



**2nd International
Non-Western Fashion Conference
Constructing National Identity
Through Fashion**

**London College of Fashion, UK
21-22 November 2013**

PROGRAMME

THURSDAY, 21st NOVEMBER

8:30 REGISTRATION

9:00 **KEYNOTE PRESENTATIONS (RH Centre Space)**

Chair: Linda Welters

Fashion-ology Part II: Constructing A Theory of Non-Western Fashion/Dress
Yuniya Kawamura

Fabulous Fashions, Dress History Dilemmas, and the Death Throes of
Dichotomy: Fashion Stories, Ethnicity and Geography
Sarah Cheang

11:00 COFFEE

11:30 – 13:00

RH Centre Space	RH West Space	Room 105
SESSION 1A: (RE)INVENTING NATIONAL FASHION IDENTITIES I <i>Chair: Angela Finn</i>	SESSION 1B: (RE)INVENTING NATIONAL FASHION IDENTITIES II <i>Chair: Amanda Smith</i>	SESSION 1C: A REVIVAL OF TRADITIONAL DRESS <i>Chair: Revital Madar</i>
The New Shanghai Xiaojie: Chinese Fashion Identities <i>Natascha Radclyffe- Thomas and Babette Radclyffe-Thomas</i>	Japanese Fashion Education and the Creation of a New Generation of Designers <i>Anneke Beerkens</i>	Cool Biz and Sumptuary Regulations in Japan <i>Toby Slade</i>

Rise of the Neo-Drape: Redefining the Fashion Identity of India <i>Swati Rao and Shalini Sud</i>	Return to Our Forefathers' Glory? Fashion and Identity Politics Among Ultra-Orthodox Mizrahi Jews in Israel <i>Moshe Levy</i>	Wrapped in Cloth <i>Sharon Peoples</i>
Old Motifs for New Motives: Looking for the Roots of Change in the Contemporary Cambodian Fashion Scene <i>Katalin Medvedev</i>		

13:00 LUNCH

14:00 – 15:30

RH Centre Space	RH West Space	Room 105
SESSION 2A: ABOUT CONSUMPTION <i>Chair: Sharon Peoples</i>	SESSION 2B: BRANDING NATIONAL IDENTITY <i>Chair: Tim Lindgren</i>	SESSION 2C: THE SLIPPERY CONCEPT OF AUTHENTICITY <i>Chair: Miriam J. Woods</i>
Investigating Consumer Perception of Western Retail Models in Bangalore, India: An Explorative Study on Concept Stores <i>Unita Chandan and Anna Lottersberger</i>	The Country of Origin-Effect on a Domestic Fashion Market <i>Joke Schrauwen & Anouk Mennes</i>	Ghanaian Fashion and the Interplay Between African and National Notions of Heritage <i>Malika Kraamer</i>
Redressing the Fashion Sustainability Paradox in Hong Kong and China: An Examination of Tailor-made Promotional Practices Underpinning Sustainable Production, Consumption and Post-Consumption in a Non-Western Frame <i>Anne Peirson-Smith</i>	Refashioning Africanness as a Lifestyle: Vlisco Fabrics and Wax Cloth in Ghana <i>Christine Delhaye and Rhoda Woets</i>	The Business of Constructing Female Identity Through Fashion in Uzbekistan <i>Emma Dick</i>
Middle-Class Women's Identity during the First Years of the Turkish Republic: Fashion and Beauty In the Popular Women's Magazines of 1920s <i>Özlem Dilber</i>	Why Africa? Why Now? The Designs of Ade Bakare <i>Jean M. Borgatti</i>	The 'Shifting' Interests in Sino-Italian Fashion Collaborations <i>Simona Segre Reinach</i>

15:30 COFFEE

16:00 **KEYNOTE PRESENTATION (RH Centre Space)**

Chair: Abby Lillethun

Forging Contemporary Muslim Styles Across Intersecting Fashion Systems

Reina Lewis

17:00 RECEPTION

FRIDAY, 22nd NOVEMBER

9:00 **KEYNOTE PRESENTATIONS (RH Centre Space)**

Chair: Toby Slade

Australian Indigenous Inspirations in Contemporary Fashion: Scratching the Surface or Channeling the Country?

Jennifer Craik

Symbolic Economies of the Logo: Contemporary Senegalese Streetwear in Historic Perspective

Leslie Rabine

11:00 COFFEE

11:30 – 13:00

RH Centre Space	RH East Space	RH West
SESSION 3A: FASHION POLITICS <i>Chair: Emma Dick</i>	SESSION 3B: CRAFT, FASHION AND/OR DESIGN?! <i>Chair: Christine Delhaye</i>	SESSION 3C: NEGOTIATING SARTORIAL MODERNITY <i>Chair: Rhoda Woets</i>
Accessorized with Politics: Alexey Sorokin's Modern Russian Look at New York Fashion Week <i>Emma McClendon</i>	The Life of Dress, Mexico <i>Amanda Ericsson</i>	The Photograph and Fashionable African Men <i>Abby Lillethun</i>
Re-Traditionalisation, Competition or Aided Warfare? Interrogating the Drivers of Western and Local Fashion Among Female Students in Two Nigerian Universities <i>Irene Pogoson</i>	Built for Niche: Rethinking the Role of Manufacturing in Developing Designer Fashion in New Zealand <i>Angela Finn and Amanda Smith</i>	How Did the National Qipao Become the Hottest Trend During the Republic of China? <i>Liu Yu</i>

To Die For: Fashion and the Indigenous <i>Sandra Niessen</i>	Lost in Design: The Absence (Mostly) of Cultural Heritage in Puerto Rican Fashion Design <i>Raul Vazquez and Jose Blanco F.</i>	Machine-Sewing Traditional Clothing in Tajikistan: National Fashion, Individual Artistry <i>Miriam J. Woods</i>
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13:00 LUNCH

13:30 **FILM PROJECTION: 'RANGSA NI TONUN' (RH Centre Space)**

14:00 – 15:30

RH Centre Space	RH West Space	RH East Space
SESSION 4A: PROBLEMATIZING HEGEMONIC EUROCENTRIC FASHION DISCOURSE <i>Chair: Joke Schrauwen</i>	SESSION 4B: DECONSTRUCTING THE CENTRE-PERIPHERY <i>Chair: Jean M. Borgatti</i>	SESSION 4C: RECLAIMING CULTURAL PROPERTY <i>Chair: Malika Kraamer</i>
Fashioning the Other: Representations of Brazilian Women's Dress in National Geographic, 1888-1988 <i>Elizabeth Kutesko</i>	How Do Chinese Fashion Designers Become Global Fashion Leaders? A New Perspective on Legitimization in China's Fashion System <i>Tim Lindgren</i>	Africa's Design Industry: From Creative Pursuits to the Business of Fashion <i>Adwoa Agyeman</i>
Creating Identity Outside of the Exposed Body <i>Revital Madar</i>	Aso Asiko: Traditional Textiles and Contemporary Fashion Aesthetics <i>Eni Bankole-Race</i>	The Origin of 'Fashion' in Chinese: Imported or Created? <i>Christine Tsui</i>
	Non-Western Dress in the West <i>Linda Welters</i>	

15:30 COFFEE

16:00 **KEYNOTE PRESENTATION**

Chair: Angela Jansen

Fashion or Tradition? Where Do We Go From Here?

Emma Tarlo

17:00 RECEPTION