

**I F F T I**  
**INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES**  
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**IFFTI/0203/2009**  
**15<sup>th</sup> May, 2009**

Dear IFFTI Member,

**PROCEEDINGS OF THE 11<sup>TH</sup> IFFTI ANNUAL CONFERENCE HELD AT**  
**LONDON COLLEGE OF FASHION, UK FROM 31<sup>ST</sup> MARCH TO 3<sup>RD</sup> APRIL**  
**2009**

The 11<sup>th</sup> Annual Conference of IFFTI was held at London College of Fashion, UK from 31<sup>st</sup> March 2009 to 3<sup>rd</sup> April 2009. The proceedings of the Conference are given in the succeeding paragraphs.

**2. IFFTI Meetings**

2.1. **21<sup>st</sup> Meeting of the IFFTI Executive Committee** – This Meeting was held at two sessions: -

2.1.1. **Opening Session** was held at 1000 hours on 31<sup>st</sup> March, 2009. At this meeting, the Executive Committee members deliberated on Agenda points. The minutes of the meeting are placed at ***Enclosure 1 (Page 6)***.

2.1.2. **Closing Session** was held at 1300 hours on 2<sup>nd</sup> April, 2009. This meeting was convened primarily to review the outcome of the Sub – Committee meetings held on 1<sup>st</sup> April, 2009. The minutes of the meeting are placed at ***Enclosure 3 (Page 28)***.

2.2. **The 11<sup>th</sup> Annual Meeting of the IFFTI General Council**. The General Council Meeting was held at three sessions on 1<sup>st</sup> April, 2009: -

2.2.1. **Session I (0930-1130 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 ***Enclosure 2 (Page 19)***.

2.2.2. **Session II (1100-1300 hours).** This session was devoted to a discussion on “Skills”. The details are given at **Enclosure 4 (Page 32)**.

2.2.3. **Session III (1430-1600 hours).** A Panel Discussion on “Environment” was held in this session. The ingeniously planned interactive session was led by Ms. Wendy Malem, London College of Fashion. The discussion was a follow up of the Panel Discussions on “Sustainability and ethical fashion” held at the 2008 IFFTI Annual Conference in Australia.

### 3. **IFFTI Initiatives**

3.1. To encourage participation by Junior Faculty and PG/ Research students, IFFTI awarded the following who presented papers at the Conference: -

<b><u>Junior Faculty</u></b>				
<b>S. NO.</b>	<b>NAME OF AUTHORS</b>	<b>INSTITUTION NAME</b>	<b>TOPIC</b>	<b>AWARD</b>
(a)	Tania Allan Ross	Otago Polytechnic, New Zealand	Investigation into the development of children’s apparel that addresses sensory integration dysfunction.	USD 2000/-
(b)	Kate Carroll	NCSU, USA	Fashion, Work and Disability	USD 2000/-
(c)	Kevin Almond	University of Huddersfield, UK	You have to suffer for fashion	USD 2000/-
(d)	Tarun Pandey	Pearl Academy of Fashion , India	Wellness of women embroidery workers	USD 2000/-
(d)	Yunyi Wang	Donghua University, P. R. China	Chinese Consumer Behavior and Product Strategy of Pet Apparel	USD 2000/-

<b><u>PG/ Research Students</u></b>				
<b>S. NO.</b>	<b>NAME OF AUTHORS</b>	<b>INSTITUTION NAME</b>	<b>TOPIC</b>	<b>AWARD</b>
(a)	Tina Wallace	MMU, UK	Can 3D CAD Revolutionise the fashion design	USD 2000/-

			process? a longitudinal survey of UK fashion companies	
(b)	Patricia Lockren	NTU, UK	Clothes to rely on: designing from the meanings and values of early 1900's clothing for one family's women today	USD 1000/-
(c)	Vikki Haffenden	University of Brighton, UK	Knit to fit: applying technology to larger sized women's knitwear for comfort and wellbeing	USD 1000/-

3.2. **Design Competition.** London College of Fashion, UK conducted a design competition for students of IFFTI member institutions. Ms. Yuka Kanagawa from Bunka Women's University, Japan, was declared the winner of the competition. She was presented an award of USD 2000.00 by IFFTI.

#### 4. **IFFTI Annual Conference**

4.1. **Paper Presentations.** The theme of this years Conference, "***Fashion and Well-Being?***" and the related sub- themes: Identity, Sustainability, Health, Ethics, Designing the future, Technology and Retail reflected the growing concern of consumers and producers with ethical, sustainability and health issues. Fifty five presentations from researchers, practitioners, educationists and post graduate students, addressed variety of research directions from the way colours we wear can effect our health, design for ageing and wellbeing, to green retailing and engaging with sustainability through design. One hundred and fifty one abstracts and ninety one full papers were received. The Conference papers were double – blind reviewed at both the abstract and full paper submission stages. At each stage, the reviewers provided detailed feedback to potential presenters. Details of the papers presented are given at ***Enclosure 5 (Page 34)***.

4.2. **Keynote Address.** There were an equally enticing range of keynote speakers who brought their individual perspectives of fashion and represented the industry, media, academic and museum sectors in London. These included: -

4.2.1. **Professor Frances Corner.** Head of London College of Fashion, University of the Arts London. While welcoming the delegates she said,

“Welcome to the 11th Annual Conference of the International Foundation of Fashion Technology Institutes (IFFTI) 2009, in the very heart of London, the UK’s creative economy hub. London College of Fashion, University of the Arts London is pleased to host this prestigious Conference for the international delegates and speakers who gather this year in London for what we believe will be a very exciting event. The over-arching Conference theme, *Fashion and Well-being?*, aims to capture the breadth of research in various disciplines of fashion and related practices. The theme enables a diversity of research that speaks to the positive as well as potentially critical debates and connections between fashion and well-being: Health related issues; Clothing manufacture; Technology and Sustainability; Historical and Cultural Studies; Business and Fashion; Design Catalysts; Considerate Design, and Education. The Conference offers a platform for a series of diverse but related themes that reflect current research directions and strengths of IFFTI members and the broader research community. The IFFTI Annual Conference offers a unique opportunity to network with other international member institutions, partners and delegates from industry, to discuss the opportunities and challenges which confront fashion in a global market. London College of Fashion is privileged to host the 2009 IFFTI Annual Conference and to be able to share current research and practice on the theme of *Fashion & Well-being?* On behalf of the College and the University, I hope that you will have a successful conference and a pleasant time in London”.

- 4.2.2. The following special invitees also delivered keynote speeches at the Conference: -
- (a) **Harold Tillman**. Fashion entrepreneur and LCF alumnus and Chairperson of the British Fashion Council.
  - (b) **Caryn Franklin**. Writer and Broadcaster.
  - (c) **Professor Christopher Breward**. Acting Head of Research at the Victoria and Albert Museum and a Professor of London College of Fashion, University of the Arts London.
  - (d) **Dame Rosalind Savill**. Director of Wallace Collection.

- (e) **Boudicca**. The London-based design company and London College of Fashion's Designers in Residence

#### 4.3. **Tours.**

- 4.3.1. **London College of Fashion Gallery**. The delegates were taken to the London College of Fashion Gallery on 1<sup>st</sup> April, 2009 where Judith Clarke gave a short talk on Neo – Couture Exhibition followed by viewing of the innovative display at the Gallery.
- 4.3.2. **The Wallace Collection**. On the 2<sup>nd</sup> April, 2009, delegates made their way to the Wallace Collection in Manchester Square for an evening of fascinating talks, tours of the collection followed by the Conference Reception, all of which took place in a beautiful setting. The Wallace Collection is a national museum in an historic London town house. Within the 25 galleries were unsurpassed displays of French 18th century paintings, furniture and porcelain with superb Old Master paintings and a world class armoury. The Collection has been used as a source of inspiration by fashion designers such as Vivienne Westwood. The evening's talks began with an introduction to the Collection by its Director, Dame Rosalind Savill, followed by a talk on Cities and Fashion by Professor Christopher Breward, Acting Head of Research at the Victoria and Albert Museum. This was followed by a conducted tour of the Museum.

#### 4.4. **Receptions.**

- 4.4.1. **Dinner for Executive Committee Members**. A dinner for IFFTI Executive Committee Members was hosted by Ms. Elizabeth Rouse at No. 5, Cavendish Square, a restaurant housed in a historic building.
- 4.4.2. **Reception for the IFFTI Delegates**. A grand reception was hosted by London College of Fashion for IFFTI delegates on 2<sup>nd</sup> April, 2009 at the Terrace Wallace Collection town house after the tour of the Museum.

- 4.5. **Panel Discussion**. An engaging panel discussion on “Positive Visualizations of Beauty” was held on 3<sup>rd</sup> April, 2009. The event was Chaired by Professor Frances Corner, Head of London College of

Fashion. She was assisted by a panel comprising Caroline Cox, Fashion Historian, Irene Shelley, Editor of Black Beauty and Hair Magazine and Anna – Marie Solowij, Freelance Beauty Writer.

5. In conclusions, Dr. Satoshi Onuma, new Chairperson, IFFTI thanked London College of Fashion, UK 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.
6. The schedule of the Conference is placed at ***Enclosure 6 (Page 39)***.
7. The list of delegates who participated in the Conference is placed at ***Enclosure 7 (Page 46)***.

With warm regards,

**Commodore Vijay Chaturvedi (Retd.)**  
**Secretary**

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