLABORATION

Géraldine Vallejo, directrice des programmes développement durable de Kering.

11.15 - 11.30 PAUSE

11.30-12.45 SESSIONS PARALLÈLES

12.45-13.45 DÉJEUNER

13.45-15.15 SESSIONS PARALLÈLES

15.15-15.30 PAUSE

15.30-16.30 TABLE RONDE - HÉRITAGE DE LA MODE: COMMUNICATION ET TRANSMISSION

MODÉRATEUR: *Sylvie Marot*, curatrice indépendante

Yumiko Hayashi, Patrimoine Sonia Rykiel et *Odile Prémel*, Patrimoine Chanel

16.30-17.00 PAUSE

17.00-17.45 ENTRETIEN - LES POLITIQUES DE « RÉ-PRÉSENTATION » DES ENTREPRISES DE MODE

Eleni Mouratidou, maîtresse de conférences en SIC, Université Sorbonne Paris-Nord

15.45-18.00 LE MONDE DE LA MODE PARLE À GFC2020: Partage de témoignages de participants sur le deuxième jour.

9.30-9.45 am INTRODUCTION TO THE 2ND DAY

Damien Delille, Université de Lyon 2

9.45-10 am ACKNOWLEDGMENTS

Isabel Cantista, GFC

10-10.15 am GLOBAL FASHION CONFERENCE – BEST RESEARCH - AWARDS

With the presence online of the members of the jury:

Simone Guercini, Université de Florence, *Robert van de Kerkhof*, CCO Lenzing and *Maria Margarida Cardoso*, Journalist at Expresso Newspaper/Exame and Visão Magazines

10.15- 10.30 am INVITATION TO GLOBAL FASHION CONFERENCE 2021

Agnieszka Rożnowska-Jasiewicz, Vice Dean, (Artist)

Aleksandra Jatczak-Repeć, Fashion Lecturer and Researcher

Design Department, Academy of Fine Arts - Warsaw - Poland

10.30-11.15 am FASHION LEGACY AND THE POWER OF COLLABORATION

Géraldine Vallejo, Sustainability Programme Director - Group Kering.

11.15 - 11.30 am BREAK

11.30-12.45 am PARALLEL SESSIONS

12.45 am-1.45 pm LUNCH BREAK

1.45-3.15 pm PARALELL SESSIONS

3.15-3.30 pm BREAK

3.30-4.30 pm PANEL FASHION LEGACY : COMMUNICATION AND TRANSMISSION

CHAIR: *Sylvie Marot*, curator

CONTRIBUTORS: *Yumiko Hayashi*, Patrimoine Sonia Rykiel and *Odile Prémel*, Patrimoine Chanel

4.30-5 pm BREAK

5-5.45 pm IN CONVERSATION WITH POLITICS OF RE-PRÉSENTATION IN FASHION COMPANIES

Eleni Mouratidou, researcher at LabSic and Lecturer at Sorbonne Paris-Nord, Sorbonne Paris-Nord

5.45-6 pm WORDS FROM THE WORLD OF FASHION: Sharing some comments from delegates about the second day

23 oct.

PROGRAMME

9.30-9.45 INTRODUCTION DE LA 3ÈME JOURNÉE

Damien Delille, Université de Lyon 2

9.45-10.45 TABLE RONDE - INNOVATION ET DÉVELOPPEMENT SOUTENABLE : L'HÉRITAGE POUR LE FUTUR

MODÉRATEUR: Kim Picard-Chaïbi, Innovation Techtera

Clara Potton, Chef de Recherche de l'entreprise Synergies TLC et *Thibaud Von Tschammer*, Directeur-Général Sociétés Deveaux

10.45-11.00 PAUSE

11.00-12.00 CHALLENGES FOR THE FASHION INDUSTRY : THE LEGACY OF FASHION FUTURE

Dominique Jacomet, Board d'Euratex - Confédération Européenne de l'Habillement et du Textile
Entretien conduit par *Lucas Delattre*, Journaliste, Écrivain et Enseignant à IFM - Institut Français de la Mode

12.00-12.30 CONCLUSIONS

12.30 CLÔTURE DE LA CONFERENCE

Isabelle Hare, *Stéphanie Kunert* et *Damien Delille*, Université Lumière Lyon 2

9.30-9.45 am INTRODUCTION TO THE 3RD DAY

Damien Delille, Université de Lyon 2

9.45-10.45 am PANEL INNOVATION AND SUSTAINABILITY : FASHION LEGACY FOR THE FUTURE

CHAIR: *Kim Picard-Chaïbi*, Head of Innovation Projects at Techtera (French Cluster of Technical Textiles) and *Clara Potton*, Head of Research at Synergies TLC and *Thibaud von Tschammer*, CEO Group Deveaux.

10.45-11 am BREAK

11-12 am CHALLENGES FOR THE FASHION INDUSTRY : THE LEGACY OF FASHION FUTURE

Dominique Jacomet - Board of Euratex - Federation of European Textile and Apparel
Interviewed by *Lucas Delattre*, Journaliste, Writer and Lecturer at IFM

12 am-12.30 am CONCLUSIONS

12.30 am CLOSING OF THE CONFERENCE

Isabelle Hare, *Stéphanie Kunert* et *Damien Delille*, Université Lumière Lyon 2

L'organisation prendra en compte dans son travail, autant que possible, les différents fuseaux horaires des participants en ligne.

Ce Programme peut être changée à cause d'événements de force majeure.

The organisation of the parallel sessions on the final programme will try to take into consideration, as much as possible, the differences of time zone of delegates.

This Programme may be subject to changes due to unforeseen circumstances.

day 1

21.10
/ 11.30-12.45

SESSION 21.1 / EMOTION & EXPERIENCES

CHAIR / *Kirsten Scott*, Istituto Marangoni London - UK

RP5 RITCH & HALLINAN_Crafting communities, haven for escapism and well-being

Elaine Ritch and Marian Hallinan, Glasgow Caledonian University - Scotland

RP8 SCOTT_Fashion at the intersection of anthropology, ecology and innovation

Kirsten Scott, Istituto Marangoni London - UK

RP23 NADAL_Co-designing woven textiles using sensory perception to arouse emotional experience

Gina Nadal, Manchester School of Art - UK

RP29 PINA ET AL_Browsing clothing with senses: A sensorial brand experience concerning visually impaired consumers

Liliana Pina, Paulo Duarte, José Lucas, Paulo Martins and Rui Miguel, University of Beira Interior - Portugal

SESSION 21.2 / COMMUNICATION

CHAIR / *Heriot-Watt*, University School of Textiles and Design - Scotland

RP19 KALKREUTER ET AL_Exploring virtual heritage experience giving as entrepreneurship for makers

Britta Kalkreute, Heriot-Watt University School of Textiles and Design - Scotland and *Amisha Bajpai and Sucharita Beniwal*, National Institute of Design & Swati Maskeri - MAHE/Srishti Manipal Institute - India

RP17 CAREY ET AL_Are social media engagers outgrowing the reach of the eponymous 'influencer'?

Lindsey Drylie Carey, Esteban Galan Cubillo and Grant Donaldson, Glasgow Caledonian University - Scotland

RP85 CALAZA_Trend networking: social networks and circular economy

Miriam García Calaza, University of Vigo - Spain

SESSION 21.3 / INFLUENCERS AND MAKERS

CHAIR / *Isabel Cantista*, Lusíada University - Portugal

RP24 BROWN ET AL_The Power to Influence: Gen-X Females, Depicting Self Via Fashion

Jennifer Anne Brown, Elaine Ritch and Noreen Siddiqui, Glasgow Caledonian University - Scotland

RP33 ZHANG ET AL_Infinite - an E-textile toolkit for fashion and textile designers

Mei Zhang and Nick Bryan-Kinns, Queen Mary University of London & *Rebecca Stewart* - Imperial College London - UK

RP50 KANER & SUBAŞI_Cross-disciplinary collaborations for the creation of fashionable wearables

Gül Kaner, Koç University & *Özge Subaşı* - Futurewell: CoCreation and *Wellbeing Lab*, Koç University - Turkey

SESSION 21.4 / WORKSHOP SUSTAINABILITY AND RESPONSIBLE CONSUMPTION

WORKS1 KIAH_Saving the World, One Closet at a Time

Lula Kiah, Style Innovators - USA

/ 13.45-15.15

PARALLEL SESSIONS

SESSION 21.5 / MUSEUM - NARRATIVE AND KNOWLEDGE

CHAIR / *Gabriele Monti*, IUAV University of Venice - Italy

RP34 PÉREZ & GATÓN FRAILE_Inputs, connections and innovation in Fashion Museums: The effect in the COVID-19 context

Lucía Pérez Pérez, EAE Business School & *Maria Gatón Fraile* - University of Malaga - Spain

RP42 GLOVER_Fashion Storytelling Through Dress and Lego Mini-Figures: Mary Queen of Scots

Catherine Glover, Northumbria University - UK

RP58 MONTI_1980-2020

Gabriele Monti, IUAV University of Venice - Italy

SESSION 21.6 / SUSTAINABILITY

CHAIR / *Lindsey Drylie Carey*, Glasgow Caledonian University - Scotland

RP31 KIDD ET AL_The Fashion Detox Challenge: An experiment in reduced clothing consumption

Emma Kidd, Elaine Ritch and Lindsey Drylie Carey, Glasgow Caledonian University - Scotland

RP32 CAVAGNERO_Trademarks embedding sustainable claims: catalysing a paradigm shift or providing misleading information?

Sara Cavagnero, Northumbria University - UK

RP52 SISSONS_Pattern Anatomies: Can surgery cutting inform zero-waste fashion design?

Juliana Sissons, Nottingham Trent University - UK

SESSION 21.7 / CONSUMERS AND DEMAND

CHAIR / *Louise Ravnløkke*, Design School Kolding - Denmark

RP7 BLAS RIESGO ET AL_The consumption side of sustainable fashion: price sensitivity, value, and transparency demand

Silvia Blas Riesgo, Universidad de Navarra and *Mariangela Lavanga*, Erasmus University & *Mónica Codina* - Universidad de Navarra - Spain

RP10 RITCH & SIDDIQUI_Examining the Zeitgeist of fashion, influencers and concepts of value

Elaine Ritch and Noreen Siddiqui, Glasgow Caledonian University - Scotland

RP71 RAVNLØKKE_Designing for User Empowerment

Louise Ravnløkke, Design School Kolding - Denmark

SESSION 21.8 / COLLABORATION AND CO-CREATION

CHAIR / *Paulo Martins*, University of Beira Interior - Portugal

RP2 SCHUSTER_The need of a sustainable process not only a sustainable product: the designer as facilitator of collaborations

Anna Schuster, London College of Fashion - UK

RP22 MARTINS ET AL_Co-creation fashion brands: a case study

Paulo Martins, Rui Miguel, Liliana Pina, José Lucas and Madalena Pereira, University of Beira Interior - Portugal

RP84 TORRALBA & ESCUTIA_Sustainable strategies in mexican handcrafted textiles based on participative social co-design. Success stories.

Nieves Torralba Collados and José Martínez Escutia, Escola d'Art i Superior de Disseny de València - Spain

TESTIM3 DE ROMAN_Création et Transmission: Une Collection de Haute Couture

Emmanuelle de Roman, Instituto de Estudios Superiores de Moda C.F. - Mexico

day 2

22.10
/ 11.30-12.45

/ 13.45-15.15

SESSION 22.1 / DIGITAL: INFLUENCERS AND MAKERS CHAIR / *Mala Siamptani*, London College of Fashion - UK

RP14 MJASNIKOVA_Transcending the physical body: The influence of E-sports on digital fashion

Ksenija Mjasnikova, The Manchester Metropolitan University and Istituto Marangoni - Czech Republic

RP38 TAVARES & MAGALHÃES_New Technologies Shift in Jewelry Design: From Traditional Optimization to Contemporary Speculation

Thayane de Sousa Tavares and Claudio Freitas de Magalhães, Pontifical Catholic University of Rio de Janeiro - Brazil

RP51 SIAMPTANI & BARRETT_Investigating the use of digital technology in Jewellery Design: A thematic analysis

Mala Siamptani, London College of Fashion & Jenni Barrett - University of Central Lancashire - UK

SESSION 22.2 / INSIGHTS INTO THE FUTURE CHAIR / *Matilda Aspinall*, London College of Fashion - UK

RP1 ASPINALL_Back to the future of fashion past: Re-fashioning future garment making

Matilda Aspinall, London College of Fashion - UK

RP9 VACCARI_The Fashion Futuring: A Sustainable Paradigm for the Time to Come

Alessandra Vaccari, IUAV University of Venice - Italy

RP56 ELIOT_Les matériaux souples réactifs rédéfinissent notre rapport aux outils numériques

Claire Eliot, Centre de Recherche Interdisciplinaire - France

TESTIM2 Usedfully®: A decentralised, replicable, circular system for clothing

Bernadette Casey, The Formary Limited - New Zealand

SESSION 22.3 / WORKSHOP – ROAD TO SUSTAINABILITY

WORKS4 PÉREZ-BOU & SARDINA LÓPEZ_ Present and Future of Fast Fashion: Roadmap to Sustainability

Silvia Pérez-Bou, ISEM Fashion Business School and Javier Sardina López, University of Santiago de Compostela - Spain

SESSION 22.4 / CRAFTMANSHIPS CHAIR / *Ulla Ræbild*, Design School Kolding - Denmark

RP4 RÆBILD_Pattern cutting as social manifest: the pioneering case of contour cutting

Ulla Ræbild, Design School Kolding - Denmark

RP6 CHAUHAN_Who are the Artisans: A case for their creative and cultural identities

Megha Chauhan, London College of Fashion - UK

RP63 DIMRI ET AL_Craft Resurgence in India Post Independence

Ashish Dhaka, Sonika Soni Khar and Neha Dimri, Pearl Academy - India

SESSION 22.5 / SUSTAINABILITY

CHAIR / *Paula Gárgoles Saes*, ISEM Fashion Business School - Spain

RP36 REGADERA GONZÁLEZ ET AL_Textile design as a critical leverage to achieve a more sustainable fashion

Elisa Regadera González, Universitat Internacional de Catalunya & *Silvia Pérez-Bou* - ISEM Fashion Business School and *Alejandra Montilla Morado*, McCann Worldgroup - Spain

RP47 GÁRGOLES_Sustainability impact on corporate reputation in the fashion industry. The case of Spanish brands

Paula Gárgoles Saes, ISEM Fashion Business School - University of Navarra - Spain

RP53 DENARO & PETRECCA_Sustainable fashion paradigms: local and makers productive models

Gianni Denaro and Antonella Petrecca, Sapienza University of Rome - Italy

SESSION 22.6 / WORKSHOP SUSTAINABILITY COMMUNICATION SYSTEM

WORKS2 KANER_Past resources for a sustainable fashion future: Associating old terms, labels and categories for a new source of information and label system

Gül Kaner, Koç University - Turkey

SESSION 22.7 / CULTURAL IDENTITY AND HERITAGE

CHAIR / *Ishi Srivastava*, Pearl Academy - India

PHOTO2 SRIVASTAVA_The Surviving Sari: Experiencing women's heritage through the transforming narrative of the sustainable drape

Ishi Srivastava, Pearl Academy - India

RP39 COLONEL_Le gant: un héritage des siècles passés

Audrey Colonel, L'Université Grenoble Alpes / UMR LARHRA - France

RP82 VAN DEN HOF_A fashionable competition for modernity: A comparative analysis of fashion in the USA and the USSR during the Cold War

Josephine van den Hof, VU Amsterdam - Netherlands

SESSION 22.8 / STORYTELLING OF BRANDS CHAIR / *Aude Le Guennec*, Heriot-Watt University - London - UK

RP41 LE GUENNEC_Heritage and children's fashion: case-study of the rebranding of the French Jacadi (2006-2010)

Aude Le Guenne, Heriot-Watt University - UK

RP44 MENDES_De l'Armani Caffè à l'Oursin, les restaurants de créateur comme fabrique de l'héritage

Silvano Mendes, Institut Français de la Mode - France

RP83 MARRELLA_Consumerism and female iconography: Women in the advertising campaigns of the major Italian luxury brands, years 2010-2015

Federica Maria Marrella, IULM University Milan - Italy

DÉLÉGUÉS . DELEGATES

FOR S L



A / **AGNIESZKA ROŻNOWSKA-JASIEWICZ** . Warsaw Institute of Fine Arts / Poland
AINHOA VALENCIA IRIARTE . University of Navarra / Spain
ALEKSANDRA JATCZAK-REPEĆ . Warsaw Inst.of Fine Arts / Poland
ALESSANDRA VACCARI IUAV . University of Venice / Italy
ALEXANDRA PAIN . University of Lyon / France
ALEXIS RODRIGUEZ . University of Lyon / France
ALINE MONÇORES . Pontifical Catholic Univ. of Rio de Janeiro / Brazil
ALVARO SANZ SANTACRUZ . University of Navarra / Spain
ALYSSA CHOAT . University of Technology Sydney / Australia
AMAIA GRANDE BUSTO . University of Navarra / Spain
AMALIA DESCALZO LORENZO . ISEM / Spain
AMBRE BERNARD . Group Kering / France
AMISHA BAJPAI . National Institute of Design / India
ANA FRANCISCA FREITAS . Ltd Clothing Lda / Portugal
ANA MÓNICA ROMÃOZINHO . University of Beira Interior / Portugal
ANA RONCHA . London College of Fashion / UK
ANAÍS BERNARD . University of Lyon / France
ANAÍS MARIN MUNOZ . University of Lyon / France
ANDRÉE-ANNE LEMIEUX . Institut Français de la Mode / France
ANIA ZOLTAKOWSKI . University of Technology Sydney / Australia
ANISSA ABASSE . University of Lyon / France
ANNA SCHUSTER . London College of Fashion / UK
ANTOINETTE EL-ALA . University of Technology Sydney / Australia
APOLLINE DESCOMBES . University of Lyon / France
ASHISH DHAKA . Pearl Academy / India
ASTRID BURROT . University of Lyon / France
AUDE LE GUENNEC . Heriot-Watt University / Scotland
AUDREY COLONEL COQUET . Université Grenoble Alpes / UMR LARHRA / France
B / **BABIN MANON** . University of Lyon / France
BABIN MANON . University of Lyon / France
BERNADETTE CASEY . The Formary Limited / New Zealand
BERNARD HOURS . LARHRA / France
BRITTA KALKREUTER . Heriot-Watt University School of Textiles and Design / Scotland
C / **CAMILA DE MADALENGOITIA VERME** . Univ. of Navarra / Spain
CAMILA LOAYZA TABJA . University of Navarra / Spain
CARLOTA CORES NÚÑEZ . University of Navarra / Spain
CARLOTA VIA ILLARDUYA . University of Navarra / Spain
CARMEN AZPURGUA GARCÍA-JALÓN . ISEM / Spain
CATHERINE GLOVER . Northumbria University / UK
CÉDRIC DARDENNE . Jacadi / France
CHARLÈNE BONNEMAISSON . University of Lyon / France
CHLOÉ GALLET . University of Lyon / France
CHLOE PRAT . University of Lyon / France
CLAIRE ELIOT . Centre de Recherche Interdisciplinaire / France
CLARA FEIJÓ ALMEIDA MENEZES . Pontifical Catholic University of Rio de Janeiro / Brazil
CLARA POTTON . Synergies TLC / France
CLARA ZAJDELA . University of Lyon / France
CLÁUDIO MAGALHÃES . PUC Rio de Janeiro / Brazil
CLÉMENCE FAURE . University of Lyon / France
CLÉMENT TROUCHE . Maison Fragonard - Musée / France
CRISTINA DE TORRE FERNÁNDEZ . University of Navarra / Spain
D / **DAMIEN DELILLE** . University of Lyon 2 / France
DAVID ZATJMANN . Institut Français de la Mode / France
DOMINIQUE JACOMET . Euratex / France
DONNA SGRO . University of Technology Sydney / Australia
E / **ELAINE RITCH** . Glasgow Caledonian University / Scotland
ELENA DE LORENZO-CÁCERES GONZÁLEZ . Univ. of Navarra / Spain
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