

# INTRODUCTION

The 26th anniversary of the IFFTI Annual Conference, which commenced in 1998, marks a significant milestone in 2024. This year's event heralded a profound transition from its inception to execution. Notably, it represented the inaugural entire face-to-face conference post-COVID-19, magnifying its significance. Additionally, it marked the conference's debut in Korea, with Ewha Womans University serving as the esteemed host institution.

Ewha Womans University dedicated over a year to meticulous planning and preparation, imbuing the event with unparalleled significance. Collaborating closely with the university's administration and all departments within the College of Art & Design, extensive efforts were made to ensure a memorable experience for all attendees. As April 2024 dawned, the campus brimmed with vibrant research vigor, welcoming esteemed scholars from 24 countries worldwide. This convergence not only invigorated the academic atmosphere but also injected a breath of fresh air with novel perspectives and ideas.

The collective success of this year's conference is attributed to the dedication and enthusiasm of its participants, whose contributions illuminated every moment with brilliance and innovation.

The 26th IFFTI Annual Conference delved into the compelling theme of "FASHION TOWARDS POST-HUMANISM," reflecting the contemporary consensus on entering an era that necessitates a profound reevaluation of human essence. Fashion, as a discipline inherently intertwined with human expression and identity, serves as a pivotal lens through which to explore the nuances of post-humanism. To foster meaningful dialogue, the conference structured its discussions around nine thought-provoking questions, categorized into three overarching sub-themes:

## 1. Beyond Certainty to Contingency

Where does differentiation and innovation in fashion design come from?

What kind of identity is the new sensitivity fashion brand that the new generation wants?

What insights can we impart to future generations of fashion?

## 2. Beyond Isolation to Trans

How is digital transformation changing players within the fashion industry?

How is the fashion industry expanding and connecting?

Are there new orders forming in the world of fashion?

## 3. Beyond Growth to Introspection

Can the fashion of the era of humanism, which was extremely centered on humans, sustain?

How is the fashion ecosystem changing post-pandemic?

How can the fashion industry corporate for a positive future society?

In response to these inquiries, we received approximately 200 submissions from contributors worldwide. Through the diligent efforts of our dedicated reviewers, we underwent two comprehensive review processes. Ultimately, 47 text-based papers, 30 posters, 3 workshops, and 8 practice-based works were selected to take center stage at the presentation venue.

The presentation site, hosted at the ECC (Ewha Campus Complex), served as a dynamic space for presentations, exhibitions, and discussions. Symbolizing Ewha Womans University's forward-thinking educational ethos, the ECC provided an inspiring backdrop for our event. Over 300 participants engaged with curiosity, contributing to the vibrant atmosphere.

We are delighted to feature the presentation outcomes that resonated with numerous attendees in the IFFTI Annual Proceedings Vol.3. The IFFTI Annual Proceedings traditionally encompass text-based papers, posters, workshops, and practice-based works, forming the fundamental presentation format for the IFFTI Annual Conference. However, the IFFTI 2024 EWHA Committee, regrettably, did not incorporate the meticulously prepared and executed EWHA art workshops into this year's proceedings.

We firmly believe that the enriching experience of the art workshops conducted in collaboration with six majors at Ewha Womans University's College of Art and Design will endure vividly in our memories. Each participant's journey, marked by two hours of intense concentration, yielded beautiful results that showcased their creativity and dedication.

Reflecting on the central theme of the conference, “ FASHION TOWARDS POST-HUMANISM,” three distinguished speakers delivered keynote addresses. The overarching theme for 2024 invites exploration from various angles and concepts. Among these, we have curated speakers who offer insights into sustainability, local cultural richness, and technological advancements, which are pivotal facets deserving spotlight as keynote presentations.

KyungAe Han, Vice President of KOLON Industries, FnC, illuminated Korea's fashion landscape, showcasing its strides in sustainable fashion and its promising future. YoungHee Suh, a Fashion Art Director, emphasized the intrinsic value of traditional cultures, serving as the foundation of nations, and their potential as a new avenue to impart wisdom to forthcoming generations. InYong Jeon, the Chief Technology Officer of CLO Virtual Fashion Inc., provided thought-provoking perspectives on CLO's vision, positioned at the nexus of the global fashion industry, and delved into the current and future landscape of digital fashion technology. Let us commemorate the insightful keynote speeches held in the iconic Auditorium Case Hall, a symbol of Ewha Womans University's stature.

IFFTI's acclaim as the premier platform for global fashion academia transcends mere quantitative metrics. Each year, IFFTI serves as a scholarly forum where diverse perspectives converge, illuminating the multifaceted discourse within the fashion realm. As we reflect on the myriad values encapsulated within this academic exchange, we honor IFFTI's ongoing contributions to the field.

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