

**MINUTES OF THE 16TH MEETING OF
THE IFFTI EXECUTIVE COMMITTEE
HELD ON 11TH AND 12TH OCTOBER 2006 AT
AMSTERDAM FASHION INSTITUTE, THE NETHERLANDS**

The following institutions were represented at the meeting:

SNO	INSTITUTION	REPRESENTATIVE	DESIGNATION
(A)	London College Of Fashion, UK.	Ms. Elizabeth Rouse	Chairperson
(B)	Bunka Women's University, Japan	Dr. Satoshi Onuma	Deputy Chairperson
(C)	Amsterdam Fashion Institute, The Netherlands	(i) Ms. Liesbeth in't Hout (ii) Ms. Nannet van der Kleijn	Member Special Invitee
(D)	Dong Hua University, P.R. China	(i) Ms. Wan Yan Min (ii) Ms. Gu Tong Yu	Alternative Representative Interpreter
(E)	Fashion Institute Of Technology, USA	Dr. Reginetta Haboucha	Member
(F)	The Hong Kong Polytechnic University, Hong Kong	Dr. Judyanna Ng	Alternative Representative
(G)	Institut Francais de la Mode, France	Ms. Sylvie Ebel	Member
(H)	National Institute Of Fashion Technology, India	Ms. Gauri Kumar	Member
(I)	Royal Melbourne Institute Of Technology, Australia	Prof. Harriet Edquist	Alternative Representative
(J)	Ryerson University, Canada	Prof. Linda Lewis	Member
(K)		Prof. Edward Newton	Member Emeritus
(L)	North Carolina State University, USA	Prof. Trevor Little	Special Invitee
(M)	University of Huddersfield, UK	Prof. Tim Moscovitch	Member
(N)	IFFTI	Commodore Vijay (Retd.)	Secretary

AGENDA ITEM NO 1

Ms. Elizabeth Rouse welcomed the Executive Committee Members and was happy to note that all the member institutions were being represented at the meeting and hoped that the Committee would be able to resolve all pending issues.

AGENDA ITEM NO 2

2.1 The Chairperson proposed that Prof. Trevor Little, NCSU, be co-opted to the Executive Committee in his capacity as the Chairperson of the Research Committee.

2.2 The Chairperson also proposed that Ms. Nannet van der Kleijn from AMFI be invited as special invitee to the meeting as she was coordinating the activities connected with members visit to Amsterdam and also because she was an active member of the Initiatives Committee.

2.3 Decisions.

(a) Prof. Trevor Little is to be inducted into the Executive Committee as a co-opted member for a period of one year in accordance with Clause 10 (c) (iv) of the IFFTI Rules and Regulations.

(b) Ms. Nannet van der Kleijn is to be invited to participate in the proceedings of the Executive Committee at Amsterdam.

Action: Secretary

AGENDA ITEM NO 3

3.1 It was decided to deal with this matter together with Agenda Item No 4.

AGENDA ITEM NO 4

ADOPTION OF THE MINUTES OF THE 15TH MEETING OF THE EXECUTIVE COMMITTEE AND THE 8TH ANNUAL MEETING OF THE IFFTI GENERAL COUNCIL

- 4.1 The Secretary tabled the observations forwarded by NIFT, together with his comments thereon, for the consideration of the Committee.
- 4.2 The observations made by some Members on the draft minutes and the clarifications by the Secretary, were discussed by the Committee.
- 4.3 **Decisions.**

It was decided to adopt the minutes of the 15th Executive Committee Meeting after incorporating following amendments:-

4.3.1 Opening Session held on 18th June 2006

Para 4 on page 8 is to be amended to read as given below:-

AMENDED PARA 4

“Keeping in view the invaluable contributions made by Prof. Edward Newton to the establishment and growth of IFFTI, the members decided to appoint him as ‘Member Emeritus’ to the Executive Committee and the General Council of IFFTI. He will be invited to participate in all IFFTI meetings and Annual Conferences.

4.3.2 Closing Session held on 22nd June 2006

4.3.2.1 Para 5 on page 22 is to be amended to read as below:-

AMENDED PARA 5

Decisions.

- (a) The Executive Committee ratified the decision of the Review Committee to grant ‘Regular Membership’ to University College for Creative Arts (UCCA), U.K.

(b) It was agreed that applications of all prospective members would be reviewed by the standing Review Committee comprising Prof. Edward Newton, Prof. Linda Lewis and Ms. Tina Guglielmino till the 2008 Annual Conference.

4.3.2.2 Sub-para 11 (e) on page 23 is to be deleted.

4.3.2.3 Sub-para 16 (b) on page 26 is to be deleted and the existing Sub-paras 16 (c) and 16 (d) are to be renumbered as Sub-paras 16 (b) and 16 (c) respectively.

4.4 The minutes of the 8th Annual General Council Meeting were adopted as circulated.

Action : Secretary

AGENDA NO 5

MATTERS ARISING OUT OF THE 8TH ANNUAL CONFERENCE

5.1 **7th IFFTI Annual Conference Papers.**

The Committee noted that Bunka will publish the papers.

5.2 **Sub-Committees.**

5.2.1 The committee observed that it had become necessary to replace some of the members of the Search, Initiatives and Research Committees as they had either left the parent institutions or had been replaced as authorized representatives. A large number of members offered to support these Sub-Committees. The Chair expressed gratitude for the positive response.

5.2.2 **Decision.**

After detailed discussions the composition of these Sub-Committees was revised as follows:-

5.2.2.1 **Search Committee.**

(a) Prof. Edward Newton,
Member Emeritus

Chairperson

- | | | |
|-----|---------------------------------|--------|
| (b) | Dr. Satoshi Onuma,
Bunka | Member |
| (c) | Prof. Trevor Little,
NCSU | Member |
| (d) | Ms. Gauri Kumar,
NIFT | Member |
| (e) | Ms. Leisbeth in't Hout,
AMFI | Member |
| (f) | Rep NTU | Member |
| (g) | Rep Dong Hua | Member |
| (h) | Rep RMIT | Member |

5.2.2.2 Initiatives Committee.

- | | | |
|-----|---------------------------------------|-------------|
| (a) | Prof. Tim Moscovitch,
Huddersfield | Chairperson |
| (b) | Dr. Reginetta Haboucha,
FIT | Member |
| (c) | Dr. Philip Taylor,
Polimoda | Member |
| (d) | Ms. Veronique Schilling,
IFM | Member |
| (e) | Ms. Nannet van der Kleijn,
AMFI | Member |
| (f) | Ms. Tina Guglielmino,
RMIT | Member |
| (g) | Rep NTU | Member |

5.2.2.3 Research Committee.

- | | | |
|-----|------------------------------|-------------|
| (a) | Prof. Trevor Little,
NCSU | Chairperson |
| (b) | Ms. Sylvie Ebel,
IFM | Member |
| (c) | Prof. Asha Baxi,
NIFT | Member |
| (d) | Prof. Danny Jacob,
AMFI | Member |
| (e) | Mr. Alex Yeung,
Fu Jen | Member |
| (f) | Rep Dong Hua | Member |
| (g) | Rep RMIT | Member |

5.2.1.4 Review Committee.

5.2.1.4.1 There was a suggestion to include an additional member to provide geographical representation.

5.2.1.4.2 Decision.

The committee decided to retain the present composition of the Review Committee till the 2008 Annual Conference.

Action: Secretary

5.2.3 NTU, Dong Hua and RMIT were requested to provide the names of their nominees on these Committees to the Secretariat at an early date.

Action: Authorised representatives of NTU, Dong Hua and RMIT.

5.2.4 It was further decided to postpone the presentations by the respective Chairs of these committees to the next day.

5.3 **STRUCTURE OF IFFTI CONFERENCES**

5.3.1 Prof. Linda Lewis made a short presentation on the schedule and activities planned at the 2007 Conference to be held at Ryerson University, Toronto, Canada in April 2007. She also tabled the anticipated budget for the Conference. Copies of the proposed schedule and the budget for the Toronto Conference are placed at Annexures I and II respectively. She explained that because of the large disparity in expenditure and anticipated collections, it would be desirable for IFFTI to provide some funds in support of the Conference.

5.3.2 Detailed discussions ensued on the overall structure of future IFFTI Conferences and Ryerson's request for financial support from IFFTI for their Conference. Some of the observations, suggestions and concerns raised by members are summarized below:-

- (a) Because of increase in membership, the cost of conferences was also increasing and some of the institutions may find it difficult to meet the increased requirement. Therefore, there is a need to find ways to increase the funds available to the institutions for hosting conferences.
- (b) IFFTI membership subscription has not been increased since inception inspite of inflation.
- (c) At other similar conferences, all delegates, including members and paper presenters are required to pay the Conference Registration Fee to the host institution.
- (d) Presently there is a large disparity in the activities and the manner in which IFFTI Conferences are conducted by different members. A view may be taken whether this format should continue or there is a need to standardize the content and quality of the conferences.
- (e) There is a need to build the IFFTI brand to enable sourcing of sponsorships from multinationals.
- (f) Keeping in view the busy schedule of members, the duration of the Annual Conference should be reduced to 3 days.
- (g) Suitable panel discussions should be held on topics concerning IFFTI objectives. These should be structured, preferably led by IFFTI members, and open to all members.

5.3.3 **Decisions:-**

The Executive Committee deliberated at length on the appropriate structure of the IFFTI Annual Conference keeping in view the suggestions and concerns raised by the Members. After detailed discussions the Committee decided on the following broad framework for future Annual Conferences:-

5.3.3.1. **Executive Committee Meeting:-**

- (a) Only one session of the Executive Committee Meeting should be programmed. This is to be held before the Annual General Council Meeting.
- (b) In case a need is felt to hold the closing session, the same will be programmed within the overall schedule of the Annual Conference.

5.3.3.2. **The Annual Conference** is to be spread over 3 days as follows:

- (a) **Day 1** for IFFTI matters
 - (i) **Opening Session**- (1½ hours) for discussing Agenda Points.
 - (ii) **Second Session (1½ hours)** would be devoted to Panel Discussions led by the Chairpersons of the Sub-Committees. In addition, presentations by members will be held if required.
- (b) **Days 2 & 3** will be devoted to paper presentations on the theme of the Conference.
- (c) As far as possible, majority of the Panel Discussions and Paper Presentations will be held as parallel sessions to facilitate optimum utilization of time.
- (d) The meetings of Sub-Committees will be programmed at breakfast/ early evening sessions.
- (e) An education strand will be included at every Conference.
- (f) Scope of Student Competitions will be enlarged to include disciplines other than Design

- (g) The host institution is to endeavor to invite eminent personnel from their respective regions as key-note speakers.
- (h) While selecting the theme of future conferences, the host institution is to consider issues like sustainability and environmental considerations.
- (i) The Committee will recommend to the General Council that from the 2008 Annual Conference onwards, all IFFTI delegates including the authorized alternative representatives will be required to pay a reduced Conference Registration Fee.
- (j) For the 2007 Annual Conference, it was decided to provide the following support from IFFTI to Ryerson University:-
 - (i) Only two authorized representatives from Regular and one authorized representative from Associate Member Institutions, will not be required to pay the Conference Registration Fee.
 - (ii) All other delegates including paper presenters will be required to pay Conference Fee at the rate decided by Ryerson University.
 - (iii) The Conference Registration Fee for the Junior Faculty, selected to present papers under the IFFTI initiative, will be paid by IFFTI Secretariat.
 - (iv) The cost of publishing the Conference papers will be reimbursed to Ryerson University by IFFTI Secretariat.

- Action:**
- 1. All Members
 - 2. Secretary

5.3.4 **Conference Review Committee.**

The Secretary informed the Committee that a good response had been received to the request for nominating suitable faculty to review conference papers under the specializations of Design, Technology and Business. The Chairperson asked the remaining members to also make their nominations at an early date.

5.3.5 Venues for future IFFTI meetings

- 5.3.5.1 **2008 Conference:-** Prof. Harriet Edquist, RMIT confirmed that RMIT would be hosting the 2008 Conference. She stated that the RMIT Conference would be financially structured to cater to the possibility of lesser IFFTI delegates attending the Conference due to the distance involved.

Action: Mr. Keith Cowlshaw and Prof. Harriet Edquist

- 5.3.5.2 **2009 Conference:-** Ms. Sylvie Ebel, IFM informed the Committee that work had commenced on the new fashion complex. She would keep the Secretariat informed about the progress. The next update would be provided in December 2006.

Action: Ms. Sylvie Ebel

5.3.6 Presentations by Sub-Committees.

5.3.6.1 Initiatives Committee

- 5.3.6.1.1 Prof. Tim Moscovitch, University of Huddersfield, shared his views with the Committee. He explained that the University of Huddersfield, like other IFFTI colleagues, has well-established links with the industry and also extensive opportunities for graduates to establish their own businesses. His proposal was to explore what opportunities there might be to forge alliances between some of these academic industry networks in areas such as:-

- Design incubators
- Shared industrial mentorship
- Combined industrial design projects
- Shared IFFTI stands at selected Trade Shows, i.e. Premiere Vision; Graduate Fashion Week

He briefly explained three specific ventures in Huddersfield:-

1) **The Media Centre** (www.the-media-centre.co.uk)

The Media Centre was one of the most innovative clusters of creative and media enterprises in the UK.

The Centre had 72 office spaces and 21 live work studios for over 120 companies and over 300 people.

Facilities available include:-

- Business support
- Café
- Meeting rooms

As part of this same site, there was the Huddersfield Business Generator organization, which was a separate agency.

2) **The Huddersfield Business Generator** (www.bgen.businessincubation.biz)

Huddersfield Business Generator was a pre-business incubation project funded by the European Regional Development Fund and also Kirklees Council and the University of Huddersfield.

Huddersfield Business Generator provided:

- Subsidized office work spaces
- Industrial mentorship
- On-site manager
- Range of business support such as finance, business planning, marketing, etc

Officially opened in 2000 by Sir Alan Sugar, it had since helped to create over 200 new businesses for the region; over 50% have been University of Huddersfield graduates, and with a business survival rate of 75%.

3) **The Textile Centre Of Excellence** (www.textilehouse.co.uk)

The Centre had 74 member companies and employed 35 staff.

Five major programme activities:

- Textiles Forward which delivers new business support services to local companies in the region
- Manufacturing Leadership Programme to develop manufacturing company leaders of tomorrow

- Equal skills – new approach to learning all about computers that can be customized to feature text and voice-overs in any language
- Technical Textiles Programme to help companies move into the high-tech world of textiles
- Design Incubator- 12 selected fashion/textile graduates are supported by local textiles and clothing company leaders

5.3.6.1.2 The presentation was appreciated by the Committee as the proposals were loaded with opportunities for IFFTI members.

5.3.6.1.3 **Decision.** Prof. Tim Moscovitch was requested to lead a panel discussion on his proposal at the 2007 Annual Conference.

Action:

1. Prof. Tim Moscovitch
2. Secretary

5.3.6.2 Search Committee.

5.3.6.2.1 Prof. Edward Newton recommended that the Search Committee may be renamed the Membership Committee to define its true charter. He expressed a need to determine the size of IFFTI membership before we look for new members. There was also a need to identify the correct mix between geographical spread and calibre of new members based on IFFTI vision statement. He felt that there is a need to expand the geographical spread by initiating new members from hitherto unrepresented areas like South America, Africa, Eastern Europe, Russia, etc while retaining the exclusivity of the foundation.

5.3.6.2.2 His proposals led to detailed discussions amongst members. The Committee felt that there was a need to take stock of how far we had progressed towards achieving the existing objectives and to review the IFFTI Mission statement keeping in view the changed priorities. The policy regarding the membership should be decided thereafter.

5.3.6.2.3 **Decisions.** The Committee took the following decisions:-

- (a) Membership Committee is to build a database of existing Fashion Education institutions around the world.

(b) A 'Vision Review' Sub-Committee comprising following members was convened:-

- (i). Dr. Reginetta Haboucha, FIT, Chairperson
- (ii). Prof. Linda Lewis, Ryerson, Member
- (iii). Ms. Elizabeth Rouse, LCF, Member
- (iv). Ms. Gauri Kumar, NIFT, Member

The Committee is to determine the progress made in achieving the laid down 'Objectives' and examine the existing 'Vision', 'Mission' and 'Objectives' and recommend changes if considered necessary.

5.3.6.2.4 The recommendations of the Sub-Committee are to be forwarded to the Secretariat by 25th February 2007. These are to be thereafter circulated to the Chairpersons of Search, Initiatives and Finance Sub-Committees.

Action:

- 1. All Committee Members
- 2. Secretary

5.3.6.3 **Research Committee**

5.3.6.3.1 Prof. Trevor Little explained that the following tasks were underway:-

- (a) IFFTI website is being modified to add an interactive section for the "Research" interests within IFFTI (blog will be evaluated in October 2006)
- (b) Research information on members will be placed on the website as all the members had agreed to share their data.

5.3.6.3.2 He stated that the Research Committee would work on 5 action items leading up to the Ryerson Meeting:-

- (a) The Research Committee will put together a panel presentation for the meeting in Toronto. 1½ hour presentation will be the target.
- (b) Publications and publication vehicles will be investigated. This will involve "establishing a warehouse" for intellectual output of the global fashion complex.

- (c) Collective funding opportunities will be the subject for discussion; especially, how to handle proposal submission of flow of funding.
- (d) The topic of Research Clusters will continue as an area for development. One concept is that IFFTI is itself a “cluster” and global “community” for fashion. Additional understanding of Research Clusters will be needed so that resources of IFFTI members can be integrated to foster original research in areas of Fashion Design, Technology and Business.
- (e) A “Value Proposition” for the Creative Industries will be developed. Several texts are available on this subject but are not specific to fashion. The concept of a “Fashion Observatory” would be examined.

5.3.6.3.3 He concluded by explaining the action plan of the Committee:-

- (a) Update email for Committee members
- (b) Review blog and establish the Research section
- (c) Place spreadsheet on the website
- (d) Work on the 5 action steps above
- (e) Continue to build agenda for the Committee.

5.3.6.3.4 The presentation was followed by interactive discussions between members who felt the road map recommended by Prof. Little would indeed be beneficial to IFFTI members and should be pursued aggressively.

5.3.6.3.5 **Decision:-** The Committee asked Prof. Trevor Little to lead a Panel Discussion on a chosen topic to enable the IFFTI members to share their experiences and views.

Action:

1. Prof. Trevor Little
2. Secretary

AGENDA POINT NO. 6.

STATUS OF MEMBERSHIP SUBSCRIPTION

The Committee took note of the status of Membership Subscription. The Chairperson expressed satisfaction that there were no outstanding dues till 2005.

AGENDA POINT NO. 7:

ADDITIONAL POINTS

7.1 Finance Sub-Committee:-

7.1.1 Dr. Reginetta Haboucha made a recommendation for the formation of a Finance Sub-Committee to recommend ways to deploy IFFTI surplus funds. The point was well received by the members.

7.1.2 **Decision:-** A 'Finance Sub-Committee' comprising following members was convened with the mandate to determine suitable ways to generate additional funds for hosting IFFTI conferences and attracting sponsorship from multinationals:-

a) Dr. Satoshi Onuma, Bunka, Chairperson

b) Ms. Sylvie Ebel, IFM, Member

c) Ms. Leisbeth in't Hout, AMFI, Member

d) Prof. Edward Newton, Member Emeritus, Member

7.1.3 The Finance Sub-Committee is to forward its recommendations to the Secretariat by 25th February 2007, which are then to be circulated to the Chairpersons of Search and Initiatives Sub-Committees.

Action:

1. All Committee Members
2. Secretary

7.2 Reciprocal Membership with HKRITA

7.2.1 The Secretary informed that an offer has been received from Hong Kong RITA for a Reciprocal Membership.

7.2.2 **Decision:-** It was decided to enter into Reciprocal Associate Membership with HKRITA on terms and conditions similar to those with IAF & IWTO.

Action: Secretary

7.3 **New Members**

7.3.1 Dr. Satoshi Onuma recommended that Nagoya University of Arts & Sciences may be considered for IFFTI membership.

7.3.2 The Committee asked the Secretary to take follow up action as per the existing guidelines.

Action: Secretary

7.4 **Inclusion of topic on Branding and Marketing**

7.4.1 Ms. Sylvie Ebel, IFM, submitted that topics mentioned in the call for papers for the 2007 Conference did not include aspects of Branding and Marketing, which are also important to fashion education.

7.4.2 The Committee agreed with Ms. Ebel and asked Ryerson to ensure that IFFTI members were aware that papers on 'Branding and Marketing' could be put forward under the existing themes in the call for papers.

Action:

1. Prof. Linda Lewis
2. Secretary

7.5 **IAF**

7.5.1 Prof. Newton informed the Committee that the International Apparel Federation was in the process of reengineering membership and that its Headquarters had moved to Amsterdam.

7.5.2 The Chairperson requested Ms. Leisbeth in't Hout to find out further details in respect of IAF.

Action:

1. Ms. Leisbeth in't Hout
2. Secretary

CONCLUDING REMARKS

8. In conclusion, Ms. Elizabeth Rouse, Chairperson thanked the members for their useful contributions and free and frank discussions. She expressed happiness at the fact that the Committee had made significant progress on the key issues. The

Chairperson asked the members to devote more time on professional issues in the future meetings to put the limited time to good use. The Chairperson also thanked Amsterdam Fashion Institute for making excellent arrangements for stay, meetings and visits of members. This had led to greater camaraderie and bonding which was the raison d'être of IFFTI.

9. There being no further points, the meeting concluded with a vote of thanks to the Chair.

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**IFFTI 2007- Ryerson University, Toronto, Canada
Proposed schedule**

Thursday April 12th

0900-1200 hrs	IFFTI Executive Committee Meeting
1200-1300 hrs	Welcome Lunch
1300-1600 hrs	IFFTI General Council Meeting
1900-2100 hrs	Mass Exodus Fashion Show, followed by a cocktail reception

Friday April 13th

0800-0830 hrs	Registration
0830-0930 hrs	Keynote Speaker
0930-1045 hrs	Research Presentations, parallel sessions A & B
1045-1110 hrs	Coffee Break
1115-1230 hrs	Research Presentations, parallel sessions A & B
1230-1330 hrs	Lunch
1330-1500 hrs	Research Presentations, parallel sessions A & B
1500-1525 hrs	Coffee Break
1530-1700 hrs	Research Presentations, parallel sessions A & B
1900-2100 hrs	Bata Shoe Museum Design Competition Judging

Saturday April 14th

0830-0930 hrs	Keynote Speaker
0930-1045 hrs	Research Presentations, parallel sessions A & B
1045-1110 hrs	Coffee Break
1115-1230 hrs	Research Presentations, parallel sessions A & B
1230-1330 hrs	Lunch
1330-1500 hrs	Research Presentations, parallel sessions A & B
1500-1525 hrs	Coffee Break
1530-1700 hrs	Research Presentations, parallel sessions A & B
1830 hrs	Queen Street Crawl

Sunday April 15th

0900-1200 hrs	IFFTI Executive Committee Meeting
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**IFFTI 2007 - Ryerson University, Toronto, Canada
Proposed Budget**

Expenses

Staffing (pre and during conference)	30,000.00
Speakers' Stipend/honorarium/travel	30,000.00
Supplies (signage etc.) + Services (printing etc.)	13,000.00
Website Development, Abstract mgt. & On Line Registration	20,000.00
Advertising & Promotion	5,000.00
Conference proceedings (CD ROM, editing & design etc.)	15,000.00
Catering	20,000.00
Facilities/Equipment Rental	17,000.00
Transportation shuttle	3,000.00

TOTAL **153,000.00**

Revenue (estimates based on 150 people attending)

IFFTI members (\$250 x 105)	26,250.00
Regular participants (\$300 x 15)	4,500.00
1 day registration (\$125 x 15)	1,875.00
Grad students (\$100 x 15)	1,500.00

TOTAL **34,125.00**