What’s going on?

a discourse on fashion, design and sustainability

GLOBAL FASHION 2018

SPONSORS

ORGANISERS

GFC 10 YEARS

ual: london college of fashion
centre for sustainable fashion
Ten years of CSF

PARTNERS

Ripele
TINTEX

GOOD HOTEL
The House of St Barnabas
Welcome

The Centre for Sustainable Fashion and the Global Fashion Conference are delighted that you are joining us at ‘What’s Going On? A Discourse on Fashion, Design and Sustainability.’

Through two days of listening, discussing, watching and debating, we aim to explore the dynamics, challenges and propositions of fashion and sustainability through a design lens. The diversity of our assembled perspectives promises an exciting exploration, through the guiding themes of Power, Nature, Culture and Society.

When Centre for Sustainable Fashion set out in 2008, we convened fashion system actors together to co-sense what was happening and what needed to be done. A gap in fashion and sustainability research, education and industry practice became clear.

In 2018, as we mark ten years of Centre for Sustainable Fashion, we join forces with the GFC project – also centered in sustainability and commemorating its ten years of existence – and we are very honoured to have your voices with us in London to recognise distinctive new knowledge and practice, challenge contemporary cultures and practices, and to propose how fashion can help us design, to live better, together, in harmony with nature.

Professor Dilys Williams
Director, Centre for Sustainable Fashion

Professor Isabel Cantista
Founder GFC-Global Fashion Conference
About Centre for Sustainable Fashion

Centre for Sustainable Fashion (CSF) is a University of the Arts (UAL) research centre based at London College of Fashion. It explores fashion’s relational ecological, social, economic and cultural elements to contribute to sustainability in and through its artistic, business and educational practices.

About Global Fashion Conference

The Global Fashion Conference is a project that aims to bring together, on an international basis, academia and the fashion filiere contributing in an active way to the building of knowledge, the sharing of positive experiences with the aim of promoting a sustainable model of development.

This conference is organised on a bi-annual basis in collaboration with a university that carries out research on fashion studies. This project started in 2008 and is now celebrating its tenth anniversary. In 2018 it is in its 6th edition.

Speakers and Contributors

Claire Bergkamp / GLOBAL DIRECTOR OF SUSTAINABILITY & INNOVATION, STELLA McCARTNEY
Sandy Black / PROFESSOR OF FASHION AND TEXTILE DESIGN AND TECHNOLOGY, CENTRE FOR SUSTAINABLE FASHION, LONDON COLLEGE OF FASHION
Otto von Busch / ASSOCIATE PROFESSOR OF INTEGRATED DESIGN, PARSONS NEW SCHOOL OF DESIGN
Orsola de Castro / CO-FOUNDER, FASHION REVOLUTION
Frances Corner / PROFESSOR OF ART AND DESIGN EDUCATION, HEAD OF LONDON COLLEGE OF FASHION, PRO-VICE CHANCELLOR, UNIVERSITY OF THE ARTS LONDON
Mary Creagh / MEMBER OF UK PARLIAMENT
Helen Crowley / HEAD OF SUSTAINABLE SOURCING INNOVATION, KERING
Heta Dobrowolski / CO-FOUNDER, RAW POWER MOVEMENT
Edwina Ehrman / SENIOR EXHIBITION CURATOR, CURATOR OF FASHIONED FROM NATURE, VICTORIA & ALBERT MUSEUM
Kate Fletcher / PROFESSOR OF SUSTAINABILITY, DESIGN, FASHION, CENTRE FOR SUSTAINABLE FASHION, LONDON COLLEGE OF FASHION
Lynda Grose / ASSOCIATE PROFESSOR, CHAIR OF THE FASHION PROGRAM, CALIFORNIA COLLEGE OF THE ARTS
Katharine Hamnett / FASHION DESIGNER
Angela McRobbie / PROFESSOR OF COMMUNICATIONS, GOLDSMITHS UNIVERSITY OF LONDON
Praveen Nahar / SENIOR FACULTY MEMBER IN INDUSTRIAL DESIGN, NATIONAL INSTITUTE OF DESIGN – INDIA
Deepa Patel / CREATIVE FACILITATOR
Sophie Slater / DIRECTOR, BIRDSONG
Stephen Sterling / EMERITUS PROFESSOR, UNIVERSITY OF PLYMOUTH
Dana Thomas / FASHION AND CULTURE JOURNALIST
Harold Tillman / CBE / FASHION RETAILER ENTREPRENEUR AND FORMER CHAIR OF BRITISH FASHION COUNCIL
Dilys Williams / PROFESSOR OF FASHION DESIGN FOR SUSTAINABILITY, DIRECTOR OF CENTRE FOR SUSTAINABLE FASHION
Lola Young / OBE / BARONESS YOUNG OF HORSEY
Ania Zoltkowski / DESIGNER AND MA FASHION FUTURES ALUMNI, LONDON COLLEGE OF FASHION
We will explore agendas such as, but not limited to, fashion learning from nature, fashion and human nature, fashion systems for sustainability & fashion habits and habitats. We will reference fashion’s social practice, fashion making and meaning, cultures of care & fashion’s identity, stories and rituals.

**RHS East and Centre Auditorium**

8.30am REGISTRATION - TEA AND COFFEE
9.30am WELCOME / DILYS WILLIAMS _ Professor Fashion Design for Sustainability, Centre for Sustainable Fashion, featuring a musical performance by HEIDI VOGEL
9.45am OPENING / MARY CREAGH MP _ Member of UK Parliament
9:55 - 11.00am SPEAKERS / KATE FLETCHER _ Professor of Sustainability, Design, Fashion, Centre for Sustainable Fashion & HELEN CROWLEY _ Head of Sustainable Sourcing Innovation, Kering / **CHAIR** _ DILYS WILLIAMS
11.00 - 11.20am BREAK
11.20 - 12.00pm IN CONVERSATION / KATHARINE HAMNETT _ Fashion Designer WITH DANA THOMAS _ Fashion and Culture journalist
12.00 - 1.00pm LUNCH
1.00- 2.35pm PARALLEL SESSIONS S01-S06
2.35pm - 2.45pm BREAK
2.45 - 4.20pm PARALLEL SESSIONS S07-S12
4.20 - 4.30pm BREAK

**Various Rooms**

4.30 - 6.00pm SPEAKERS / STEPHEN STERLING _ Emeritus Professor, University of Plymouth, EDWINA EHRMAN _ Senior Exhibition Curator, Victoria & Albert Museum, PRAVEEN NAHAR _ Senior Faculty Member in Industrial Design, National Institute of Design – India / **CHAIR** _ DEEPA PATEL
7.30pm GALA RECEPTION (by invitation only) _ House of St Barnabas (Soho)

---

This session will explore agendas such as, but not limited to, fashion design for democracy, fashion business practices for better buying, fashion education for equality, fashion as activism, fashion and politics. We will reference migration and conflict, fashion design for sustainability strategies and sustainable prosperity.

**RHS East and Centre Auditorium**

9.00am TEA AND COFFEE ON ARRIVAL
9.30am DAY TWO OPENING / DILYS WILLIAMS _ Professor Fashion Design for Sustainability, Centre for Sustainable Fashion
9.35am WELCOME / ISABEL CANTISTA _ Global Fashion Conference & DAMIEN DELILLE _ Invitation to GFC2020 University of Lyon
9:45 - 10:45am SPEAKERS / OTTO VON BUSCH _ Associate Professor of Integrated Design, Parsons New School of Design AND LYNDA GROSE _ Associate Professor, California College of the Arts / **CHAIR** _ DILYS WILLIAMS
10:45 - 11:05am BREAK
11:05 - 12:00pm PANEL DISCUSSION / SOPHIE SLATER _ Brand Director, Birdsong, CLAIRE BERGKAMP _ Global Director of Sustainability & Innovation, Stella McCartney, ORSOLA DE CASTRO _ Founder and Creative Director, Fashion Revolution & HETA DOBROWOLSKI _ Co-Founder, Raw Power Movement / **CHAIR** _ SANDY BLACK _ Professor of Fashion and Textile Design and Technology, Centre for Sustainable Fashion
12.00 - 1.00pm LUNCH
1.0 - 2.35pm PARALLEL SESSIONS S13-S18
2.35- 2.45pm BREAK
2.45 - 4.20pm PARALLEL SESSIONS S19-S24
4.20 - 4.30pm BREAK

**RHS East and Centre Auditorium**

4.30 - 4.40pm REFLECTIONS FROM HAROLD TILLMAN CBE _ Fashion Retailer Entrepreneur
4.40 - 5.40pm IN CONVERSATION / FRANCES CORNER _ Head of London College of Fashion, Pro-Vice Chancellor of University of the Arts London, LOLA YOUNG OBE _ Business Young of Honour AND ANIA ZOLTKOWSKI _ Designer and London College of Fashion Alumna / **CHAIR** _ ANGELA MORRIBIE _ Professor of Communications, Goldsmiths University of London
5.40 - 6.00pm CONFERENCE CLOSING REMARKS / DILYS WILLIAMS

---
Parallel sessions / day 1
1.00 - 2.35pm

s01 ROOM 105 / Culture: Global Perspectives讲
Rm#1 Empowering Indigenous Mexican Groups Through Fashioning the Practice of Traditional Textile Crafts
- ENID PORTFOLIO HOSHAMAR / Sparx University, Canada
Rm#2 Consumers’ intentions towards sustainability: an analysis of the Spanish fast fashion industry
- ITHATHAM ALI / London College of Fashion, UK
Rm#3 Creative dynamics: Ethical textile entrepreneurship and responsible design in the Peruvian context
- BASIA FORERO TARREDO / Pontificia Universidad Catolica del Peru, Peru
Rm#4 The Meeting Point of Global and Local Slow Fashion Practices - Case Studies: Lacca Arts and Full Circle
- FEDERICA DE LUNGO AND LIA VINCI / CMD - Center for Research of Fashion and Clothing, University of Zagreb, Croatia
Phony: Paradox of opportunity: a Comparative Perspectives
- ROB EMERY / FIDM / Fashion Institute of Design and Merchandising, USA

s02 ROOM 511 / Society: Speed and Pace讲
Rm#5 Slow Fashion: Retail Design: Designing experiences to influence sustainable consumers behaviors
- RABEKKA KATHRYN / The Ohio State University, USA
Rm#6 Japanese Fashion and the Luxury of Slowness
- TOSHI SUZUKI / Ritsumeikan University, Japan
Rm#7 Fashion, identity and stories told
- MARVIN GEORG AND CAREN S. OBERG / University of Michigan, USA
Rm#8 How to improve the fashion reputation? The role of sustainability
- TERESA SADBA AND PAULA CARGOLES / ISM Fashion Business School, Spain

s03 ROOM 415 / Nature’s Materials讲
Rm#9 Borrowed Cloth: a holistic research and design intervention for sustainable fashion
- CHRISTIAN SCOTT / Workhuman, UK
Rm#10 Entanglements of the Body and Fungi in Experimental Fashion
- ACU PHAN / Art & Design, Sydney, Australia
Rm#11 Multi-stakeholder perspectives for scaling up upcycling businesses in the UK
- YOUNG MIN SHIN / Da Mount University, UK

s04 ROOM 311 / Power, Care and Places讲
Rm#12 Residencies: mixed methods design-research investigating fashion through place
- KATIE TOTH-FEJFEL / London College of Fashion, UK
Rm#13 Climate Positive Fashion Futures: Sustainability Upgraded
- SWU DUI / London College of Fashion, UK
Rm#14 One Dress: Shaping fashion futures through stopgap thinking
- HILA BURCHON / London College of Fashions, UK
Rm#15 Designing for future adults: what's going on in contemporary children’s fashion?
- JOSIE LE GUEDEC / Heriot Watt University, UK

s05 ROOM 105 / Education讲
Rm#16 Design for sustainability – exploring students' translations from brief to prototypes
- ULJA KREZIC-KLEBIC AND RASHA REBERG / Design School Kolding, Denmark
Rm#17 Revisiting Fashion Studies: Research-based Teaching and Learning in Fashion Design Education
- HAK JONG MIN / University of Teacher Education of Korea, Austria
Rm#18 Trends Forecasting as a tool for Sustainable mind-sets in Education
- CAROLINE BERINDOLLO / Birmingham City University, UK
Rm#19 Establishing foundations towards clothing longevity: a critique of design toolskits for sustainability in fashion
- ANNA CONNOS-CRAB / Leeds Beckett University, UK/USA
Rm#20 The Wheel: A teaching tool for fashion design students
- DEEDEE SMH / Faculty of Art, Design and Architecture / University of Johannesburg, South Africa

s06 ROOM 218 / Workshops: Power讲
Rm#21 Which of these two tee-shirts would you buy?
- AURORA PAILLARD / London College of Fashion, UK
Rm#22 Invert your own Fashion Economy: Sustainability in a Post-Consumer Utopia
- ROBERT TAYLOR / Southampton Solent University, UK

2.45 - 4.20pm

s07 ROOM 218 / Culture: Spirituality讲
Rm#23 Can infusing spiritual principles and practices into the fashion design field, create a more sustainable industry?
- ANA ZOLOTOWSKA / London College of Fashion, UK
Rm#24 Spirituality, Integral Yoga and Integral Business: A Case Study of Upasana, Auroville
- GOVIND SAHA / National Institute of Fashion Technology, India
Rm#25 Faith in Design: a human right, missed markets and as design activism
- SUZI THOMAS / Heriot Watt University, UK
Rm#26 Abyaaji and its Aesthetic Fashion Role in Saudi Arabia
- TANMAY SARKAR / Parsons New School of Design, New York, USA

s08 ROOM 105 / Open Theme讲
Rm#27 Could creative design break through the bottle-necks of development in knitwear brands?
- XIN ZHANG / Birmingham City University, UK
Rm#28 Fashion branded eyewear: brand licensing and the perception of fashion conscious consumers
- ALLEEN STEWART / Glasgow Caledonian University, UK
Rm#29 Dress, shoes and heeled prothetic legs: the Paralympic bid to break fashion barriers
- SIMA CHANDAKNEW / National Red Cross, Italy and DOMENICO DEMARI / UNICEF, Rome, Italy
Rm#30 Creative and effective communication trends among fashion brands: Contagious magazine analysis 2010-2017
- MARTA TOBERGROSA / University of Navarra, Spain
Rm#31 Velebrsa 360: Co-creating a circular fashion system
- DOLORES GOUEL / MIGUEL COSTA / Valencia - Textis SA, Portugal

s09 ROOM 415 / Nature’s Materials讲
Rm#32 Living dresses: about synergy, autopoiesis and seamstress bacteria
- HELDA FERNANDEZ RIVADA / Universidad de Vigo, Spain
Rm#33 Dynamics of natural dying in fashion: Two cases
- PETER HOLMBERG / The National Museum of World Culture, Sweden
Rm#34 Batik Pattern Design and Development Inspired by Flowers in The Story of Phra Abhimp, Thai Literature
- CHANATHAT CHAYAPO / Phuket Rajabhat University, Thailand
Rm#35 Entrepreneurship in natural craft dying: A case of Japanese studio, Takasumi Senko / YASHOGI OYA / Kyuyuyama University - Shunan, Japan
Rm#36 Parivarton: Crafting textiles to re-invent garment making
- KHUSHI DHIVAK / FIDM / Fashion Institute of Design and Merchandising, India

s10 ROOM 218 / Power: Co-operation讲
Rm#37 Co-Design of Designers and Craftsmen and the Communication of this Partnership - a reflection
- ANA BIEGMA / University of Minho, Portugal
Rm#38 Connecting through THREADS: Investigating Individual identity and Integration through Textiles
- JANE WALCDLM-OAKES / University of Copenhagen AND ELSE SEJOLO / Design School Kolding, Denmark
Rm#39 Co-designing: Digital coding in textile practice to stimulate an emotional attachment
- SOWOL SIANI-NADEAU / Manchester Metropolitan University, UK
Rm#40 WEAR Sustain Network: Ethical and Sustainable Technology Innovation in Wearables and E-textiles
- MIGUEL LAGESEAN / Queens Mary University of London, UK

s11 ROOM 311 / Education讲
Rm#41 Fashion education between heritage and research futures
- BRITTA KAUFMSTEIN / Heriot Watt University, UK
Rm#42 Fashion Futures & Societal Sustainability, possible directions from scenario development
- WOUTER GOGIN / University of Twente, Netherlands
Rm#43 Collaboration for change – seeding the future within fashion education
- SANDY BLACK / London College of Fashion, UK
Rm#44 Teaching for sustainable development: Designing a responsive business elective
- IVANA CULJAK AND LEA VENE / CIMO - Center for Research of Fashion and Clothing, University of Zagreb, Croatia

s12 ROOM 218 / Workshops: Nature讲
Rm#45 How to Creatively Reuse Plastic Waste to Make New Products
- MARILUEN SIMPTM / London College of Fashion, UK
Rm#46 Companionship with Nature – a material dialogue
- KATHERINE POGSON / London College of Fashion, UK
Parallel sessions / day 2
1.00 - 2.35pm

s13 | RS1 EAST AND CENTRE AUDITORIUM / Material Cultures
CHAIR | JESSICA SAUNDERS
RP30 | Sustaining the Gandhian Philosophy in Global Fashion for Improved Adaptability | ANNA BDINGA / Pearl Academy, India
RP46 | Future of Indian Sabar: Resurgence of Gender Equality | SHALINI BHAT / Pearl Academy, India
RP55 | Favourite garment stories as a catalyst for change | MONIKA HUG / Queensland University of Technology, Australia
RP57 | Sambalpuri Ikat Handloom: The Saga beyond culture and tradition | SWAGATA PANDEY / Rani Haat, India
RP74 | Emotionally durable fashion: Framing the creation of emotional value in fashion practices and discourses | ALEX ESQUIRO / University of Brighton, UK

s14 | ROOM 155 / Society and Conviviality
CHAIR | MONICA BECKING-HI
RP40 | Designing Garments with Evolving Aesthetics in Emergent Systems | LYNDA GROE AND THOMASMANN / Parsons New School of Design, USA
RP42 | Collaboration for sustainability: the key to “making it work” | HARRIET PARKS AND LAUREN WILSON / Common-Q, UK
RP43 | Connected Spaces: experimental and social business practices of Here Today Here Tomorrow | JULIA CREWE, EATHEL-TOTI FISOL AND ARAW-AY MARIA HESSE / Here Today Here Tomorrow Design Collective, UK
RP44 | Better Fashion Futures. Exploring Service Design to reimagine future fashion practices | CLAIRE DENNINGTON / OXs School of Architecture and Design, Norway
RP46 | Fashion as Your Ally: Analyzing Coverage on the Sartorial Choices of Politicians | DWINA YIHO CAIO / Parsons New School of Design, USA

s15 | ROOM 16 / Nature and Systems
CHAIR | SETH BAXTER
RP40 | Interdisciplinary Life Cycle Thinking Tool: enabling collaboration for circular design | KATE GOLDWORTHY AND OWAIN ELLIAMS / Chelsea College of Arts, UK
RP41 | Mixing It Up in Paris: identifying innovation hotspots within mechanical textiles recycling | CATHRYN HALL / Chelsea College of Arts, UK
RP42 | The Textile Race Programme: Building macro sustainable systems for used clothing | BERNADETTE CASEY / The former, New Zealand
RP44 | Returning from Africa: design for upcycling second-hand clothes in Ghana | AMUSIYAH EDOT / Nottingham Trent University, UK
RP50 | The Tweed Run: the sustainable rise of fashionable cycling | CATHERINE GLOVER / University of Northumbria, UK

s16 | ROOM 18 | Power, Creativity and Democracy
CHAIR | KATE FLETCHER
RP40 | A critical political economy of bohemian subjectification: internationalised education for transcultural labour | BURRET WADSWORTH / London College of Fashion, UK
RP41 | Women Garment Workers’ Struggle in a neo-colonial world | TSUBOSAKA SMITH-LARSEN / Lund University, Denmark
RP42 | Mapping the politics of fashion | ANNA FITZPATRICK / London College of Fashion, UK
RP44 | Establishing total cost for apparel in responsible production conditions | MO-REMI ASHANI / North Carolina State University, USA
RP47 | Democratizing Fashion Design Pedagogies: From Exclusion to Inclusion | TAMARA RASHED / Open University, UK

s17 | ROOM 18 / Film and Photo
CHAIR | CAMILLA PAOLETTI
Films: Unfolding: The hand of the cloth | NAIKADIA SMITHDON / Auckland University of Technology, New Zealand
Films: Speculating the Future Haute Couture: Designing mass-customisable garments for the sustainable future | KYI SHAMU AND XOTAO SAMO / Keio University, Japan
Films: Biological Tailor-Made - A study on 2.5 dimensional fashion pattern cutting as zero waste method | KAZUYA KAWASAKI / Keio University STC, Japan
Films: Speculative, Fashionable, Wearable – Engaging Fashion Design with Wearable Technology for the sustainable future | CHIHIRO NOGUA / Keio University, Japan

s18 | ROOM 19 / Workshops: Society

**Workshops:**
- 1.00 - 1.45pm: Whole Cloth Cutting | GREGORY CLUMER / Parsons School of Design, USA
- 2.00 - 2.30pm: Introducing Sustainable Design Cards | KAREN MARIE WARLING AND ULJA RABINDA / Design School Kolding, Denmark

2.45 - 4.20pm

s19 | RS1 EAST AND CENTRE AUDITORIUM / Culture: Counter Narratives
CHAIR | NATASHA BACLOYES-THOMAS
RP40 | Utility in Home Fashion Design: Considered Design for Sustainability | HARRIYSA COOK-OBREGON / London College of Fashion, UK
RP42 | Be-fashioning the way we wear: Is there “IT” in sustainable dressing? | TAMEN KOLLDOHL / RMIT University, Australia
RP43 | Of Stuff and Nonstuff! Conflicting values in the retention of fashioned objects | CLAIRE LOHMAN / London College of Fashion, UK
RP44 | The Human Condition of Dress - Home Laboratories | DASUNGA SIPPAY / London College of Fashion, UK
RP46 | Closed Frugality: Reflexive Privation as Fashionable Identity | BESTO AWARMSOON / Carlos University, Canada

s20 | ROOM 155 / Society and Systems
CHAIR | SANA FONCIU
RP40 | Going Local: Design and Sustainability in New York City’s Garment Center | TESSA MARLUGO / Pearl Studio (NY), USA
RP41 | Barriers that hinder consumer of second-hand-clothing – A socio cultural perspective | CLAIRE DAVISON / Coventry University London, UK
RP42 | Second-hand-clothing Market: an alternative Sustainable Practice or another Fashion Trend? | EILEN BATZIUS-GHU / Parsons School of Design, USA
RP43 | Transference of Textile Skill Knowledge in Rural-to-Urban migration in the Bolivian Altiplano | BEERYAKHTH AND KATANAH HEGAZI / University of Georgia, USA
RP45 | Designing Fashion Merchandising: A roadmap to Sustainable Future | SANTOSH TAM / National Institute of Fashion Technology, India

s21 | ROOM 16 / Nature and Systems
CHAIR | SETH BAXTER
RP40 | Smart Cities and Waste Innovation | GRAHAM EVANS / London College of Fashion, UK
RP41 | Textured and Redesigned: de- and re-assembling textile blends in the circular economy | LAVITA DRAY / London College of Fashion, UK
RP42 | Fashion and Interior Design: Transdisciplinary approach for fabric experiments and textile upcycling | MARDOA BAZI / FUC - Ias de janvry, Brazil
RP44 | Enrolling Stakeholders Within a Local and Convivial Narrative for Circular Fashion | HARSLIND BEAL / Chelsea College of Arts, UK
RP45 | Studying the materiality of human skin to rethink footwear design | BIANIA SOLOMON AND UZI COHEN / OurOwnUK Ltd

s22 | ROOM 415 / Power and Technology
CHAIR | GABRIELLE MILLER
RP40 | Shaping Up a Sustainable Fashion Future in India: The Augmented Reality Way | HARIKIRI BAUL / National Institute of Fashion Technology, India
RP41 | Fashioning circular logic: addressing the visibility of a closed-loop economy for fashion | AMITA PARBAN / City University of Hong Kong, Hong Kong
RP43 | Could Transparency in the Luxury Jewelry Market Create an Emotional Added-Value? | DANIELLE KESSLER ABAM
RP44 | Fashion Design Practices in Supply Chain for Sustainability | MAGDALENA PEZIER / Universidade de Barack Uyem, Portugal
RP46 | When caring for people and the planet means profit | JACQUE LEWIS / Australia

s23 | ROOM 415 / Open theme
CHAIR | ROSEMARY VARLEY
RP40 | Instagram communication strategies: a comparative analysis of fast fashion and luxury brands | DIRESTA NANDZI-ZIBWED / University of Notburga, Spain
RP41 | How to Make Sustainable Fashion Cost? | LIYAMU SACHO / London College of Communication, UK
RP42 | Identity of sustainable fashion brands at the stores | EUGENIA JOSA / ISM Fashion Business School, Spain
RP43 | Data Driven Digital Business Strategies: an analysis of the Spanish footwear | PATRICIA RANKINER / ISM Fashion Business School, Spain
RP44 | To be a gentleman: shifts in the representation of women of fashion | GABRIELA ANDREI / Charles University in Prague, Czech Republic
RP46 | Closet Fragility: Reflexive Privation as Fashionable Identity | BESTO AWARMSOON / Carlos University, Canada

s24 | ROOM 511 / Workshops: Culture

**Workshops:**
- 2.45 - 3.30pm: Elements of Quality: beyond seamlines and fabrics | DAIJIRO MIZUNO / Keio University, Japan
- 3.30 - 4.20pm: What’s Going On, In Fashion Activism? | ANUPAM KAPOOR / National Institute of Fashion Technology, India
Workshops

**day 1  31st OCTOBER**

1:00 – 1:45pm

**Which of these two t-shirts would you buy?**

AURORA PAILLARD / UAL – London College of Fashion, UK

Sustainable Fashion consumer behaviour researchers are facing an issue while carrying out their research; i.e. most of their participants claim to prone and buy Sustainable Fashion, which is not the case in real life. Researchers need to better understand this issue in order to accurately assess and understand Sustainable Fashion consumer behaviour. The aim of this interactive session is to identify the biases in Sustainable Fashion consumer behaviour research.

1:50 – 2:35pm

**Invent Your Own Fashion Economy; Sustainability in a Post-Consumer Utopia**

RACHAEL TAYLOR / Southampton Solent University, UK

This workshop aims to use a co-creative and activist approach to disrupt current economic models, re-designing the fashion design process and creating sustainable interventions as practical outcomes. The focus of the workshop is to collaboratively re-evaluate how fashion can invent its own life cycles of economies, combining alternative movements within sustainable consumption, lifestyles and peer 2 peer networks.

2:45 – 3:30pm

**How to creatively reuse plastic waste to make new products**

MALA SIAMPTANI / UAL - London College of Fashion, UK

This workshop/demonstration will be an introduction into the process of converting household plastic waste, into a valuable material resource. Participants will gain a solid understanding of fundamental techniques that will empower them to make their own material. This includes learning the necessary steps of how to separate plastics, and how to form this material into a product, using hand-craft techniques or digital manufacturing techniques (CNC-milling).

3:35 – 4:20pm

**Companionship with Nature – a material dialogue**

KATHERINE POGSON / UAL - London College of Fashion, UK

The notion of a divide between humanity and the rest of ‘nature’ can be seen as a root cause of environmental degradation, bio abundance loss and extinction. Informed by contemporary ecological philosophy which questions human boundary constructs, this workshop seeks to test two speculative practices for reactivating engagement with the natural world, developed as part of the author’s PhD research in the Centre for Sustainable Fashion.

**day 2  1st NOVEMBER**

1:00 – 1:45pm

**Whole Cloth Cutting – a technique for minimal waste designing**

GREG CLIMER / Parsons School of Design, USA

Western tailoring layouts are not traditionally concerned with how many cuts are put into the fabric. Fabric is not viewed as sacred, something who’s shape and size should be honoured. This workshop uses minimally cut sheets of paper as the starting point for designing garments. It explores the different forms generated by paper and fabric and capitalizes on these differences. This approach to pattern cutting offers an entry point into design which minimizes waste as well as looking at the whole cloth as an object of beauty and aims to capitalize on it within the design process.

1:50 – 2:35pm

**Introducing Sustainable Design Cards**

KAREN MARIE HASLING & ULLA RÆBILD / Design School Kolding, Denmark

The Sustainable Design Cards (2017) (www.sustainabledesigncards.dk) is a tangible tool for designers and design teachers to work with product longevity and circular thinking in their practice. They have been developed at Design School Kolding between 2015-2017 in two iterations, the first with an industry focus and the second with an educational based on previous research on design methods and sustainable design. In this workshop participants are introduced to the tool, sharing user experiences deriving from teachers, facilitators and learners in academia and industry, where after workshop participants will engage two and two with the cards.

2:45 – 3:30pm

**Elements of quality: beyond seamlines and fabrics**

EMMA RIGBY / UAL – London College of Fashion, UK & ANJA CONNOR-CRABB / Leeds Beckett University, UK

This workshop is an enquiry into combined material and social construction of garment quality. Beyond a garment’s seams and materials, it aims to explore how quality is understood through the everyday wear of clothing, from the perspective of the user. Expectations for garment quality have co-evolved over time alongside changes in the way clothing is produced, consumed and used.

3:35 – 4:20pm

**What’s going on, in fashion activism?**

FRANCESCO MAZZARELLA AND HELEN STOREY / UAL – London College of Fashion, UK

The mainstream ecosystem has proven unsustainable in terms of livelihood, cultural heritage, social equality, and environmental stewardship. This is building momentum for designers to create counter-narratives towards sustainability in fashion. However, there is the need to further investigate the roles, methods, and practices design activists enact in fashion activism. With this in mind, a series of hands-on, participatory activities will be facilitated, engaging the workshop participants in mapping out the design activism landscape and explore the role of counter-narratives towards sustainability in fashion. The session is designed to be light-touch, yet highly thought-provoking, contributing to furthering knowledge and practice in the emergent field of fashion activism, aimed at making a positive impact in the world.
Generously supported by JOHN LEWIS & PARTNERS

ACTIVITIES IN THE WEST SPACE ARE PROGRAMMED BY CENTRE FOR SUSTAINABLE FASHION AND INCLUDE:

Design Your Own Economy: A Post-Capitalist Kitset / Interactive Digital Installation
MONICA BUCHAN-NG
Tired of oppressive fashion systems? Disillusioned by destructive industries? Anxious about the future? Design Your Own Economy may be right for you. This easy, step-by-step kitset unpacks the complexities of the ‘economy’ our society operates within – the systems by which humanity produces, distributes, and satisfies the requirements of human life. Users can create their own alternative, tailored to fit a personal fashion arcadia.

Towards a new framework for fashion / Discussion, Wednesday 31st October 2:45 - 4:20pm
KATE FLETCHER AND LYNDA GROSE
Action needs to be taken to reduce demand for materials and cope with future environmental threats. In fashion, as in other sectors, such measures are challenging and uncomfortable for both the wearers of clothes and the billion-dollar industry that creates them. Join us for an afternoon dedicated to difficult conversations about the rules and goals of the fashion sector and exciting visions for fashion based on fundamentally rethinking the whole system. These include those which probe more deeply into the root causes of the problems we face, and with imagination, not fantasy, engage with the disruptive, complicated reality of the changing world.

... And in the Fashion Space Gallery

Comme des Marxists exhibition
Comme des Marxists, presented in the UK for the first time, continues Austrian-American artist Rainer Ganahl’s long-term investigations into the relationships between daily life, culture, economic systems and political structures.

The exhibition forms part of the year-long celebration of the Centre for Sustainable Fashion’s 10-year anniversary. Together with Fashion Space Gallery, CSF invited Ganahl to challenge our understanding of the fashion system, using his playful, humorous, yet thought-provoking approach.

The exhibition curator, CAMILLA PALESTRA, will be in the Fashion Space Gallery on Thursday 1st November between 12noon–1pm to provide insight and respond to any questions.

CHROME YELLOW BOOKS will be in attendance for both days, selling books related to the conference themes.
fashion design sustainability research education partnership transformation ideas debate hope