I F F T I
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IFFTI/0203/2006   **31 July 2006**

PROCEEDINGS OF THE 8TH IFFTI ANNUAL CONFERENCE
HELD IN U.S.A. FROM 18TH JUNE TO 22ND JUNE 2006

The 8th Annual Conference of IFFTI was held at North Carolina State University, Raleigh, U.S.A. from 18th June to 22nd June 2006. The Conference comprised following sessions:-

1.1   **IFFTI Meetings**

  1.1.1   **15th Meeting of the IFFTI Executive Committee** – This Meeting was held at two sessions:-

    1.1.1.1   **Opening Session on 18th June 2006**. Minutes of the Meeting are placed at *Annexure I (Page 7).*

    1.1.1.2   **Concluding Session on 22nd June 2006**. Minutes of the Meeting are placed at *Annexure III (Page 20).*

  1.1.2   **The 8th Annual Meeting of the IFFTI General Council on 19th June 2006**. The General Council Meetings were held over two sessions :-

    1.1.2.1   **Morning Session**. At this meeting, the Members of the IFFTI General Council deliberated on the Agenda Points concerning IFFTI matters. The Minutes of the Meeting are placed at *Annexure II (Page 12)*.

    1.1.2.2   **Afternoon Session**. This session was devoted to presentations and deliberation on issues raised by Members.

1.2   **IFFTI Initiatives**

  1.2.1   **19th June 2006 - Afternoon.** Final Judging of the 'Illustration Contest for Students' was conducted at this session.

1.2.2 <u>Travel Funding Initiative for Junior Faculty.</u> Four Junior Faculty presented papers at the Conference under this initiative. The details are given at ***Annexure II (Page 17).***

1.3 **IFFTI Annual Conference**

In addition to the aforementioned IFFTI Meetings, a good mix of professional, cultural and entertainment activities were programmed at the Annual Conference.

1.3.1 **20th, 21st and 22nd June 2006. Presentations.** The Annual Conference comprised Keynote Speeches and Presentation of Papers on "Fashion in the Digital Age". The details are given below :-

1.3.1.1 **20th June 2006   Session One – The Process**
<u>Session Chair : Ms. Elizabeth Rouse, University of Arts, U.K.</u>

(a) **Keynote Address :** Integrating Technology in Costume Design
Douglas Enderle, Emmy Award Winning Costume Designer, Disney World, USA

(b) Interrogating Fashion: Is the Future of Fashion Digital?
Sandy Black, London College of Fashion, University of the Arts, UK

(c) Fashion Environment as Community: How Digital Images Create Collective Identity
Sue Keen, Sophie Woodward, Nottingham Trent University, UK

(d) Inspiration and Interpretation, Evolution of Digital Textile Art
Yi-meei Wang, National Taiwan University, Taiwan

(e) Cross-Sectoral Experiences with Mass-Customization
David Tyler, Manchester Metropolitan University, UK

(f) Darwin In Fashion, Fashion Innovation As a Co-evolving Cultural Process
Dany Jacobs, University of Groningen and Amsterdam Fashion Institute, Holland

(g) Digital Fashion, Mass Customization and Direct 3D Manufacturing
Philip Delamore, London College of Fashion, UK

(h) Fashion in a Digital Era – Nexa for Two and Three Dimensions: Freedom from Repetition
Kazuhiro Ueno, Bunka Fashion College, Japan

(i) Integrating Technology for Apparel Mass Customization
Muditha Senanayake, Trevor Little, Berkeley College and NC State University, USA

1.3.1.2   **20th June 2006   Session Two – The Tools**
            Session Chair : Dr. Georgianna Appignani, FIT, USA

(a) **Keynote address:** Merging Creativity & Technology
    Kanani Mahelona, Senior Application Engineer, Gerber Technology Inc., USA

(b) Building a Database for Fashion Statements
    Roger Ng, X. Zeng, A. Chaboud, S. Yan, P. Brunieux, Hong Kong Polytechnic University, Hong Kong

(c) The Rhythm of Graphic Style and Form In Printed Textiles
    Sunny Yan Man-Chi, Frankie Ng Man-Ching, Roger Ng Keng-Po, The Hong Kong Polytechnic University, Hong Kong

(d) Digitizing The Fit Model Using 3D Body Scanning Technology
    Susan Ashdown, Susan Loker, E. Carnrite, Cornell University, USA

(e) Using SizeUSA to Improve Apparel Fit
    Beth Newcomb, Cindy Istook, North Carolina State University, USA

(f) A Structured Framework for Virtual Drape Analysis
    Traci May, Narahari Kenkare, North Carolina State University, USA

(g) Global Collaborative Technology for Fashion Product Development Meeting
    Roger Ng, Alex Ho, Hong Kong Polytechnic University, ATGlobal Ltd., Hong Kong

(h) Historic Costume Collections in the Digital Age
    Kathi Martin, Drexel University, USA

1.3.1.3   **21st June 2006   Session Three – The Materials**
            Session Chair : Dr. Philip Taylor, Polimoda, Italy

(a) **Keynote Address**: Digital Toolbox
    Judson Early, Corporate VP & Chief Technology Officer, [TC]2, USA

(b) The Development of Unique Resist Dyed Patterning For Seamless Fashion and Knitted Fabrics
    Wonseok Choi, Nancy Powell, North Carolina State University, USA

(c) Digital Design: Comparative Study of Seamless Knitwear Development For Weft Knitting
    Sandy Black, Nancy Powell, London College of Fashion, University of the Arts, UK, NC State Univ. USA

(d) Transforming Shape: Innovative Approaches to Printed Textile Design and Garment Integration
    Amanda Briggs-Goode, The Nottingham Trent University, UK

(e) Method of Transformation of Standard 3D Model Into a Model of Real Geometric Shape
Inga Lyashenko, Vladimirs Gonca, Riga Technical University, Latvia

(f) Integration of Traditional and Digital Surface Design Techniques
JiHyun Bae, Traci May, North Carolina State University, USA

(g) How Well Do We Fit? Reporting on a FIT Fashion/Textile Industry Survey, Panel Presentation
Dympna Bowles, Michele Bryant, Ann Denton, FIT, USA

1.3.1.4 **21st June 2006 Session Four – Intellectual Property & Future Leaders**
Session Chair : Prof. Linda Lewis, Ryerson University, Canada

(a) **Keynote Address**: Legally Digital
William Harazin, Attorney at Law & Adjunct Professor (NCSU), USA

(b) Anti-Counterfeiting of Fashion Brands Using RFID Technology
Patrick C.L. Hui, Kirk M. Wong, Allan C.K. Chan, The Hong Kong Polytechnic University, Hong Kong

(c) What if Consumers Interfered in their Fashion Product Design, via Internet?
Christel Carlotti, Institut Francais de La Mode, France

(d) Custom Fit, is it FIT for the Customer?
Penelope Watkins, London College of Fashion, UK

(e) Captured! Knitwear Lost and Found. A Digital Archive of Knitwear at Nottingham Trent University
Cathy Challender, Nottingham Trent University, UK

(f) Appreciation of Apparel Website Selling by Fashion Consumers
Rene Spijkerman, Amsterdam Fashion Institute, The Netherlands

(g) Fashion, Humanism and the Online Environment
Meena Kadri, National Institute of Design, India

(h) Fashion in the Digital World – The Future is Now!
Peter Allen RMIT University, Australia

1.3.1.5 **22nd June 2006 Session Five – The Business**
Session Chair : Prof. Edward Newton, HKPU, Hong Kong

(a) **Keynote Address**: Financing Fashion
Marshall Gordon, Senior VP, Worldwide Sales and Marketing, TradeCard Inc., USA

(b) WWW. A Closer Look @ Chinese Consumer.Com
Xiuli Zhu, Wing-sun Liu, Jimmy Lam, Zhejiang Sci-Tec University, The Hong Kong Polytechnic University, Hong Kong

(c) Designing Digitally Printed Products
Kerry King, Genevieve Garland, Lujuanna Pagan, [TC]2, USA

(d) Globalization of the Apparel Industry
Pradeep Joshi, National Institute of Fashion Technology, India

(e) Retailers – Use of a Niche Market Strategy In Private Label Product Development
Erin Parrish, University of Alabama, USA

(f) A Comparison of Fit Satisfaction For Overweight and Obese Women between USA and Taiwan
Mei-Lin Fu, Fu Jen Catholic University, Taiwan

(g) E-tailing (internet) Services for the Fashion Industry
D. K. Batra, A.S. Narag, NIFT, New Delhi, India

(h) Implementation of web-based Electronic Data Interchange in the fashion industry: evidence from the Netherlands
Marco H. R. Mossinkoff, Amsterdam Fashion Institute, The Netherlands

(i) The Challenge of Selling Fashion Online: The TFE (Touch, Feel, Experience) Factor
Tarun Panwar, Pearl Academy, New Delhi, India

1.3.2 **21st June 2006. Banquet.** A grand banquet was hosted by the President of North Carolina State University for IFFTI Members and other dignitaries.

1.3.3 **22nd June 2006. Visits.** The IFFTI Members were conducted to a tour of the North Carolina State University Campus and a visit was organized to [TC]2.

2. **Outcome of the Conference.** The outcome of the 7th IFFTI Annual Conference is summarized below :-

   2.1 **Adoption of the Minutes**. Minutes of the 14th Executive Committee and the 7th Annual General Council Meetings were adopted.

   2.2 **New Membership**. The following new Institutions were inducted into the Foundation:-

   (a)   University College for Creative Arts, U.K.   Regular Member
   (b)   Institute for the Fashion Studies   Associate Member
         IFI Business School, Japan

2.3　**New Chairperson and Deputy Chairperson.** Ms. Elizabeth Rouse, Pro Rector Academic Development and Quality, University of the Arts London, London College of Fashion, U.K. and Dr. Satoshi Onuma, Executive Director of the Board, Bunka Educational Foundation, Bunka Women's University, Japan assumed office as new Chairperson and Deputy Chairperson respectively.

2.4　**Venues.** Venues for future IFFTI meetings upto the year 2010 were finalized.

2.5 **IFFTI Initiatives**

2.5.1 **Presentation of Papers by Junior Faculty**. Four Junior Faculty of Member Institutions presented papers at this Conference. Their cost of travel will be reimbursed by IFFTI.

2.5.2 **Design Competition**. The overall winner of the design competition will be provided return economy class airfare for one week attachment to another member institution. Arrangements for the visit will be made by the host institution with the consent of the institution being visited.

2.5.3 **Sub Committees.** The following sub committees were convened :-

(a) Search Committee with a mandate to scout for new members from under - represented areas to enlarge IFFTI Membership.

(b) Initiatives Committee to identify new initiatives that can be funded from IFFTI resources.

(c) Research Committee to determine ways to share the Research being undertaken by IFFTI Members and assist in advancing new research in the key areas of Fashion Design, Technology and Business for the benefit of Members.

2.6 **Accounts**. The Balance Sheet as at 31st March 2006 was adopted and the Budget for the year 2006 – 2007 was approved.

3. The Members thanked North Carolina State University for arranging an extremely well organized, informative and interactive IFFTI Conference. The Conference had provided an ideal platform for professional interaction between academia and industry – the very raison de 'etre of IFFTI.

4. The list of delegates who participated in the Conference is placed at *Annexure IV (Page 27)*.

With warm regards,

Commodore Vijay (Retd.)
Secretary