

I F F T I
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IFFTI/0203/2008

7th April 2008

PROCEEDINGS OF THE 10TH IFFTI ANNUAL CONFERENCE
HELD IN AUSTRALIA FROM 8TH TO 11TH MARCH 2008

The 10th Annual Conference of IFFTI was held at Royal Melbourne Institute of Technology, Melbourne, Australia from 8th March 2008 to 11th March 2008. The Conference comprised following sessions:-

1.1 IFFTI Meetings

1.1.1 **19th Meeting of the IFFTI Executive Committee** – This Meeting was held at 1100 hours on 10th March 2008. Minutes of the Meeting are placed at ***Annexure I (Page 10)***.

1.1.2 **The 10th Annual Meeting of the IFFTI General Council**. The General Council Meeting was held over two sessions on 10th and 11th March 2008.

1.1.2.1 **Session I (1500-1730 hours on 10th March 2008)**. 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 18)***.

1.1.2.2 **Session II (1000-1300 hours on 11th March 2008)**. This session was devoted to presentations by member institutions and panel discussions:

(a) **Presentation by Members:-** Representatives from AMFI, The Netherlands and the new members- IVE, Hong Kong, Otago Polytechnic, New Zealand and Duksung Women's University, Korea, made short presentations on the Vision, Programs and new thrust areas of their respective institutions.

(b) **Panel Discussions:-** An engaging Panel Discussion was held on "Sustainability and ethical fashion". The discussion was led by Ms. Wendy Malem, LCF, UK. She was assisted

by a panel comprising Ms. Ann Priest, NTU, UK, Ms. Angela Peers, MMU, UK, Ms. Liesbeth in't Hout, AMFI, The Netherlands, Dr. Clemens Thornqvist, Swedish School of Textiles, Sweden, Ms. Alison Gwilt, University of Technology, Sydney, Australia and Dr. Satoshi Onuma, Bunka Women's University, Japan. Useful contributions were also made by many members. In view of the enthusiastic response from members, it was decided to post the key issues arising out of the discussions on IFFTI website for further debate. It was also decided to make Panel Discussions a regular feature of future IFFTI Conferences.

1.2 **IFFTI Initiatives**

- 1.2.1 **Presentation of Papers by Junior Faculty.** Five Junior Faculty of Member Institutions presented papers at this Conference. They were presented cheques of USD 2000.00 each. The details are given at **Annexure II (Page 21)**.
- 1.2.2 **Design Competition.** RMIT conducted a Design Competition for students of IFFTI member institutions. The winner of the design competition was presented a cheque of USD 2000.00 by IFFTI. The details are given at **Annexure II (Page 21)**.

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, 8th March and 9th March 2008.** The Annual Conference comprised Keynote Speeches and Paper Presentations by 58 faculty from International Fashion Education Institutions and representatives of Fashion Industry on ***“The Body : Connections with Fashion”***.. The details are given below :-

1.3.1.1 **8th March 2008**

- (a) **Welcome Address :** Professor Margaret Gardner AO, Vice-Chancellor and President, RMIT University.
- (b) **Keynote Address :** Sir George Cox, UK, IT Entrepreneur, former Director General of the Institute of Directors and Chair of the British Design Council.

(c) **Paper Presentations : Session I (Four Parallel Sessions)**

(i) **Body Tech**

Chair – **Robyn Healy**

- (aa) **Fashion Artifice : The Body Reconfigured** – Liliana Pomazan, Fashion Program, School of Architecture + Design, RMIT University, Melbourne, Australia
- (bb) **Seize the Day – A critique of artisanship in the system of fashion** – Brad Haylock, Monash University, Melbourne, Australia
- (cc) **On the Dress she Wears a (Printed) Body** – Katherine Townsend, School of Art and Design, Nottingham Trent University, U.K.

(ii) **Future : Textiles**

Chair – **Trevor Little**

- (aa) **The Adultery of Materials : Electroforming Fashion** – Sara Keith, Duncan of Jordanstone College of Art and Design, University of Dundee, Scotland
- (bb) **Smart Body – Ergonomic Seamless Sportswear Design and Development** – Olga Troynikov, School of Fashion and Textiles, RMIT University, Melbourne, Australia
- (cc) **Fashioning New Structures** – Jenny Underwood, Textile Design, RMIT University, Melbourne, Australia

(iii) **Nobody / Everybody : Sizing**

Chair – **Sam Cutajar**

- (aa) **Critical mass : how size inflation is displacing small** – Kate Kennedy, School of Fashion & Textiles, RMIT University, Melbourne, Australia
- (bb) **Where We Fit : Body Sizing and Standards from Industrial into Digital Contexts** – Frances Joseph, Lize Neimczyk & Lyle Reilly, Textile & Design Laboratory, Auckland University of Technology, New Zealand
- (cc) **Changes in Female Body Shape and its effect on the Intimate Apparel Industry** – Janice Margaret Mee & David Morris, De Montfort University, Leicester, U.K.

(iv) **Collective Self : Cultural**

Chair – **Sue Thomas**

- (aa) **Subjectivities Determining Dressed Bodies** – Rekha Rana Shailaj, School of Fashion, Department of Design, Otago Polytechnic, Dunedin, New Zealand
- (bb) **Modesty body dressing : A case-study of young Jewish Orthodox women’s religious compliance and individual fashion style** – Frances Ross, London College of Fashion, University of the Arts, U.K.
- (cc) **Fashion in the face of adversity** – Gene Bawden, Faculty of Art & Design, Monash University, Melbourne, Australia

(d) **Keynote Address** : Sue Morphet, CEO, Pacific Brands, Australia's leading marketer of everyday essential brands including Berlei, Bonds, Clarks, Hard Yakka, Hush Puppies, Holeproof, Sheridan and Tontine. The company was the main sponsor of the conference.

(e) **Paper Presentations : Session II (Four Parallel Sessions)**

(i) **Mannequins**

Chair – **Angela Peers**

(aa) **Mannequin-Clothing : The Prosthetic Aesthetic** – Stella Frossinakis, Department of Gender and Cultural Studies, University of Sydney, Australia

(bb) **Tattooed Fairies and Seductive Ankles – what can the doll tell us about the circulation of popular images of the fashionable body?** – Juliette Peers, School of Architecture + Design, RMIT University, Melbourne, Australia

(ii) **Physiology : Wellbeing**

Chair – **Olga Troynikov**

(aa) **JENTIL® : responsive clothing that promotes an holistic approach to fashion as a New vehicle to treat psychological conditions** – Jenny Tillotson, Central Saint Martins. The Innovation Centre, London, U.K.

(bb) **Does the clothing we wear affect the way we feel? Is there a relationship between our physical and mental health and our clothes ?** – Diana Klein, School of Architecture + Design, RMIT University, Melbourne, Australia

(iii) **Practitioner**

Chair – **Lilliana Pomazan**

(aa) **The mask of design : Andrea Zittel** – Grace McQuilten, University of Melbourne, Australia

(bb) **Tinker tailor : the disembodied practice of a milliner using CAD technologies to think through designing and making** – Margot Barton, Otago Polytechnic, Dunedin, New Zealand

(iv) **Body Tech : Manufacturing**

Chair – **Jan McIlree**

- (aa) **A Model of Interactive Human-body Based 3D Fashion Illustration in Mass Fashion Industry** – Cao Xiaojie, Li Jun & Liu Xiaogang, Donghua University Fashion Institute, Shanghai, P.R. China
- (bb) **Developing a framework for determining garment pattern functional ease allowances** – Simeon Gill, Rose Otieno, Terry Bond & Steven George Hayes, Department of Clothing Design & Technology, Hollings Faculty, Manchester Metropolitan University, U.K.

(f) **Paper Presentations : Session III (Four Parallel Sessions)**

(i) **Futures : Digital**

Chair – **Arnold Andrew**

- (aa) **What Comes First – the Virtual or the Real?** – Elaine Polvinen, SUNY Buffalo State College, New York, U.S.A.
- (bb) **Embodiment in 3D virtual retail environments : exploring perceptions of the virtual shopping experience** – Rosemary Varley & Andrew Taylor, University of Huddersfield, U.K.

(ii) **Body Tech : Fabrication**

Chair – **Helen Thomas**

- (aa) **Fabric(ated) Ontologies : the biopolitics of smart design in clothing and jewellery** – Anne Cranny-Francis, Critical and Cultural Studies, Macquarie University, Sydney, Australia
- (bb) **Fauxy the Fake Fur with Feelings** – Stephen Barrass, School of Creative Communication, University of Canberra, Australia

(iii) **Business**

Chair – **Reginetta Haboucha**

- (aa) **Development and Status Quo of China's Fashion Designer Brand** – Li Min, Liu Yu & Chen Ximin, Fashion Institute of Donghua University, Shanghai, P.R. China
- (bb) **Upwardly Mobile : the role of fashion and image in the development of mobile computing** – Paul Atkinson in

absentia – Sophie Woodward presented, University of Huddersfield, U.K.

(iv) **Body Tech : Textiles**

Chair – **Linda Lewis**

(aa) **Fibre_Space** – Jenny Underwood & Leanne Zilka, Architecture, RMIT University (Underwood), Melbourne, Australia, Textile Design, RMIT University (Zilka), Melbourne, Australia

(bb) **Impact of Smart Technology on Fashion** – Tara Punna, Pearl Academy of Fashion, New Delhi, India

1.3.1.2 **9th March 2008**

(a) **Paper Presentations : Session IV (Four Parallel Sessions)**

(i) **History**

Chair – Diana Klein

- (aa) **Landscapes on the Body Flowers and Nineteenth – Century Fashion** – Elizabeth Anya – Petrivna, School of Architecture + Design, RMIT University, Melbourne & National Trust of Australia (Victoria), Melbourne, Australia
- (bb) **A Performance of Culture and Commerce : British Fashion Promotion and the Royal Ballet’s American and Canadian Tours** – Michelle Jones, University College for the Creative Arts, Rochester, U.K.
- (cc) **Adventures in a Sub-Culture : Collecting mid 20th century Clothing within the Rockabilly Scene** – Rebecca Gully, Fashion Program, School of Architecture + Design, RMIT University, Melbourne, Australia

(ii) **Performance : Cultural**

Chair – Bonnie English

- (aa) **Everyday Performance : sameness and difference** – Sophie Woodward & Sue Keen, Nottingham Trent University, U.K.
- (bb) **Body Manipulation in Contemporary Western Culture** – Daniel Cole, Fashion Institute of Technology (State University of New York), United States
- (cc) **Concept, Context and Communication** – Jessica Bugg, London College of Fashion, University of the Arts, U.K.

(iii) **Gender**

Chair – Jenny Underwood

- (aa) **Modern Looks : The ‘Fashionable’ Indian Female Body** – Arti Sandhu, College of Art & Design, Columbia College, Chicago, U.S.A.
- (bb) **Bodily Spectacle : Fashioning the Modern Bathing Suit** – Christine Schmidt, Creative Industries, Queensland University of Technology, Brisbane, Australia

(cc) **Bodily Disciplines Through Cloth : The Corset and its Legacy** – Esther Pollard, University of Melbourne, Australia

(iv) **Education : Pedagogy**

Chair – **Chris Clark**

(aa) **Creative Persons, Creative Subjects** – Amanda Bill, Fashion and Textile Design, College of Creative Arts, Massey University, Wellington, New Zealand

(bb) **Managing Employability Skills at the Early Career Stage
The Indian Apparel Industry : A case study** – Nandita Abraham, Pearl Academy of Fashion, New Delhi, India

(cc) **Planning for an Ethical Future in Fashion Fabrics and Accessories** – Faith Kane & Joanne Horton, De Montfort University, Leicester, U.K.

(b) **Keynote Address** : Cameron Lamperd, Product Manager, Wetsuits, Rip Curl, Australia. The company has a strong focus on Research and Development and has a long history of industry firsts in wetsuit design and performance.

(c) **Paper Presentations : Session V (Four Parallel Sessions)**

(i) **Art**

Chair – **Harriet Edquist**

(aa) **Fashioning Howard Arkley** – John Gregory, Faculty of Art & Design, Monash University, Melbourne, Australia

(bb) **Sequins and Glitter : Fashion, Spectacular Bodies and Twentieth-Century Art** – Anthony White, School of Culture and Communication, The University of Melbourne, Australia

(ii) **Theory : Philosophy**

Chair – **Liesbeth in't Hout**

(aa) **Style, Death and Fetishism in Martin Margiela's "Deconstructionist" Fashion** – Anthony Springford, AUT University, Auckland, New Zealand

(bb) **A Non-Representational Approach to Fashion** – Andrea Eckersley, Emily Carr Institute of Art and Design, Vancouver, Canada

(iii) **Education : Digital**

Chair – **Veronique Schilling**

(aa) **Online Simulation Game for Experiential Learning of Competitive Fashion Business** – Tarun Panwar, Pearl Academy of Fashion, New Delhi, India

(bb) **Me and My Avatar : Fashion, the body and the Virtual Self** – Julia Gaimster in absentia – Elizabeth Rouse presented, London College of Fashion, U.K.

(iv) **Gender**

Chair – **Patrick Snelling**

(aa) **Body Image and the Male Clothing Consumer** – Phoebe R Apaegyei & Rose Otieno, Manchester Metropolitan University, U.K.

(bb) **Uniform Appearance The Neoclassic Male Body** – Sharon Peoples, Australian National University, Canberra, Australia

(d) **Paper Presentations : Session VI (Three Parallel Sessions)**

(i) **Open Category**

Chair – **Ann Priest**

(aa) **Dress, Movement, and Sensation : An Impression of nineteenth-century peasant dress in Thomas Hardy's Tess of the d'Urbervilles** – Winnie Ha, School of Architecture + Design, RMIT University, Melbourne, Australia

(bb) **Mapping "Good" Fashion Journalism in Australia** – Shannon Wylie, Queensland University of Technology, Brisbane, Australia

(ii) **Gender : The body**

Chair – **Peter Allan**

(aa) **The Possibility of objectively evaluating how fashion affects the human body** – Tomoko Koshiba, Nobuo Nagai & Teruko Tamura, Bunka Women's University, Tokyo, Japan

(bb) **'The suited man' : Homogenous global body dress or heterogeneous style statements?** – Frances Ross, London College of Fashion, University of the Arts, U.K.

(iii) **Marketing : Branding**

Chair – **Grant Emerson**

(aa) **The growth of Eclectic Consumption by the contemporary Consumer in the United Kingdom and its impact on Fashion Marketing strategy** – Heather Iwanow, Department of Clothing Design and Technology, Manchester Metropolitan University, U.K.

(bb) **The impact of an artist's authentic identity on fashion brands in fashion design and art collaborations** – Yuli Bai, Jeanne Tan, Jason Choi & Raymond Au, Institute of Textiles and Clothing, Hong Kong Polytechnic University, Hong Kong

1.3.2 **Cocktail Reception.** An entertaining and interactive cocktail reception was hosted for IFFTI delegates at the Champions, Federation Square at 1830 hours on 9th March 2008. The event also provided delegates with an opportunity to network and debrief about the conference in a serene environment. The delegates also witnessed three experts' present images and their ideas about innovation and fashion futures in the style of Pecha Kucha. In addition, cheques for USD 2000.00 each were presented to the winner of the Design Competition and the Junior Faculty who presented papers at the conference.

1.3.3 **Sight Seeing.** RMIT had arranged the Surf Coast Tour for delegates on 10th March 2008. The tour enabled the delegates to experience regional Victoria, in particular, the seaside town of Torquay, the home of Australia's surf culture.

2. **Outcome of the Conference.** The outcome of the 10th IFFTI Annual Conference is summarized below :-

2.1 **Adoption of the Minutes.** Minutes of the 17th and 18th Executive Committee and the 9th Annual General Council Meetings were adopted.

2.2 **New Membership.** The following new members were inducted into the foundation:-

- | | | |
|-----|---|------------------|
| (a) | Institute of Vocational Education,
Hong Kong | Regular Member |
| (b) | Otago Polytechnic, New Zealand | Regular Member |
| (c) | Duksung Women's University, Korea | Associate Member |
| (d) | ArtEZ Institute of the Arts,
The Netherlands | Regular Member |

- 2.3 **Venues.** Venues for future IFFTI meetings upto the year 2011 were finalized.
- 2.4 **Accounts.** Statement of Financial Affairs as at 31st March 2007 was adopted and the Budget for the year 2008 – 2009 was approved.
3. The Members thanked Royal Melbourne Institute of Technology for arranging an extremely well organized, informative and interactive IFFTI Conference. The Conference 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 III (Page 27).***

With warm regards,

Commodore Vijay Chaturvedi (Retd.)
Secretary