ENCLOSURE 2 (9 PAGES)

Meeting	14 th Annual Meeting of the General Council						
Date	Monday 19 th March, 2012						
Time	0930 hours to 1100 hours						
Location	Pearl Academy of Fashion, Kukas Campus, Jaipur – GF Auditorium						
Attendance	(a) <u>Chair</u>						
	 Dr. Satoshi Onuma, President, Bunka Fashion College, Executive Director of the Board, Bunka Gakuen Education Foundation, Bunka Gakuen University, Japan. (b) <u>Institutional Members</u> 						
	 Ms. Tina Guglielmino, School of Fashion and Textiles, RMIT, Australia – Deputy Chairperson Ms. Souraya Bouwmans-Sarraf, Amsterdam Fashion Institute, The Netherlands – Authorized Representative 						
	 Ms. Leslie Holden, Amsterdam Fashion Institute, The Netherlands – Alternative Representative Ms. Archana Surana, Arch Academy of Design, India – Authorized Representative Mr. Benoy Thoompunkal, Arch Academy of Design, India – Alternative Representative 						
	 Prof. Dany Jacobs, Artez Institute of the Arts, Fashion Department, The Netherlands – Authorized Representative 						
	Ms. Maaike Feitsma, Artez Institute of the Arts, Fashion Department, The Netherlands – Alternative Representative						
	 Bingbing Du, Beijing Institute of Fashion Technology, P. R. China – Authorized Representative Mr. Motiur Rahman, BGMEA Institute of Fashion & Technology, Bangladesh – Authorized Representative 						
	Mr. Jamal Uddin, BGMEA Institute of Fashion & Technology, Bangladesh – Alternative Representative						
	Prof. Inoue, Bunka Gakuen University, Japan – Alternative Representative						
	Prof. Li Keling, Donghua University, P.R. China – Authorized Representative						
	Prof. Li Jun, Donghua University, P.R. China – Alternative Representative						
	Prof. Edward Newton – Emeritus Member						
	 Mr. Steven Frumkin, Fashion Institute of Technology, U.S.A – Authorized Representative Dr. Georgianna Appignani, Fashion Institute of Technology, U.S.A – Alternative Representative 						
	 Br. Georgianna Appignant, Pashion Institute of Technology, U.S.A – Alternative Representative Ms. Barabara Bundy, The Fashion Institute of Design and Merchandising, U.S.A – Authorized 						
	Representative						
	Ms. Anne Bennion, The Fashion Institute of Design and Merchandising, U.S.A – Alternate						
	Representative						
	Dr. Su-Lee Tsai, Fu Jen Catholic University – Authorized Representative						
	Dr. Zhaohua Ho, Fu Jen Catholic University – Alternative Representative May Liz May efforts Jens Kons Besign Jostifusts Jens Kons Authorized Bennesentative						
	 Ms. Liz McLafferty, Hong Kong Design Institute, Hong Kong – Authorized Representative Ms. Cassandra Ng, Hong Kong Design Institute, Hong Kong – Alternative Representative 						
	Mr. Ameersing Luximon, The Hong Kong Polytechnic University, Hong Kong – Authorized Representative						
	Ms. Nidhi Bhasin, IMS Design & Innovation Academy, India – Authorized Representative						
	Ms. Sylvie Ebel, Institut Français de la Mode, Paris – Authorized Representative						
	Mr. Jacomet Dominique, Institut Français de la Mode, Paris – Alternative Representative						
	Ms. Eda Dorman, Istanbul Moda Academy, Turkey – Authorized Representative						
	Elmira A. Khannatova, Kazan National Research Technological University, Russia – Authorized						
	Representative Lydmila N. Abutalipova, Kazan National Research Technological University, Russia – Alternative						
	Representative						
	Mr. Manfred Mroz, LDT Nagold, Germany – Authorized Representative						
	Dr. Frances Corner, London College of Fashion, U.K. – Authorized Representative						
	Ms. Wendy Malem, London College of Fashion, U.K. – Alternative Representative						
	Aileen Jefferson, Manchester Metropolitan University, U.K. – Authorized Representative						
	Jennifer Prendergest, Manchester Metropolitan University, U.K. – Alternative Representative						
	Ms. Linda Morton, Metropolitan South Institute of TAFE, Australia – Authorized Representative						

Ms. Hilary Walker, Mod'Art International, Paris – Authorized Representative Ms. Aarti Srivastava, National Institute of Design, India – Authorized Representative Mr. Amit Sinha, National Institute of Design, India – Alternative Representative Prof. Trevor Little, North Carolina State University, U.S.A - Authorized Representative Ms. Ann Priest, Nottingham Trent University, UK – Authorized Representative Ms. Jacqueline Shorrock, Nottingham Trent University, UK - Alternative Representative Ms. Rekha Rana Shailaj, Otago Polytechnic, New Zealand - Authorized Representative Mr. AKG Nair, Pearl Academy of Fashion, India – Authorized Representative Mr. Arindam Das, Pearl Academy of Fashion, India - Alternative Representative Ms. Linda Loppa, Polimoda, Italy – Authorized Representative Ms. Kay Mcmohan, Queensland University of Technology, Australia - Authorized Representative Mr. Robert Ott, Ryerson University, Canada - Authorized Representative Ms. Alice Chu, Ryerson University, Canada – Alternative Representative Prof. Robyn Healy, School of Architecture and Design, RMIT, Australia - Authorized Representative Ms. Karen Webster, School of Architecture and Design, RMIT, Australia – Alternative Representative Mr. Nicholas C. Huxley, Sydney Institute of TAFE NSW, Australia - Authorized Representative Ms. Sonika Soni Khar, Symbiosis Institute of Design, India – Authorized Representative Ms. Julie Lantry, University of Technology Sydney, Australia – Authorized Representative Ms. Leanne Whitehouse, Whitehouse Institute of Design, Australia - Authorized Representative Yuxin Yan, Zhejiang Sci-Tech University, P. R. China – Authorized Representative Prof. Xiaofen Ji, Zhejiang Sci-Tech University, P. R. China – Alternative Representative **Co-opted Members** (c) Ms. Janice Mee - Individual Member Member Secretary (e) Commodore Vijay Chaturvedi (Retd.) Welcome Dr. Satoshi Onuma welcomed the members to the 14th Annual Conference of the International Foundation of Fashion Technology Institutes (IFFTI). He stated that "the theme for this year's conference was "Fashion Beyond Borders." This is particularly fitting given the location of the conference in India, which has long been a center for cultural diversity and a crossroad for people venturing beyond their own borders. I am sure that India, and our host institute, Pearl Academy of Fashion, will present delegates with a wonderful opportunity to learn and discuss how fashion has diversified to become a global phenomenon and how fashion from different cultures and regions has merged to create a vibrant fashion industry that we enjoy today. This has been accompanied by a rapid increase in the number of opportunities for businesses in the fashion industry and concurrently a need for discussion about whether businesses are maximizing their opportunities and responding appropriately to the challenges that have arisen. Furthermore, it is increasingly important for us to consider the entirely new environment of the cyber world that has no physical boundaries and how it can empower stakeholders at all points of the spectrum to participate in the fashion industry. Finally, it is important that all these issues be considered from the perspective of fashion education so member institutions can share and build upon their knowledge and experience as educators. I have attended many annual conferences over the years and I am excited by the potential that this year's annual conference offers to our members. I sincerely look forward to the keynote speeches, paper presentations and both formal and informal discussions that will take place over the coming days. I anticipate that this year's conference will be a wonderful experience for all delegates." **Discussions/Outcomes Items** Action The minutes of the 25rd Executive Committee meeting and the 13th Annual Meeting of the IFFTI 1.

Previous

minutes

General Council held at Institut Français de la Mode, Paris on 11th and 12th April, 2011

respectively, and the 26th Executive Committee meeting held at Bunka Gakuen University,

Secretary

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	Japan on 13 th and 14 th October, 2011 were adopted as circulated.					
	OATION Constant information of the Constant Constant information of the Constant infor					
2. Next Chairperson, Deputy Chairperson and the new Executive Committee	 2.1 The Secretary informed the General Council that in accordance with the decisions taken at the 2011 General Council meeting, the new Executive Committee had been elected through a process of voting. 2.2 The new Executive Committee had then elected Dr. Satoshi Onuma and Ms. Tina Guglielmino as the new Chairperson and the Deputy Chairperson respectively. The composition of the new Executive was as follows:- 					
	I Regional member					
	S. No.	Region	Member	Authorized Representative	Tenure	
	Α	Americas	(i) FIT, USA	Dr. Giacomo Oliva	Until 2014 Annual Conference	
			(ii) NCSU, USA	Prof. Trevor Little	Until 2016 Annual Conference	
	В	Asia	(iii) Bunka, Japan	Dr. Satoshi Onuma	Until 2016 Annual Conference	
			(iv) HKPU, Hong Kong	Dr. Raymond Au	Until 2014 Annual Conference	
			(v) Pearl Academy, India	Dr. A.K.G. Nair	Until 2014 Annual Conference	AII
	С	Europe	(vi) AMFI, The Netherlands	Ms. Souraya Bouwmans-Sarraf	Until 2016 Annual Conference	
			(vii) IFM, Paris	Ms. Sylvie Ebel	Until 2016 Annual Conference	
			(viii) LCF, UK	Dr. Frances Corner	Until 2014 Annual Conference	
	D	Oceanias	(ix) RMIT-SFT, Australia	Ms. Tina Guglielmin	Conference	
			(x) RMIT-SAD, Australia	Prof. Robyn Healy	Until 2016 Annual Conference	
	II	Co-opted	Member (xi) Donghua, P. R. China	Prof. Li Keling	Until 2014 Annual Conference	
	III	Emeritus			Conference	
	IV	(xii) Prof. Edward Newton Member Secretary				
	(xiii) Commodore Vijay Chaturvedi (Retd.)					
	2.3 The General Council congratulated the members of the new Executive Committee and offered them full support.					
	NI	Manaliana				
3. Membership Sub-Committee	New Members: 3.1 Ms. Tina Guglielmino, Chair, Membership Sub-Committee informed the General Council that following new members had been inducted in to the foundation after due process of review:—					
	S. N		Institution		Membership Offered	
	(a) University of East London, UK Regular					
	(b) Kazan National Research Technological University, Russia				Regular	
	(c) Whitehouse Institute of Design, Australia Associate					
	(d) Ms. Liesbeth in't Hout Individu				Individual	

Individual Membership:

3.2 Ms. Tina Guglielmino informed that some members had expressed reservations to the use of title 'Emeritus' for Individual Members. The Sub-Committee would deliberate further to recommend a more suitable title for this type of membership.

Ms. Tina Guglielmino

Revival of Membership:

3.3 The Secretary informed the Committee that National Institute of Design, India have rejoined IFFTI and that NIFT was also considering rejoining IFFTI soon. In addition, House of Pearl, India had agreed to pay the membership subscription for 2011.

Secretary

Cancellation of Membership:

3.4 Ms. Tina Guglielmino stated that the Membership Sub-Committee did not recommend cancellation of membership of institutions which were in arrears of payment of membership subscription. Instead, it was recommended that such institutions be temporarily suspended from IFFTI Membership and their membership be revived once they wish to rejoin after payment of subscription. Such institutions should not be charged any penalty or asked to go through the review process again.

Decision:

3.5 The General Council welcomed the new members and agreed that the membership of University College for the Creative Arts, UK; Duksung Women's University, Korea and Fashion & Design Institute, Mauritius may not be cancelled but temporarily suspended and the institutions be encouraged to rejoin the foundation.

Recommendations of the Membership Sub-Committee:

3.6 Initiative to make IFFTI Membership More Attractive to Corporate Houses:

- **3.6.1** Ms. Tina Guglielmino, Chair, Membership Sub-Committee recommended that IFFTI Secretariat would invite prospective members to a cocktail function where the executive or available members would present to key industrialists the benefits of becoming corporate members. This could be done at each IFFTI Executive Committee meeting. We would ask for assistance from each institute to provide a list of suitable companies to be invited to the function.
- **3.6.2** We could also invite existing corporate members to attend the event and advise the benefits they believed they have attained from joining IFFTI, therefore offering us further support in recruiting new corporate members.
- **3.7** Enhanced Collaboration with International Organizations: Membership Sub-Committee will seek from IFFTI membership, suggestions of organizations that would benefit IFFTI members for further collaborations. Once suggestions are received, invitations can be issued to organizations and they can be approached by IFFTI executive or secretariat for collaboration.

3.8 A Policy to improve IFFTI Website:

- **3.8.1** The Sub-Committee will propose a communications brief to executive for review before next Executive Committee meeting.
- **3.8.2** Secretariat is to seek 3 proposals for a professional communications company to redesign website and communication strategies so that faculty, staff, potential new institute and corporate members can become aware of IFFTI activities and benefits.

3.8.3 IFFTI Secretariat is to engage part time communications expert to manage ecommunications via any new mediums installed on website. Decision: 3.9 The General Council welcomed the suggestions of the Sub-Committee and asked Ms. Tina Guglielmino to conclude the initiatives at the earliest. 4.1 Prof. Frances Corner, Chair, Education Initiative Sub-Committee brought the General 4. Education Council up-to-date regarding the tasks undertaken by the Education Initiatives Sub-Committee. Initiatives Sub-Committee Student Participation Proposal: The first one was the student participation proposal. After lengthy discussion it was agreed to revamp the way that student participation at conferences is organized rather than sending artefacts and physical examples of work which can create logistical problems for hosts; it was agreed that each institution was invited to submit a digital recording; for example a 10 minute video which showcased students work. It was agreed for this recording to include an introduction for a member of the faculty to explain the content, what the work was about and why it had been selected. The conference host would be able to edit the material whilst also making full length recording available also up loaded onto IFFTI website for other members to view. Workshops: The second proposal centred on the workshops that the Education Sub Committee runs as part of the conference program. Following lengthy discussion it was decided it would be useful to all institutions to select a theme that was pertinent amongst academics of the member institutions, and it was agreed that over the next few years assessment would be a key theme. It was also agreed that we would look for opportunities for how workshops are structured and all members are to think about how they would like to be involved. Initiative for Faculty: Third initiative was centred on how IFFTI could encourage 4.1.3 faculty exchanges. It was agreed that often there are opportunities from lengthy exchanges. However members would welcome the opportunity for short visits to and exchange visits Prof. between institutions. It was also accepted that if these visits and exchanges were lead by IFFTI **Frances** it would demonstrate to its members the benefits of membership to the foundation. To Corner implement and demonstrate support of this initiative, it was agreed that IFFTI would set up an honorarium. For example 5 x 5000 dollar honorarium initially and if this proved successful there was potential to increase and expand. Robert Ott agreed to circulate a form that he uses in his Secretary institution; in the hope that this would make the process simple as possible. It was felt that in order to keep these visits and exchanges as simple and flexible as possible; it would not be necessary to always have an exchange but institutions could also send representatives without having to receive. It was also felt to minimize any issues with language differences, it would be beneficial to keep these visits within regions. Communication Between Members: The fourth proposal was centred on communications. It was felt that in order to improve communications between members would be useful to use either Skype or video conference meetings held between representatives of the Education Sub Committee and other regional institutions. Members of the Sub Committee are to try to hold these meetings before next IFFTI general meeting in November 2012, so that ideas and issues could be brought forward to the committee. Workshop: Prof. Frances Corner informed the Committee that following panel discussions will be conducted in the afternoon of 19th March, 2012:-(a) Panel discussions on "The Culture of Craft in Education" Convener: Prof. Frances Corner, Chair, Education Initiatives Sub-Committee (ii) Moderator: Mr. Robert Ott, Ryerson University, Canada (iii) Presentations: Mr. Paul McNicoll, London College of Fashion, UK; Mr. Benny

Thoompunkal, ARCH Academy of Design, India, Ms. Leslie Holden, Amsterdam Fashion

Institute, The Netherlands and Pip Spoerry, Nottingham Trent University. (b) Panel discussions on "Knowledge Management in Higher Education" Convener: Prof. Frances Corner, Chair, Education Initiatives Sub-Committee (ii) Moderator: Ms. Souraya Bouwmans-Sarraf, Amsterdam Fashion Institute, The Netherlands (iii) Presentations: Ms. Karen Webster, School of Architecture and Design, RMIT, Australia; Ms. Tina Guglielmino, School of Fashion and Textiles, RMIT, Australia and Mr. Steven Frumkin, Fashion Institute of Technology, USA. Decision: 4.2 The General Council thanked Prof. Frances Corner for the innovative proposals and asked her to implement them soon after ascertaining the availability of funds. 5. 5.1 Prof. Trevor Little gave an overview on the tasks undertaken by Research Sub-Committee Research Subsince the last meeting:-Committee 5.1.1 Journals: He explained that the Research Sub-Committee had an engaging discussion on methods to get IFFTI journals and papers recognized and printed in renowned research journals like Journal of Fashion Marketing and Management, Fashion Theory, Journal of Design Research, International Journal of Clothing Science and Technology, Cultural Sociology journal, and Journal of Modern Craft. The premise is that these 6 journals would go a long way to representing the disciplines or fields covered by IFFTI conferences. The Research Sub-Committee thinks that this approach will encourage some young researchers to submit interesting research papers to the Conference and also help them getting these published in one of the above mentioned journals. By narrowing the list of journals, IFFTI members may cite the papers during their own research and thus increase the impact factor of the selected iournals. Over a period of time, IFFTI should discuss having a special journal containing these research papers. He further recommended that IFFTI should continue to refine the paper review process. It may be useful to learn how ITAA approaches its review of submitted papers for its Journal and Conference. Prof. 5.1.2 Workshop: Prof. Trevor Little stated that Sub-Committee had held detailed discussions on the forthcoming research workshop titled 'Hallmark of Creativity in Fashion'. The purpose of Trevor the workshop was to:-Little (a) Have a discussion about creativity in fashion as we are faced with an ever increasing **Secretary** variety of fashion items with limited shelf-life. (b) Global access to an ever increasing range of materials and accessories has allowed increased combinations of art elements and how we interact with consumers. (c) How can we hallmark fashion creativity, especially design, as the practice continues to change. 5.1.3 The workshop will be moderated by Prof. Trevor Little and will comprise the following panelists:-(a) **Dr. Tarun Panwar, Pearl Academy of Fashion, India:** Role of Brands in today's fashion world and how brands are hallmarked. How does the consumer determine authenticity and/or genuineness of the brand? (b) Mr. Tony Kent, London College of Fashion, UK: Role of Design in creativity of fashion. Changes occurring with Fashion Shows and themes that are emerging. Prof. Robyn Healy, School of Architecture & Design, RMIT University, Australia: Design space and diversity of practice. What is the impact on authenticity or genuineness?

6. Finance Sub- Committee	Decis 5.2 T Bala 6.1 E 31 st E Final 6.2 F IFFT to fur Subs 6.3 T coince mem recor the p 2012 6.4 T Decis 6.5 T	(e) Mr. Ameersing Luximon (Shyam). The Hong Kong Polytechnic University, Hong Kong: The role of design in the future as we work in a make anywhere – sell anywhere fashion practice. Decisions: 5.2 The General Council accepted the proposals of the Research Sub-Committee. Balance Sheet: 6.1 Dr. AKG Nair presented the IFFTI Balance Sheet for the period from 1 st January 2011 to 31 st December, 2011 for the consideration of the General Council. Financial Statement: 6.2 He then gave an overview of the financial situation of the foundation. He summarized that IFFTI financial position was healthy and majority of the IFFTI finances were now being utilized to fund IFFTI initiatives. Subscription for the year 2012: 6.3 The Secretary explained that subsequent to the change in accounting year of IFFTI to coincide with the calendar year, the Secretariat had issued invoices payment for payment of membership subscription for the year 2012 in January this year. Some of the members have recommended that the subscription for the year 2012 be charged for only 9 months (i.e. 75% of the prescribed fee) as the subscription charged in 2011 was from 1 st April, 2011 to 31 st March, 2012. 6.4 The issue was discussed at length by the General Council. Decisions: 6.5 The General Council thanked Dr. AKG Nair for his contribution and adopted the balance sheet as at 31 st December, 2011.			
7. IFFTI Initiatives	 7.1 The Secretary explained the evaluation process followed to select the 5 Junior Faculty and 2 PG/ Research Students for the IFFTI Initiative awards. 7.2 He informed the Council that the award winners at this year's Conference were:- 				
	S. No.	Name of Authors	Institution Name	Торіс	
	Junio	or Faculty Mrs. Ambika	Pearl Academy of	I	
	Α	Magotra	Pearl Academy of Fashion, India	Whimsical and pop indie	Secretary
	В	Ms. Nao Okajima	Bunka Gakuen University, Japan	Trends in production of woven and dyed products at department stores from the late edo to meiji periods	
	С	Mrs. Sandra Kuijpers	Amsterdam Fashion Institute, The Netherlands	3d virtual prototyping for fashion design, pushing the boundaries of possibility	
	D	Ms. Deanna Clark	Fashion Institute of Technology, USA	Fashion beyond borders †a fusion of technology and free trade agreements pave the way into the largest economy in the world	

	1				
	Е	Ms. Patricia Hart	Metropolitan South Institute of TAFE, Australia	The democratisation of fashion: the role of fashion dissemination in the construction of new fashion elites	
	PG/F	Research Stude		lasmon entes	
	A	Ms. Lipi Begum	London College of Fashion, UK	Hyper-glocal realities: through the lens of lingerie advertising in India	
	В		Pearl Academy of Fashion, India	Fingerprinting the electronic portal consumer in India: different strokes for different folks	
	 7.3 Cheques of USD 2000.00 will be presented to the awardees at the valedictory function scheduled on 21st March, 2012 after they have presented their respective papers at the Conference. 7.4 IFFTI will also pay the Conference Registration Fee of the abovementioned awardees. 				
	2011				
8. Vanuas	<u>2014</u>	IFFTI Annual (Conference:		
Venues	8.1 The Secretary gave an overview of the responses received from members for hosting future IFFTI Conferences. All the institutions who had earlier expressed interest to host the 2014 Conference had now indicated that they would prefer to host the Conference in 2015 and beyond.				
	8.2 On a fresh invitation, the following institutions expressed willingness to consider hosting the 2014 Conference:-				
	 (a) Fashion Institute of Technology, USA (b) University of Huddersfield, UK (c) Symbiosis Institute of Design, India (d) Kazan National Research Technological University, Russia (e) Bunka Gakuen University, Japan 				
	30 th Executive Committee Meeting: 8.3 The Secretary further stated that School of Fashion and Textiles, RMIT, Australia and Nottingham Trent University, UK had offered to host the 30 th Executive Committee Meeting in October, 2013.				
	8.4 The General Council thereafter invited the following institutions to make presentations:—				
	` '	The Fashion I Conference.	nstitute of Design and	d Merchandising, USA on preparation for 2013	
	(b) Polimoda, Italy on their offer to host 2015 Conference.				
	Deci	sion:			
				para Bundy and Prof. Linda Loppa for the exciting moda to host the 2015 Annual Conference.	
9. Presentation by New Members	progi	rammes of their	respective organizations		
	(b) A (c) M	rch Academy of lod'Art Internation		University, Russia	Secretary

	9.2 The General Council welcomed the new members to the foundation.	
10. Concluding Remarks	In conclusion, Dr. Satoshi Onuma, Chairperson, IFFTI stated that he would like to offer his sincere appreciation to the Chairman of Pearl Academy of Fashion, Mr. Deepak Seth for hosting this year's Conference and would also like to acknowledge Dr. AKG Nair, Group Director, Mr. Arindam Das, Director and his team of organizers who had spent a considerable amount of time and effort arranging this Conference. He stated that the Conference had provided an ideal platform for professional interaction between academia and industry – the very raison d'etre of IFFTI. He was sure that the members were taking back with them the professional inputs and very fond memories of the hospitality bestowed upon them by the entire Pearl Academy faculty and staff.	
11. Next Meeting	In April, 2013 at the Fashion Institute of Design and Merchandising, USA.	
12.	There being no further points. The meeting ended with a vote of thanks to the Chair.	

