

I F F T I
INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY
INSTITUTES

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IFFTI/0203/2007/A

8th June 2007

PROCEEDINGS OF THE 9TH IFFTI ANNUAL CONFERENCE
HELD IN CANADA FROM 12TH APRIL TO 14TH APRIL 2007

The 9th Annual Conference of IFFTI was held at Ryerson University, Toronto, Canada from 12th April to 14th April 2007. The Conference comprised following sessions:-

1.1 IFFTI Meetings

1.1.1 **17th Meeting of the IFFTI Executive Committee** – This Meeting was held at 0900 hours on 12th April 2007. Minutes of the Meeting are placed at ***Annexure I (Page 8)***

1.1.2 **The 9th Annual Meeting of the IFFTI General Council-** The General Council Meeting was held on 12th April 2007 over two sessions :-

1.1.2.1 **Session I (1300-1430 hours)**. 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 17)***.

1.1.2.2 **Session II (1430-1600 hours)**. This session was devoted to presentations, panel discussions and deliberation on issues raised by Members.

1.2 IFFTI Initiatives

1.2.1 **Presentation of Papers by Junior Faculty**. Five Junior Faculty of Member Institutions presented papers at this Conference. Their registration fee and cost of travel will be reimbursed by IFFTI. The details are given at ***Annexure II (Page 19)***

1.2.2 **Design Competition.** Bata Shoe Museum conducted an International Shoe Design Competition for post secondary students of IFFTI member institutions. The overall winner of the design competition will be provided return economy class airfare for attachment to Bata Shoe Museum. The details are given at **Annexure III (Page 26).**

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 **Paper Presentations, 13th April & 14th April 2007.** The Annual Conference comprised Keynote Speeches and Paper Presentations by 38 delegates from 21 International Fashion Schools on “***Extreme Fashion: Pushing the Boundaries of Design, Business and Technology***”. The details are given below :-

1.3.1.1 **13th April 2007**

- (a) **Welcome Address:** President and Dean of Faculty of Design and Communications, Ryerson University.
- (b) **Key Note Address:** Dominique Lemieux, Costume Designer
- (c) **Paper Presentation: Session I- Extreme Design –**
Moderator- Ms. Ann Priest, Nottingham Trent University
 - (i) ***Stretching Performance-*** Penelope Watkins, LCF
 - (ii) ***Extreme Fashion Future: Communication Clothing-*** Sanjay Gupta, National Institute of Fashion Technology
 - (iii) ***Pushing Supportive Boundaries: Functional Apparel for Breast Cancer Survivors with Lymphedema-*** Joyce Nyhof-Young, University of Toronto
- (d) **Paper Presentation: Session II-Fashion History –**
Moderator- Dr. Kimberly Wahl, Ryerson University
 - (i) ***Extreme Normality – A Celebration of the Mundane in Fashion-***

Linnemore Nefdt, AMFI

- (ii) ***Pushing Design Boundaries – Australian Extremes, Mainstream Fashion Limits-*** *Sylvia Walsh, Royal Melbourne Institute of Technology*
 - (iii) ***Garments and Adornment of Protection: Ancient Origins and Future Trends-*** *Daniel James Cole, FIT*
 - (iv) ***Extreme Danger: Fashion’s Inflammatory Histories-*** *Alison Matthews-David, Ryerson University*
- (e) **Paper Presentation: Session III-Extreme Materials –**
Moderator- Ms. Helen Thomas, LCF
- (i) ***Constellation Dresses and the Leeches: Questions of POWER for electronic garments-*** *Joanna Berzowska, Concordia University*
 - (ii) ***A Special Extreme Material-*** *Inga Lasenko, Riga Technical University*
 - (iii) ***Creating the Future by Learning From the Past: A Way to Find New Fashion Materials-*** *Mamiko Matsumura, Bunka Women’s University*
- (f) **Paper Presentation: Session IV- Extreme Fashion & Consumer Behavior**
Moderator- Dr. Philip Taylor, Polimoda
- (i) ***Emotional Interaction, Desire & Avant Garde Fashion within Contemporary Atmospheres of Mass Production & Consumerism-*** *Paul Mcnicoll, De Montfort University*
 - (ii) ***Effects of Consumer’s Brand Familiarity on Apparel Brand Extension Evaluation-*** *Li Juanjuan, Beijing Institute of Clothing*
 - (iii) ***Business Model of Virtual Distributor in Apparel Wholesalers-*** *Su-Lee Tsai, Fu-Jen Catholic University*
 - (iv) ***Extreme Consumption: Television Shoppers and Compulsive***

Buying- Sharron Lennon, University of Delaware

- (v) **Competitive Analysis of Clustering of Textile and Apparel Industry in Zhejian, Chin-** Ms. Gu Tong Yu, Dong Hua

1.3.1.2 14th April 2007

(a) **Keynote Address** Jeanne Beker, Fashion television

(b) **Paper Presentation: Session V- Extreme Design** -
Moderator- **Ms. Liesbeth in't Hout, AMFI**

(i) **Extreme Lingerie Design from Bizarre fantasy to High Street Fashion-** Frances Ross, LCF

(ii) **Structure, Constraint & Sexual Provocation-** Gillian Proctor,
Nottingham Trent University

(iii) **Body Sculpting for Extreme Fashion- Has it gone too far?-**Janice Mee, De Montfort University

(iv) **The Cat Walk as Spectacle-** Ceri Isaac, LCF

(c) **Paper Presentation: Session VI- Fashion Media-**
Moderator- **Dr. Abby Goodrum, Ryerson University**

(i) **La Derniere Mode: Blogging Fashion-** Michelle Webb Fandrich,
MW Fandrich Consulting

(ii) **Pomo-Hypo: Fashion Marketing at Two Extreme-** Dany Jacobs,
AMFI

(iii) **Innocence lost: Extreme Subject Matter in Illustration-** Colleen Schindler- Lynch, Ryerson University

(iv) **Fashion Blogs: Trickle-up Fashion Criticism-** Lorynn Divita,
Baylor University

- (d) **Paper Presentation: Session VII- Extreme Materials -**
Moderator- Dr. Georgianna Appignani, FIT
- (i) ***Soft Computation Through Conductive Textiles-*** Marguerite Bromely, Concordia University
 - (ii) ***Extreme Fashion: A Case Study in Personalized Digitally Printed jeans-*** Philip Delamore, LCF
 - (iii) ***The Emergent Dress: fashion, performance and materiality-*** Michele Danjoux, Nottingham Trent University
 - (iv) ***ScreenDress: A Canvas for the Moving Image-*** Jonathan Hamilton, Nottingham Trent University
- (e) **Paper Presentation: Session VIII- Consumer Culture & Street Fashion**
– Moderator- Ms. Elizabeth Rouse, LCF
- (i) ***The Stakes and Modalities of the Expansion of the Fashion Model-*** Oliver Assouly, Institut Francais de la Mode
 - (ii) ***Communications and Revelations Through Extreme Street Costume-***Anna Romanovska, Ryerson University
 - (iii) ***From Side Street to Main Street: The Influence of Extreme Style on Everyday Fashion-*** Janet Hethorn, University of Delaware
 - (iv) ***Fast Fashion vs. Sustainable Style: Vintage Fashion Consumption in the Age of Disposable Dress-*** Sandra Ann McNabb, Nottingham Trent University
- (f) **Paper Presentation: Session IX: Fashion Education -**
Moderator- Dr. Lu Ann Lafrenz, Ryerson University
- (i) ***Full Spectrum Computer-Aided Design-*** Nancy Rudd, The Ohio State University

- (ii) **Global Act: Simulation Game for Experiential Learning of Fashion Value Chain-** Tarun Panwar, Pearl Academy of Fashion
 - (iii) **Mutating the Realities in Fashion Design: Virtual Clothing for 3D avatars-** Andrew Taylor, University of Huddersfield
 - (iv) **Pattern Beyond Fashion: creativity, complexity theory, ecological optics and enduring appeal-** Judith Mottram, Nottingham Trent University
- (g) **Paper Presentation: Session X: Fashion Education – Moderator- Dr. Rejinetta Haboucha, FIT**
- (i) **Fashion Education Fast Forward-** Mona Gupta, Pearl Academy of Fashion
 - (ii) **Pushing the Boundaries of Technology: E-Learning in Fashion Education-** Cathy Chen, Royal Melbourne Institute of Technology
 - (iii) **Extreme Education-** Julia Gaimster, LCF

1.3.2 **57th Mass Exodus: Fashion Show**, was held from 1900 hours to 2100 hours on 12th April 2007. This was followed by a cocktail reception hosted by Sheldon Levy, President, Ryerson University.

Each year, Ryerson's Mass Exodus serves to showcase the collections of 4th year fashion designers. Third year Fashion Communication students, in conjunction with students from the Theatre School, work all year to create an exciting fashion event.

This year's show was called Mass Exodus: Platform. The show was held with the back drop of elegant historic train stations. Fog, dramatic lighting and unique staging techniques transported the audience into the past with a mix of music referencing both the nostalgic and modern.

1.3.3 **Queen Street Crawl**

IFFTI Delegates were taken on a conducted tour of the home of the fashion and design district. The tour began at The Bay which displayed the design process for the Canadian Olympic Uniforms followed by visits

to the designer boutiques run by Ryerson School of Fashion Alumni, Toronto Fashion Incubator and culminated at LINK – an annual exhibition produced by Ryerson’s fourth year Fashion Communication students, where artistic abilities in the areas of graphic design, product development, public relations, event planning, web design, advertising, styling, art direction, illustration, marketing, and much more were on display.

2. **Outcome of the Conference.** The outcome of the 9th IFFTI Annual Conference is summarized below :-
 - 2.1 **Adoption of the Minutes.** Minutes of the 15th & 16th Executive Committee and the 8th Annual General Council Meetings were adopted.
 - 2.2 **New Membership.** Application for membership from the following new Institutions were received:-
 - (a) Otago Polytechnic, New Zealand
 - (b) Duksung Women’s University, Korea
 - (c) De Montfort University, U.K.
 - 2.3 **Venues.** Venues for future IFFTI meetings upto the year 2011 were finalized.
 - 2.4 **Sub Committees.** The following Sub Committees presented their findings:-
 - (a) Vision Review Sub-Committee was convened to determine the progress made in achieving the laid down objective and examine the existing Vision, Mission and Objectives and recommend changes if considered necessary.
 - (b) Finance Sub-Committee was convened with the mandate to determine suitable ways to generate additional funds for hosting IFFTI conferences.
 - (c) Research Committee was convened to determine ways to share research being undertaken by IFFTI members and assist in advancing new research in the key areas of Fashion Design, Technology and Business.
 - 2.5 **Accounts.** Statement of Financial Affairs as at 28th February 2007 was adopted and the Budget for the year 2007 – 2008 was approved.
3. The Members thanked Ryerson 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 28)***.

With warm regards,

Commodore Vijay (Retd.)
Secretary