



**3<sup>rd</sup> International  
(Non)Western Fashion Conference**  
The Global Politics of Fashion

University of Hong Kong, HK  
22-23 November 2014

**PROGRAMME**

**SATURDAY, 22<sup>nd</sup> NOVEMBER**

8:30 REGISTRATION

9:00 WELCOME SPEECHES

9:30 **KEYNOTE PRESENTATIONS**  
*Chair: Toby Slade*

Towards a History of Costume Sartorial Fashions  
*Peter McNeil*

Slow and Local: Japanese Independent Designers in the Age of Globalization  
*Hiroshi Narumi*

11:30 COFFEE

12:00

**SESSION 1A: THE GLOBAL POLITICS  
OF FASHION (THEORY)**

**SESSION 1B: THE GLOBAL  
POLITICS OF BODYSHAPE**

<i>Chair: Leslie Rabine</i>	<i>Chair: Natascha Radclyffe-Thomas</i>
The Cultural Politics of Non-Western Fashion <i>Jennifer Craik</i>	<del>The Notion of 'Plus-Size' Fashion in Different Cultural Contexts</del> <del><i>Cathy Greenhalgh</i></del>
<del>Lessons from Kutch: An Insight on Traditional Artisan Methods that Could Invigorate Contemporary Indian Fashion</del> <del><i>Lokesh Ghai</i></del>	Perfect Pants. Experimental research on pants patternmaking and fit adapted to the body morphology of the black African Woman <i>Daniela Andrade</i>

13:00 LUNCH

14:00

<b>SESSION 2A: THE GLOBAL POLITICS OF CULTURAL OWNERSHIP</b> <i>Chair: Tommy Tse Ho-lun</i>	<b>SESSION 2B: THE GLOBAL POLITICS OF (NATIONAL) FASHION IDENTITIES</b> <i>Chair: Jennifer Craik</i>
<del>Cultural 'Kleptomania' and the Boundaries of Authenticity</del> <del><i>Eni Bankole-Race</i></del>	Textile Culture and Nation Building in Post-Soviet Uzbekistan <i>Gabriele Mentges</i>
Beyond Hegemonic Dress: Reclaiming Local Fashion Design Practices <i>Karen Shah</i>	The Concept of 'National Apparel' and the Modern Chinese Apparel Culture Shape <i>Wu Hong and Mo Yan</i>
Embroidering Reality: The Invention and Re-Invention of Rabari Style <i>Eiluned Edwards</i>	Abadi-a-ingo: A Design Alternative for Nembe Se Identity in Textiles and Fashion <i>Pamela Cyril-Egware</i>

15:30 COFFEE

16:00

<b>SESSION 3A: THE GLOBAL POLITICS OF AGENCY</b> <i>Chair: Tim Lindgren</i>	<b>SESSION 3B: THE GLOBAL POLITICS OF CULTURAL HERITAGE BRANDING I</b> <i>Chair: Cathy Greenhalgh</i>
Questions of Agency and the Artisan within Uzbekistan <i>Emma Dick</i>	Bringing it All Back Home? An Examination of Hong Kong and China's Emerging Fashion Design Start-Up Community in Urban Asia

	<i>Anne Pierson-Smith</i>
Monarchy, Modernity and Military Dress Uniforms: Politics of Dress and Bodily Practice in The Siamese Royal Court of King Chulalongkorn <i>Lupt Utama</i>	Prospects and Challenges for Meeting International Acceptable Standards on an Alternative Nigerian Ethnic Dress <i>Tunde M. Akinwumi</i>

17:00 RECEPTION

**SUNDAY, 23<sup>rd</sup> NOVEMBER**

9:00 **KEYNOTE PRESENTATIONS**

*Chair: Sarah Cheang*

Sartorial Tightness and Asian Authoritarianism  
*Toby Slade*

Keynote 4 to be confirmed  
*Name*

11:00 COFFEE

11:30

<b>SESSION 4A: THE GLOBAL POLITICS OF MUSLIM FASHION</b> <i>Chair: Emma Dick</i>	<b>SESSION 4B: THE GLOBAL POLITICS OF THE GLOBAL FASHION INDUSTRY</b> <i>Chair: Gabriele Mentges</i>
The 'Other' Story of Abaya <i>Bedour Aldakhil</i>	Has African Fashion Found a Home: The Story of Ghana <i>Efua Vandyck, Mercy Kuma-Kpobee and Albie Mensah</i>
Muslim Women and Sportswear: Exercise and Empowerment <i>Anthony Kent, Michelle Hughes and Sue Smedley-Roberts</i>	Chinese Fashion Design: Rebuilding the Centre of the World <i>Tim Lindgren</i>
<del>Run for Cover: The Non-Adoption of Westernised Sportswear</del> <i>Michelle Hughes</i>	Glo-Cal Fashion Marketing Communication in China <i>Tommy Tse Ho-lun</i>

13:00 LUNCH

14:00

<b>SESSION 5A: THE GLOBAL POLITICS OF CHANGE</b>	<b>SESSION 5B: THE GLOBAL POLITICS OF FASHION</b>
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<i>Chair: Eiluned Edwards</i>	<b>(POLITICS)</b> <i>Chair: Lokish Ghai</i>
From Dog to Dragon: Cultural Changes on the Modern Costume of She Ethnic Group in China <i>Jing Yan, Liangyu Chen and Xuerong Fan</i>	Supporting the Self-Actualization of Workers and Women Through the Sustainable Production of Cross-Cultural Fashion <i>Anna Troupe</i>
The Perception of Traditional Dress By Ghanaian Women <i>Mercy Kuma-Kpobee and Efua Vandyck</i>	Trickle-up and Trickle-down of Fashion through Politics: a Historical Case Study of Kunfa Haristyle in China <i>Li Meng</i>
Vicissitude of the Oriental Aesthetics: A Case Study of the Chinese Cross-Gender acting Men (Non Dan) <i>Sophie Sun</i>	Dragon Robes and British Women: Fashion, Agency and Empires <i>Sarah Cheang</i>

15:30 COFFEE

16:00

<b>SESSION 6A: THE GLOBAL POLITICS OF GENDER</b> <i>Chair: Antony Kent</i>	<b>SESSION 6B: THE GLOBAL POLITICS OF CULTURAL HERITAGE BRANDING II</b> <i>Chair: Mercy Kuma-Kpobee</i>
Chen Man's Absolute Rules. Intimate Bodies and Public Narratives <i>Paola Zamperini</i>	Stitching Across Time: Heritage and History in Contemporary Hong Kong Fashion <i>Natascha Radcyffe-Thomas</i>
Cross Dressing in the Arab World <i>Yasmine Taan</i>	<del>Saga Bwoys and Rude Bwoys':</del> <del>Migration, Grooming and Dandyism</del> <i>Michael McMillan</i>

17:00 RECEPTION