

# FASHION REIMAGINE

*Proceedings of the 24<sup>th</sup> IFFTI Annual Conference*

*5<sup>th</sup>-8<sup>th</sup> April 2022*

*Nottingham Trent University*



*FEELING FASHION* by Emma Lynas

Image credit: *Banksia Fuscobractea* and *Daviesia Bursarioides* by Andrew Crawford.

## Contents

|                                                                                                                                       |            |
|---------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>ACKNOWLEDGMENTS .....</b>                                                                                                          | <b>5</b>   |
| <b>INTRODUCTION .....</b>                                                                                                             | <b>1</b>   |
| <b>FULL PAPERS .....</b>                                                                                                              | <b>10</b>  |
| <b>THE STRUCTURE OF THE GHANA FASHION INDUSTRY IN THE IMPLEMENTATION OF SUSTAINABLE STRATEGIES .....</b>                              | <b>11</b>  |
| Akosua Mawuse Amankwah, Edward Appiah, Charles Frimpong and Anthony Kent* .....                                                       | 11         |
| <b>HOW DOES PROTEST WEAR CONTRIBUTE TO WOMEN’S ACTIVISIM .....</b>                                                                    | <b>29</b>  |
| M Deniz Aslan.....                                                                                                                    | 29         |
| <b>THE FUTURE OF FASHION EDUCATION: addressing, pedagogy, policy and professionalisation</b><br><b>.....</b>                          | <b>42</b>  |
| Anthony Bednall .....                                                                                                                 | 42         |
| <b>DISRUPTING PLACE-BASED FASHION FUTURES.....</b>                                                                                    | <b>61</b>  |
| Martin Bonney.....                                                                                                                    | 61         |
| <b>FASHION’S AWKWARD RELATIONSHIP WITH COOL – AND WHY IT MATTERS NOW .....</b>                                                        | <b>80</b>  |
| Vanessa Brown .....                                                                                                                   | 80         |
| <b>DECODING SOFT: gen z soft masculine menswear trends through semantic network analysis</b>                                          | <b>93</b>  |
| Tin Chun Cheung and Sun Young Choi.....                                                                                               | 93         |
| <b>REVOLUTION RETOLD: classroom to real world.....</b>                                                                                | <b>112</b> |
| Lauren Copeland and Kendra Lapolla .....                                                                                              | 112        |
| <b>INSIDE THE WESTMINTERS MENSWEAR ARCHIVE: a case study of garment-research as a pedagogical practice .....</b>                      | <b>125</b> |
| Andrew Groves.....                                                                                                                    | 125        |
| <b>THE CHANGING FACE OF KHADI: a heritage fabric.....</b>                                                                             | <b>147</b> |
| Shruti Gupta .....                                                                                                                    | 147        |
| <b>T-EXTINCTION: A co-created fashion and textiles sustainability awareness project that takes a long-time approach.....</b>          | <b>163</b> |
| Carolyn Hardaker, Sally Gaukrodger-Cowan and Buddy Penfold, .....                                                                     | 163        |
| <b>THE POSSIBILITY OF UNSEEN CREATION WITH WHITE, ‘THE COLOUR OF NOTHINGNESS’ .....</b>                                               | <b>173</b> |
| Sayaka Kamakura.....                                                                                                                  | 173        |
| <b>AN ATTEMPT TO CREATE A NEW VALUE OF TRADITIONAL JAPANESE CLOTH: sustainable clothing design using <i>Sakiori</i> weaving .....</b> | <b>189</b> |
| Kyoko Kubodera, .....                                                                                                                 | 189        |
| <b>TAKING STUDIOS VIRTUAL AND ELEVATING CRAFT .....</b>                                                                               | <b>203</b> |
| Traci Lamar and Kate Nartker, .....                                                                                                   | 203        |
| <b>RE-DESIGN FOR PRE-DESIGN: discarded garments as a tool for garment-based learning in fashion knitwear design education .....</b>   | <b>216</b> |

|                                                                                                                                                    |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Karin Landahl and Stephanie Malmgren de Oliveira, .....                                                                                            | 216        |
| <b>PRACTITIONER-RESEARCH LEARNING: a study of adding research elements in fashion and textile design education .....</b>                           | <b>228</b> |
| Qingxin Peng and Kinor Jiang, .....                                                                                                                | 228        |
| <b>PASSING THROUGH GENERATIONS WITH GRACE: the journey of a traditional silk saree in various forms and sizes before the disposal.....</b>         | <b>243</b> |
| Geetha Ranjini and Dr. Sasirekha, .....                                                                                                            | 243        |
| <b>RIGWNAI FROM COSTUME TO PRODUCT DIVERSIFICATION: a study on revival of tribal textile of the Reang tribe of Tripura India .....</b>             | <b>262</b> |
| Paramita Sarkar, Nilanjana Bairagi and Avani Pandeya,.....                                                                                         | 262        |
| <b>THE AFFORDANCES OF AFFORDANCE THEORY FOR SUSTAINABLE FASHION DESIGN PEDAGOGY .....</b>                                                          | <b>276</b> |
| Alexandra Sherlock, Tassia Joannides and Pennie Jagiello, .....                                                                                    | 276        |
| <b>WEARING DIGITAL BODIES: designing and experiencing dress as poly-body objects at the intersection of the physical and the digital .....</b>     | <b>298</b> |
| Jan Tepe,.....                                                                                                                                     | 298        |
| <b>PRODUCT DIVERSIFICATION AND DESIGN DEVELOPMENT IN HANDICRAFTS: a study of artisans at Khetikhan and Logaghat (Uttarakhand, India) .....</b>     | <b>316</b> |
| Shagun Tewari and A. Srinivasa Rao, .....                                                                                                          | 316        |
| <b>MOVING BEYOND THE INNOVATIVE: an experiment in demystifying deconstructed fashion . .....</b>                                                   | <b>330</b> |
| Nithya Venkataraman and N. Elangovan,.....                                                                                                         | 330        |
| <b>LOOKING FOR THE TV SOUND: music video as fashion object .....</b>                                                                               | <b>349</b> |
| Ailsa Weaver,.....                                                                                                                                 | 349        |
| <b>DESIGNER'S PERSPECTIVE OF DIGITAL KNITTING: from fashion design to wearable technology . .....</b>                                              | <b>365</b> |
| Yishu Yan, .....                                                                                                                                   | 365        |
| <b>INTERACTIVE PRACTICES IN REMOTE TEACHING OF STUDIO CLASSES: a jewellery design case study.....</b>                                              | <b>377</b> |
| Wendy Yothers and Tomoyuki Chie Teratani .....                                                                                                     | 377        |
| <b>EMERGING DISTINCTIONS IN GLOBAL FASHION: a new landscape for fashion capitals? .....</b>                                                        | <b>406</b> |
| David Zajtmann,.....                                                                                                                               | 406        |
| <b>(CO-) DESIGN FOR UNDERSTANDING: mediating between processes of multi-stakeholder value creation towards circular fashion and textiles .....</b> | <b>416</b> |
| Freya Zaplata, Anja Köppchen, Theresia Grevinga and Daniëlle Bruggeman, .....                                                                      | 416        |
| <b>DEVELOPMENTAL PAPERS .....</b>                                                                                                                  | <b>438</b> |
| <b>CREATIVE CUTTING APPROACHES: designing through a method .....</b>                                                                               | <b>439</b> |
| Corneliu Dinu Bodiciu,.....                                                                                                                        | 439        |

|                                                                                                                                                                                                        |            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>A GUIDELINE FOR CONSCIOUS ENGAGEMENT WITH CRAFT ARTISANS .....</b>                                                                                                                                  | <b>450</b> |
| Martin Bonney, .....                                                                                                                                                                                   | 450        |
| <b>THE ROLE OF CHATBOTS AND THE ONLINE CUSTOMER EXPERIENCE IN LUXURY FASHION RETAILING .....</b>                                                                                                       | <b>457</b> |
| Ruofei Chen, .....                                                                                                                                                                                     | 457        |
| <b>MATERIAL ENCOUNTERS: using video elicitation and journaling techniques to understand the hands-on experience of beginners learning to sew clothes for themselves during a global pandemic .....</b> | <b>466</b> |
| Sally Cooke, .....                                                                                                                                                                                     | 466        |
| <b>‘FREE-FROM’ FASHION ILLUSTRATION: free from established canons .....</b>                                                                                                                            | <b>475</b> |
| Anamika Debnath and Deepak Goswami, .....                                                                                                                                                              | 475        |
| <b>HUMAN PSYCHE AND NEW NORMAL POST COVID-19 IN FASHION RETAIL SPACES IN INDIA</b>                                                                                                                     | <b>491</b> |
| Vibhavari Kumar, .....                                                                                                                                                                                 | 491        |
| <b>COLLABORATION AND THE REIMAGINED SURVIVAL OF THE CO-OPERATIVE: an analysis of the challenges in sustaining a small business textile weaving industry in Botswana.....</b>                           | <b>507</b> |
| Anne Peirson-Smith and Maureen Sindisiwe Kalane*, .....                                                                                                                                                | 507        |
| <b>THE CHALLENGE OF SUSTAINABILITY TEACHING IN FASHION: a method merging practitioners and researchers .....</b>                                                                                       | <b>513</b> |
| Silvia Pérez-Bou, Pedro Mir, Patricia San Miguel and Teresa Sádaba, .....                                                                                                                              | 513        |
| <b>THE IMPACT OF COVID-19 ON FASHION CONSUMER BUYING PERCEPTION .....</b>                                                                                                                              | <b>519</b> |
| Sushil Raturi, .....                                                                                                                                                                                   | 519        |
| <b>KnitWell: recording emotional state through creative, open-ended knitting practice .....</b>                                                                                                        | <b>532</b> |
| Emily Joy Rickard, .....                                                                                                                                                                               | 532        |
| <b>BIOTECHNOLOGY, BIO-FABRICATION, BIO FASHION: from living organisms to garments.....</b>                                                                                                             | <b>541</b> |
| Elif Selamet, .....                                                                                                                                                                                    | 541        |
| <b>A CUT ABOVE THE REST: context, criticality and craft of creating a Saree blouse .....</b>                                                                                                           | <b>559</b> |
| Taruna Vasu, .....                                                                                                                                                                                     | 559        |
| <b>INTERPRETING FASHION WITH BENFORD LAW: a probabilistic approach .....</b>                                                                                                                           | <b>570</b> |
| Deep Sagar Verma, .....                                                                                                                                                                                | 570        |
| <b>DIGITISED FASHION SHOWS AND FASHION WEEKS IN THE COVID-19 AND POST COVID-19 ERA: the changing formats and meanings of mediating fashion .....</b>                                                   | <b>584</b> |
| Zhe Wang, .....                                                                                                                                                                                        | 584        |
| <b>UNISEX FASHION: exploring the barriers that prevent marginal practices from becoming mainstream .....</b>                                                                                           | <b>602</b> |
| Zijie Xu, Jack Coffin and Rosy Boardman, .....                                                                                                                                                         | 602        |
| <b>EXPLORING THE INTEGRATION OF BOTH HUMAN AND TECHNOLOGY SERVICE INTERACTIONS IN FASHION RETAILING .....</b>                                                                                          | <b>611</b> |
| Eden Zhang, .....                                                                                                                                                                                      | 611        |

|                                                                                                                                                                                                                      |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>WORKSHOPS .....</b>                                                                                                                                                                                               | <b>621</b> |
| <b>NOTTINGHAM LACE: textile heritage and authentic voices.....</b>                                                                                                                                                   | <b>622</b> |
| Professor Amanda Briggs-Goode, Dr Gail Baxter, Nichola Burton and Tonya Outtram, .....                                                                                                                               | 622        |
| <b>ACCELERATING ACTION FOR THE SUSTAINABLE AND CIRCULAR GARMENT AND FOOTWEAR<br/>INDUSTRY OF THE FUTURE: harnessing the potential of digital innovation for due diligence<br/>and informed consumer choices.....</b> | <b>628</b> |
| Hilde Heim, Courtney Chrimes and Yonghong Peng, .....                                                                                                                                                                | 628        |
| <b>FASHION FICTIONS WORLDS TOUR.....</b>                                                                                                                                                                             | <b>632</b> |
| Amy Twigger Holroyd and Matilda Aspinall, .....                                                                                                                                                                      | 632        |
| <b>FASHIONING KNOWLEDGE EXCHANGE: facilitating open collaborations to re-imagine fashion<br/>mediating fashion .....</b>                                                                                             | <b>637</b> |
| Noël Palomo-Lovinski, Linda Ohrn-McDaniel and Louise Valentine, .....                                                                                                                                                | 637        |
| <b>PRACTICE-BASED WORK .....</b>                                                                                                                                                                                     | <b>639</b> |
| <b>THE CUBOID: reclaiming eastern Japanese craft and speculating fashion exhibition through<br/>the metaverse .....</b>                                                                                              | <b>640</b> |
| Michael Charles, Daniel Rezandi, Philip Chee, Clarice Ng, Andrian Firmansyah and Nanda Handaru<br>. ....                                                                                                             | 640        |
| <b>FEELING FICTION .....</b>                                                                                                                                                                                         | <b>641</b> |
| Emma Lynas, .....                                                                                                                                                                                                    | 641        |
| <b>SHADOW WEAVE .....</b>                                                                                                                                                                                            | <b>644</b> |
| Kate Nartaker, .....                                                                                                                                                                                                 | 644        |
| <b>MEMORIES: apparel design blending art, craft, and digital technology .....</b>                                                                                                                                    | <b>645</b> |
| Krissi Riewe Stevenson, .....                                                                                                                                                                                        | 645        |
| <b>REDESIGNING PPE: enhancing the comfort and safety of healthcare workers wearing isolation<br/>gowns to treat patients with COVID-19 .....</b>                                                                     | <b>647</b> |
| Katherine Townsend, Sonja Sterman, Eloise Salter and Karen Harrigan, .....                                                                                                                                           | 647        |
| <b>POSTER ABSTRACTS.....</b>                                                                                                                                                                                         | <b>651</b> |
| <b>EXPLORATIONS OF AI-GENERATED ARTWORK AS A CONCEPTUAL BOARD: walking into the<br/>metaverse .....</b>                                                                                                              | <b>652</b> |
| Lidya Chrisfens, .....                                                                                                                                                                                               | 652        |
| <b>THEGLASS BANGLE INDUSTRY OF FIROZABAD: a conflict of parallels .....</b>                                                                                                                                          | <b>653</b> |
| Saumya Gupta, Zeenat Kaisher, Sushma S. Jois, Charul Shah, Priyanshi Shukla, Anamika Debnath<br>and Montu Basak, .....                                                                                               | 653        |
| <b>CREATING IMMERSIVE ONLINE SHOPPING EXPERIENCE FOR AN UPCYCLED FASHION BRAND<br/>    . ....</b>                                                                                                                    | <b>655</b> |
| Congying Guan, .....                                                                                                                                                                                                 | 655        |
| <b>SHANGRI-LA: smart fashion collection interacting with app via internet of thing (IoT).....</b>                                                                                                                    | <b>656</b> |
| Li Shao, .....                                                                                                                                                                                                       | 656        |

|                                                                                                                                                             |            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>HAND TO MIND: The Paradigm Shift in Fashion Education .....</b>                                                                                          | <b>657</b> |
| Lavdeep Singh,.....                                                                                                                                         | 657        |
| <b>PROACTIVE EDUCATION AS A TOOL FOR MEDIATING FASHION ACROSS BORDERS: building a library of fashion business case studies to teach sustainability.....</b> | <b>658</b> |
| Vladimira Steffek and Rossie Kadiyska, .....                                                                                                                | 658        |
| <b>ARTISTS IN RESIDENCIES OR HACKATHONS? FUTURE RECRUITMENT STRATEGIES IN FASHION-TECH .....</b>                                                            | <b>659</b> |
| Michele Danjoux and Jose Teunissen, .....                                                                                                                   | 659        |
| <b>AN ETHNOGRAPHIC STUDY ON MOTIFS OF TANGALYA WEAVING .....</b>                                                                                            | <b>660</b> |
| Hir Vyas, .....                                                                                                                                             | 660        |
| <b>WEAVE COLOUR SCOPE INSPECTION IN JACQUARD WOVEN FABRIC REPRODUCTION IMPROVEMENT .....</b>                                                                | <b>661</b> |
| Lei Zeng, Ken Ri Kim, and John Xin, .....                                                                                                                   | 661        |
| <b>POSTER GALLERY .....</b>                                                                                                                                 | <b>662</b> |