

extreme fashion

Pushing the boundaries of design, technology and business

Conference proceedings 2007

Editor: Elizabeth Rouse



International Foundation of
Fashion Technology Institutes

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Extreme Fashion: Pushing the boundaries of design, technology and business

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International Foundation of Fashion Technology Institutes (IFFTI)

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Preface

Extreme Fashion: Pushing the boundaries of design, business and technology

*Proceedings of the ninth annual IFFTI conference
(Toronto, April 12-15 2007)*

The International Foundation for Fashion Technology Institutes (IFFTI) was founded in 1999, the brainchild of individuals representing four fashion schools, the Fashion Institute of Technology (New York) the National Institute of Fashion Technology (New Delhi) the Institut Français de la Mode (Paris) and Nottingham Trent University (UK). With the liberalisation of global trade in fashion and textiles, they had identified a need to create a framework for cooperation and collaboration and in 1998 they invited other leading fashion institutions from across the world to a meeting in New Delhi. IFFTI was founded with the explicit purpose of building a global network of world renowned, like-minded institutions that were committed to the advancement of fashion education through the integration of design, technology and business.

Ryerson University's world renowned School of Fashion was amongst the first schools to be invited to join IFFTI. Founded in 1948, Ryerson is the leading university in Canada for career focused education and offers 75 graduate and undergraduate programmes in the arts, business, communication and design, community services, engineering, architecture and science. The School of Fashion alumni include such leading figures in Canadian fashion as Erdun, Lida Baday, David Dixon, Jeremy Laing, Tu Li and Paul Hardy and in the fashion media Tanya Watt and Ying Chu.

The annual IFFTI conferences bring together faculty from some of the world's leading fashion education institutions and representatives of the fashion industry to exchange ideas, share research and discuss key issues for the global fashion industries. The annual IFFTI conference moves between countries and regions, offering participants opportunities to explore the character of fashion, fashion education and the fashion industry in the host country. This year's conference theme,

Extreme Fashion: Pushing the boundaries of design, business and technology, chosen by Ryerson, was inspired by a Canadian perspective on fashion. The theme attracted a diverse range of fascinating and high calibre research papers presented by academics from twenty-one international fashion schools, on topics such as such as power for electronic garments, extreme lingerie design and body sculpting, extreme street fashion and new methods of fashion education. In addition to the papers themselves particular highlights of the conference were:

- Keynote addresses by Dominique Lemieux Costume Designer, Cirque du Soleil, and Jeanne Beker of Fashion Television, Fashion Quarterly and SIR magazine,
- Fashion Television interviewed a number of authors whose research focused on the future of fashion design and fashion blogs,
- A visit to the Bata Shoe Museum to view the winning submissions to the International Shoe Design Competition and the reception kindly hosted by the Bata family,
- Mass Exodus – the annual show case of graduating students from Ryerson,
- The “Queen Street Crawl” – an opportunity to see Toronto’s fashion and design district, beginning with the Hudson Bay company to look a the Olympic uniforms and on to the Toronto Fashion Incubator and designer boutiques run by Ryerson alumni.

I would like to take this opportunity to thank, on behalf of IFFTI, those who made the conference such a success. I would like to express our sincere thanks to Ryerson University, to Daniel Doz Dean of the Faculty of Communication and Design and Professor Linda Lewis, Chair of the School of Fashion, for their kind support in hosting the event. But in particular I would like to thank Sandra Tullio-Pow who worked tirelessly for over a year to organise a truly superb conference.

I would like to thank the Abstract Review Committee: Donna Smith, Dr. Hong Yu, Helen Thomas, Katherine Cleaver, John Freeman, Dr. Alison Matthews-David, Dr. Kimberly Wahl, Tina Guglielmino and Dr. Georgianna Appiganni for generously giving their time and exercising

such excellent judgement in the reviewing of abstracts. Session moderators moved the programme along in a timely manner, for this I thank Dr. Abby Goodrum, Dr. Philip Taylor, Professor Helen Thomas, Dr. Kimberly Wahl, Ann Priest, Dr. LuAnn Lafrenz, Dr. Reginetta Haboucha, and Liesbeth in t' Hout.

Lastly I would like to thank Sonja Bata for sponsoring the Bata Shoe International Design Competition and offering an internship at the Museum to the winning student Nadia de Nobrega from De Montfort University, UK.

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Chair of IFFTI
Pro Rector University of the Arts London