



Global Fashion
Conference ²⁰²³
Fashion for the
Common Good

P R O G R A M M E

Welcome

The notion of the common good has its roots in the era of ancient Greek city-states, and has pointed toward the possibility that certain goods, such as security and justice, can be achieved only through citizenship, collective action, and active participation in the public sphere of social life. Indeed, the Greek philosopher Aristotle would argue that only matters of the common good are right; matters for the ruler's good are wrong. For contemporary politics, the importance of the idea of the common good remains in that it identifies the possibility that politics can be about more than building an institutional framework for the narrow pursuit of individual self-interest in the essentially private domain of liberalized markets. In a globalised world, where inequalities between continents, regions and even within cities are all too evident, the need for a consensus on the common good and the active participation of everyone has become a crucial instrument in building peace. Shared values - which are perceived as the common good - provide the basis for negotiations and compromises.

The sustainable development goals for 2030 have emerged in the international context as a platform for understanding what the common good is, and have been perceived as such by GFC. These goals prioritise some of those defined by the UN under Agenda 21, defining a timeframe for their accomplishment.

The Fashion industry displays to the full all the good and bad that may be found in political, social, economic and technological terms in an industry which has a global scale. By picking up the topic of Fashion for the common Good we want to provide a wider space and bigger impact into the full potential Fashion has for the Common Good.

THE ORGANISING COMMITTEE

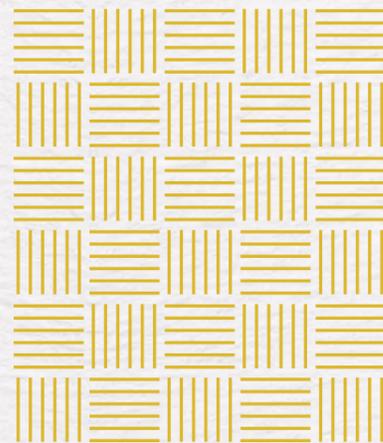
Elaine Ritch, *Reader in Fashion, Marketing and Sustainability/ Research Lead for 'Consumers, Lifestyles and Experiences' Research Group, School for Business and Society, Glasgow Caledonian University, Scotland*

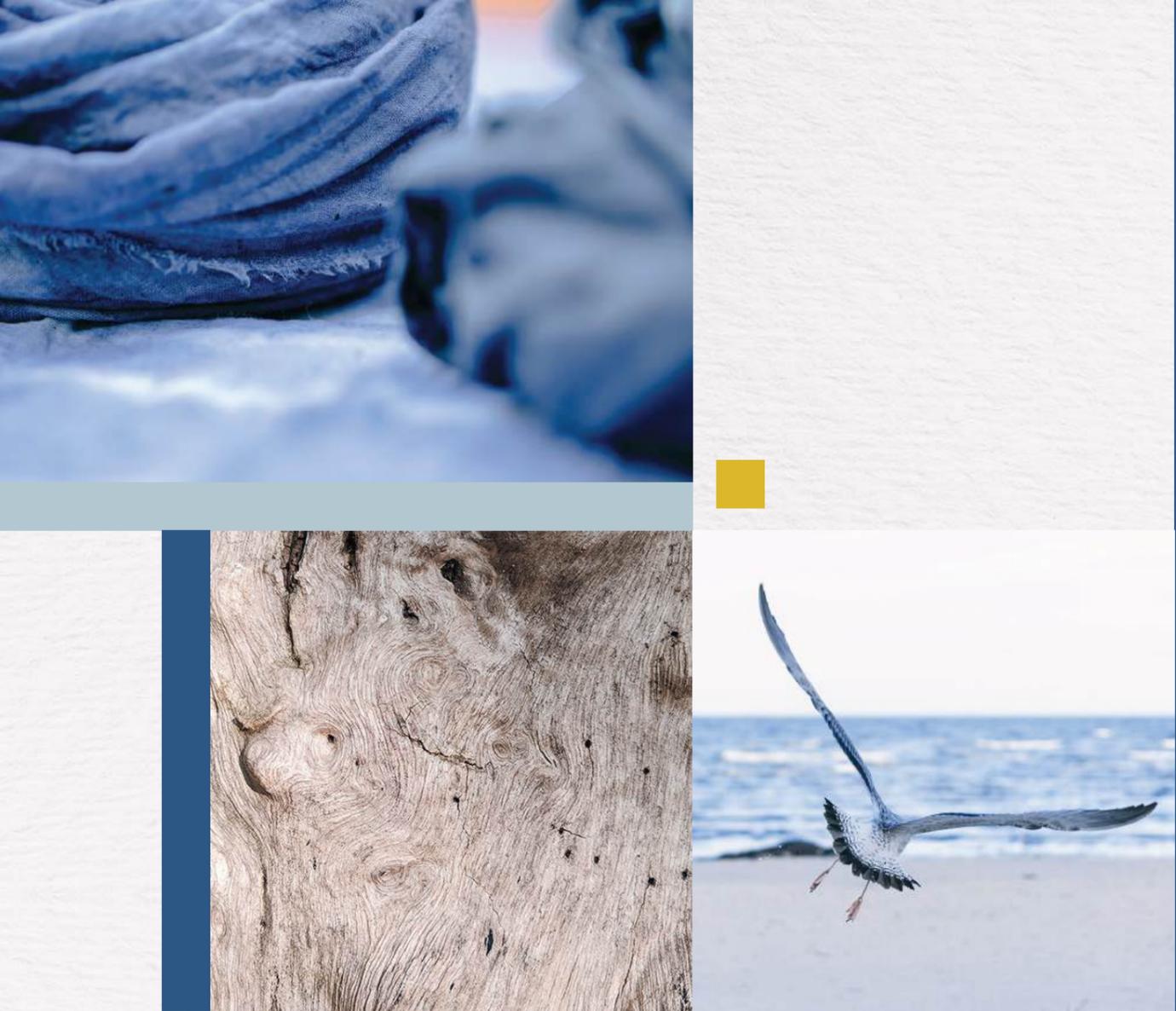
Linda Shearer, *Head of Department Fashion, Marketing, Tourism and Events/Senior Fellow of the Higher Education Academy, Glasgow Caledonian University, Scotland*

Silvia Pérez-Bou, *Academic Director - Executive Master on Fashion Business, ISEM Fashion Business School/ Senior Research Fellow Sustainability, University of Navarra, Spain*

Sonika S. Khar, *Associate Professor Design, Craft Studies, Innovation and Research Methods - Pearl Academy (Delhi, Jaipur, Mumbai, Bangalore), India*

Isabel Cantista, *Dean of the School of Economics and Business Studies, Lusíada University (campus of Porto and Famalicão) / Senior Researcher on Innovation and Sustainability COMEGI - Centre of Research on Organisations, Markets and Industrial Engineering, Lusíada University, Portugal.*





Global Fashion Conference

The Global Fashion Conference is a project created in 2008 laid on the scientific concept of a sectoral innovation system. The Global Fashion Conference has therefore, a pluridisciplinary approach and brings together different areas of knowledge from the academic world and the Fashion industry, policy makers and NGOs in order to build and share knowledge, and positive experiences with the aim of promoting a sustainable model of development. We believe this dialogue is the basis for creativity and innovation and that innovation is crucial in the transition to a new model of sustainable fashion, and circular economy.

The Global Fashion Conference acts as a catalyst for change, for a more sustainable model of development according to the 2030 SDGs.

This conference takes place each year in a different university. The university partner to GFC means that research is the basis for the work developed in all areas of intervention of the university in question. Consequently, the university partner is deeply involved in all aspects related to the scientific aspects of this event.

Recognition is also an important objective for GFC. In each edition two Research Awards are granted: one for the Best Research on Innovation and another one for the Best Research on Sustainability. The jury varies every year, but it is always constituted by independent representatives from academia, industry and press with no relationship with the GFC organizational team.

GFC is committed to developing all efforts in the diffusion of the work presented and that demonstrates a consistent scientific basis subject to peer review. And therefore, after each edition, subsequent work leading to different forms of publications is carried out and supported by GFC. From 2020 a Youtube Channel – GFC Video Library is at the disposal of anyone belonging to the fashion community who seeks for reliable information and sound research on the many fields intertwined into the Fashion phenomenon.

GFC is also committed to sustainability being a member of the 1% for the Planet Foundation supporting projects that promote clean and affordable energy, clean water and long-term solutions for wildfires, and a partner with the non-profit organisation, Harambee for Africa, offering every year scholarships to the education of African girls and women.

As a conference GFC is committed to being carbon neutral by 2025 and pursuing in every aspect of its organization the decarbonization.



Programme Parallel sessions

🖥️ ONLINE / 👤 IN PERSON

ACS

ADVANCED CLOTHING SOLUTIONS

For 25 years ACS have specialised in rental fulfilment and clothing renewal. Since launching in 1997, business has evolved and expanded but the commitment to excellence on operations and service to customer has remained the same.

After defining and perfecting an innovative and scalable fulfilment solution for the traditional men's formal hire market, ACS has expanded to new markets within the fashion industry and is proud to enable the shift towards access over ownership.

ACS aspires to transform the fashion industry from the traditional linear take-make-dispose model, towards a circular fashion model that extends the life of existing textiles and diverts clothing from landfill.

To achieve this, ACS enables brands and retailers to introduce a rental or resale model alongside their existing ecommerce model. The social impact ACS has in the Scottish region where the company's premises are located is also remarkable.

PROGRAMME



16 . 11

THURSDAY

12H UK

MEETING POINT FOR DELEGATES WHO WILL ATTEND IN-PERSON EVENTS

Foyer Annie Lennox Building, Glasgow Caledonian University

Cowcaddens Road, Glasgow G4 0BA

Old College, University of Edinburgh

South Bridge, Edinburgh EH8 9YL

12H15M

TRAVEL TO ACS AND LUNCH OFFERED AT THE COMPANY PREMISES / 

14H UK, Portugal / **15H** Spain, Italy, France, Germany, Sweden / **16H** Moscow, Saudi Arabia, Israel / **9H** New York (USA) **10H** Brazil / **18H30** India / **21H** Beijing

WELCOME AND OPENING OF GFC2023 AT ACS

Elaine Ritch and Linda Shearer, Glasgow Caledonian University

VISIT TO ACS / 

[CHAIR OF VISIT ONLINE] **Aileen Stewart, Glasgow Caledonian University**

16H15M UK, Portugal / **17H15M** Spain, Italy, France, Germany, Sweden / **18H15M** Moscow, Saudi Arabia, Israel / **11H15M** New York (USA) / **12H15M** Brazil / **18H30** India / **22H15M** Beijing

ROUND TABLE . **INNOVATION FOR THE COMMON GOOD IN THE SCOTTISH FASHION INDUSTRY** / 

Circular Economy and Sustainability at ACS

Andrew Rough, CEO

Anthony Burns, COO

Michael Cusack, Head of Sustainability

Q&A

17H UK, Portugal / **18H** Spain, Italy, France, Germany, Sweden / **19H** Moscow, Saudi Arabia, Israel / **13H** New York (USA) / **14H** Brazil / **21H30M** India / **24H** Beijing

CLOSING OF THE FIRST DAY

RETURN TRAVEL TO GLASGOW OR EDINBURGH FOR DELEGATES ATTENDING IN-PERSON



17 . 11
FRIDAY

9H UK, Portugal / 10H Spain, Italy, France, Germany, Sweden / 11H Moscow, Saudi Arabia, Israel / 4H New York (USA) / 5H Brazil / 13H30 India / 16H Beijing

PANEL . INNOVATION FOR THE COMMON GOOD /

Scottish Industry Talks

Mark Hogwarth, *Creative Director of Harris Tweed*

Clare Campbell, *Co-Founder Prickly Thistle*

[CHAIR] **Linda Shearer**, *Glasgow Caledonian University*

Q&A

SHORT BREAK

11H UK, Portugal / 12H Spain, Italy, France, Germany, Sweden / 13H Moscow, Saudi Arabia, Israel / 6H New York (USA) 7H Brazil / 13H30 India / 16H Beijing

ROUND TABLE . INNOVATION FOR THE COMMON GOOD /

Education for Sustainability

Kirsty Reitan Andersen, *Danish Royal Academy*

Esben Gjerdrum Pedersen, *Copenhagen Business School*

Emanuella Mora, *Unicatt, Milan*

Lindsey Carey, *Glasgow Caledonian University*

[CHAIR] **Sonika S. Khar**, *Pearl Academy, India*

Q&A

LONG BREAK

14H UK, Portugal / 15H Spain, Italy, France, Germany, Sweden / 16H Moscow, Saudi Arabia, Israel / 9H New York (USA) 10H Brazil / 18H30 India / 21H Beijing

PARALLEL SESSIONS /

16H UK, Portugal / 17H Spain, Italy, France, Germany, Sweden / 18H Moscow, Saudi Arabia, Israel / 11H New York (USA) 12H Brazil / 20H30 India / 23H Beijing

CONFERENCE . INNOVATION FOR THE COMMON GOOD /

How to use Blockchain.

A comparative Law Perspective

Cristina Poncibó, *University of Turin, Italy*

[CHAIR] *to be confirmed*

Q&A

CLOSING OF THE SECOND DAY



18 . 11
SATURDAY

9H UK, Portugal / 10H Spain, Italy, France, Germany, Sweden / 11H Moscow, Saudi Arabia, Israel / 4H New York (USA) 5H Brazil / 13H30 India / 16H Beijing

INNOVATION FOR THE COMMON GOOD SUSTAINABLE FINANCE /

ESG and the Fashion Industry

Fabrizio Ferraro, *IESE Business School, Spain*

[CHAIR] **Isabel Cantista**, *University Lusíada, Portugal / ISEM Fashion Business School, Spain*

Q&A

We welcome you at Dovecott Studios.

10H30M UK, Portugal / 11H30M Spain, Italy, France, Germany, Sweden / 12H30M Moscow, Saudi Arabia, Israel 5H30M New York (USA) / 6H30M Brazil / 14H30 India / 17H Beijing

CREATIVITY, INNOVATION AND FASHION HERITAGE /

Tartan and Highland Style

Rosie Waive, *Art Historian, Author, Independent Curator*

Jonathan Faiers, *Winchester School of Art – University of Southampton*

[CHAIR] **Elaine Ritch**, *Glasgow Caledonian University*

11H30M UK, Portugal / 12H30M Spain, Italy, France, Germany, Sweden / 13H30M Moscow, Saudi Arabia, Israel 6H30M New York (USA) / 7H Brazil / 14H30 India / 17H Beijing

Announcement of GFC Best Research Awards

[JURY] **David Zajtmann**, *IFM – Institut Français de la Mode, Paris*

Daria Andronescu, *WonderWardrobe, Portugal*

Liisa Haavanlammi, *Infinited Fiber, Finland*

[CHAIR] **Silvia Pérez-Bou**, *ISEM Fashion Business School / University of Navarra, Spain*

12H UK, Portugal / 13H Spain, Italy, France, Germany, Sweden / 14H Moscow, Saudi Arabia, Israel / 7H New York (USA) 6H Brazil / 16H30 India / 19H Beijing

GfC2024 Invitation /

12H30M UK, Portugal / 13H30M Spain, Italy, France, Germany, Sweden / 14H30M Moscow, Saudi Arabia, Israel 7H30M New York (USA) / 6H30M Brazil / 17H India / 19H30M Beijing

Closing of GFC2023 /

1PM UK

NETWORK LUNCH AT DOVECOTT STUDIOS FOR DELEGATES



PARALLEL SESSIONS

17 . 11
FRIDAY

14H UK, PORTUGAL / 15H SPAIN, ITALY, FRANCE, GERMANY, SWEDEN / 16H MOSCOW, SAUDI ARABIA, ISRAEL
9H NEW YORK (USA) / 10H BRAZIL 18H30 INDIA / 21H BEIJING

17. 1 / IT & Sustainability

[CHAIR] Gigi Jiang

RP1 PERCEPTIONS OF APP FUNCTIONS DESIGNED TO REDUCE FASHION CONSUMPTION

Gigi Jiang, *Heriot Watt University, Scotland, UK*

RP39 EXPLORING ECO-DESIGN STRATEGIES FOR E-TEXTILES IN SPORTS PERFORMANCE APPLICATIONS

Wei Wang and Daria Casciani, *Polimi - Milan, Italy*

RP20 TAKING OWNERSHIP - A BLOCKCHAIN BASED IP SYSTEM FOR FASHION DESIGNS

Eleanor Rockett, *London College of Fashion, London, UK*

17. 2 / Fashion Design, Consumers and Circular Economy

[CHAIR] Esteban Galan Cubillo

FILM1 BEYOND THE DESIGNER: EXPLORING THE WEARER'S PERSPECTIVE IN FASHION EDUCATION

Muyo Park, *Royal College of Arts, London, UK*

RP30 EXPERIMENTAL EVIDENCE ON CONSUMER PERCEPTIONS AND ATTITUDES TOWARDS CIRCULAR FASHION IN GERMANY

Laetitia Wojtzek, *Hochschule Macromedia University of Applied Sciences, Munich, Germany*

RP7 CO-CREATION AND THE IMPLEMENTATION OF SUSTAINABILITY IN THE FASHION INDUSTRY

Esteban Galan Cubillo, *Nadía Alonso López, Universitat Politècnica de Valencia*

Lindsey Drylie Carey, *Glasgow Caledonian University, Glasgow, UK*

Marie Cécile Cervellon, *EDHEC Business School, Nice, France*

RP41 THE ROLE OF FASHION TRENDS IN THE CIRCULAR ECONOMY

Petra Leutner, *AMD - Akademie Mode & Design*

17. 3 / Education for Sustainability

[CHAIR] Bethan Alexander

RP15 STUDENT ENGAGEMENT IN SDG-BASED PROJECTS TO ENHANCE INNOVATION AND CREATIVITY

Elizabeth Quinn and Soma Ghosh, *Albright College, Reading, Penn, USA*

RP2 TOWARDS TRANSFORMATIVE SUSTAINABLE FASHION EDUCATION: A FASHION BUSINESS SCHOOL'S APPROACH

Bethan Alexander, *London College of Fashion, UAL, UK*

RP44 EDUCATION PRACTICES ON CIRCULAR ECONOMY AND SUSTAINABILITY IN FASHION DESIGN

Madalena Pereira, Marta Bicho, Teresa Barata, *UBI - University of Beira Interior, Covilhã, Portugal*

RP54 EDUCATION FOR SUSTAINABILITY: CASE-BASED LEARNING IN FASHION & FOOD

Silvia Pérez Bou, *María Ángeles Burguera - ISEM/University of Navarra, Madrid*

Silvia Mazzucotelli Salice and Ludovica Carini, *Unicatt, Milan*

17. 4 / Consumers, Circular Economy and Sustainability

[CHAIR] Mónica Gómez Suárez

RP49 CONSUMER ACTIONS WITHIN A CE; EXPLORING PRACTICE AND REFLECTION WITHIN GENERATIONS

Noreen Siddiqui, *University of Glasgow, UK*

Elaine Ritch, *Glasgow Caledonian University, UK*

RP34 FROM FAST-FASHION TO HYPER-CUSTOMIZED GARMENTS. AN ARISING PARADIGM FOR THE FUTURE OF FASHION

Michela Musto, *Università degli Studi della Campania "Luigi Vanvitelli", Italy*

RP45 CONSUMERS' ATTITUDE TOWARDS SUSTAINABLE FASHION: SEGMENTATION AND BRAND POSITIONING MAP

Mónica Gómez Suárez, *Universidad Autónoma de Madrid, Spain*

RP19 DO YOU FANCY TRYING FASHION RENTAL? A SCOTTISH PERSPECTIVE

Lindsay Carey and Aileen Stewart and Nicole Cunningham, *Glasgow Caledonian University*

Marie Cecile Cervellon *EDHEC, Nice, France*

17. 5 / Politics, Regulation and Fashion Sustainability

[CHAIR] Michelle Gabriel

RP50 FASHION, TEXTILES AND DESIGN FOR ENVIRONMENTAL SUSTAINABILITY: RELATIONS INTERMEDIATED BY INTERGOVERNMENTAL GUIDELINES

Marcia Bergmann, Claudio Magalhães e Carlo Franzato, *PUC, Rio de Janeiro, Brazil*

RP42 STRUCTURAL INJUSTICE AND POLITICAL RESPONSIBILITY IN THE FASHION INDUSTRY

Marie-Christine Roy, *University of Montreal, Canada*

RP14 ENDEAVORING POLICY FOR THE FASHION INDUSTRY: LEARNINGS FROM THE FASHION ACT

Michelle Gabriel, *GCU, New York, USA*

RP24 FASHION ACADEMIA X FASHION ACTIVISM: CO-CREATING A 'DATA FOR SUSTAINABLE FASHION' COURSE

Natascha Radclyffe-Thomas, Michelle Gabriel, Kathleen Grevers and Liv Simpliciano, *GCU, UK & USA*

17. 6 / Added Value and Sustainability

[CHAIR] Kirsi Niinimäki

RP37 UPCYCLING DISRUPTION - REIMAGING TOOLS, METHODS, MODES OF PRODUCTION WITHIN THE CIRCULAR ECONOMY

Katherine Soucie, *LCF, UAL, UK*

RP31 BLOCKCHAIN AND FASHION'S SUSTAINABLE DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW

André Alves Campos, *FEP, University of Porto, Portugal*

RP53 IMPLEMENTING A CIRCULAR ECOSYSTEM FROM POST-CONSUMER TEXTILES: CHANGING THE ROLE OF A FIBRE TO FACILITATE CIRCULAR TRANSITIONS

Natália Moreira and Kirsi Niinimäki, *Aalto University, Finland*

17. 7 / Design Thinking and Circular Economy

[CHAIR] Isabel Cantista

RP40 CONVEYING NATURAL DYES IN THE FASHION ECO-SYSTEM THROUGH DESIGN-DRIVEN INNOVATION

Daria Casciani and Meijun Chen, *Polimi, Milan, Italy*

RP21 DESIGN DIRECTION TACKLING FASHION OVERCONSUMPTION WITH A MINDSET CHANGE

Päivi Eräpuu, *AMD/Hochschule Fresenius, Germany*

RP46 EXPLORING THE WOOL FUTURES THROUGH CIRCULAR DESIGN PERSPECTIVE

Moe Sakaue and Kazutoshi Tsuda, *Kyoto Institute of Technology, Japan*

17. 8 / Attitude, Branding and Sustainability

[CHAIR] Catherine Glover

RP48 MORALITY RETAIL: THE CASE OF DUTCH STORE, CRAFTED STORIES AND ITS COMMON GOOD STRATEGY

Catherine Glover, *Nothumbria University, UK*

RP51 DEGROWTH IMPLEMENTATION IN FASHION BRANDS: A MULTI-CASE STUDY

Arielle Rojas, *University of Leeds, UK*

RP16 DUAL CULTURAL ATTITUDE BEHAVIOUR OF GEN Z CONSUMERS TO ETHICAL FASHION

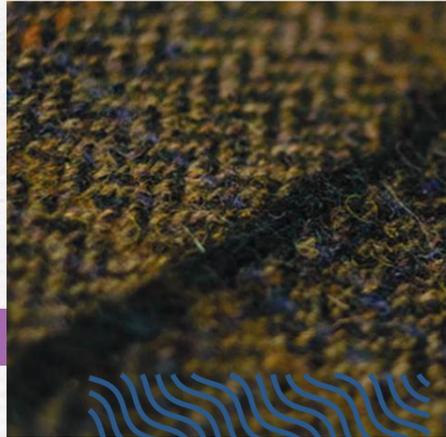
Aileen Stewart and Lindsey Drylie Carey, *Glasgow Caledonian University*

Roxana Buzy and Marie Cécile Cervellon *EDHEC, Nice, France*

WORKSHOP / UNPACKING, EVALUATING AND REASSEMBLING FASHION SUSTAINABILITY MARKETING TO SUPPORT AUTHENTIC CONSUMER DECISION-MAKING

Elaine Ritch, *GCU - Glasgow Caledonian University*

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