

# **AGENDA**

**THE 15<sup>TH</sup> ANNUAL MEETING**

**OF**

**THE IFFTI GENERAL COUNCIL**

**ON**

**3<sup>RD</sup> APRIL, 2013**

**AT**

**THE FASHION INSTITUTE OF DESIGN AND MERCHANDISING**

**LOS ANGELES, USA**

**I F F T I**  
**INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES**

**Agenda of 15<sup>th</sup> Annual Meeting of IFFTI General Council**

Notice for the 13<sup>th</sup> Annual Meeting of the IFFTI General Council was issued vide IFFTI Secretariat mail dated 16<sup>th</sup> May, 2012. The meeting will be held at 0930 hours on Wednesday, 3<sup>rd</sup> April, 2013 at the Fashion Institute of Design and Merchandising, Los Angeles, USA.

**Chair: Dr Satoshi Onuma**  
**Secretary: Commodore Vijay Chaturvedi (Retd.)**

1	ATTENDANCE	
1.1	<p><i>To note</i>  <b>Present:</b>  <u><b>Institutional Members:</b></u>            1) Amsterdam Fashion Institute, The Netherlands.            2) Arch Academy of Design, India            3) Artez Institute of the Arts, Fashion Department, The Netherlands            4) Beijing Institute of Fashion Technology, P.R. China            5) BGMEA Institute of Fashion &amp; Technology, Bangladesh            6) Bunka Gakuen University, Japan            7) Donghua University, P.R. China            8) Fashion Institute of Design and Merchandising, U.S.A            9) Fashion Institute of Technology, U.S.A.            10) Fu Jen Catholic University, Taiwan            11) Hong Kong Design Institute, Hong Kong            12) Hong Kong Polytechnic University, Hong Kong            13) Institut Francais de la Mode, France            14) Istanbul Moda Academy, Turkey            15) Kazan National Research Technological University, Russia            16) LDT Nagold, Germany            17) London College of Fashion, U.K.            18) Manchester Metropolitan University, U.K.            19) Mod'Art International, France            20) National Institute of Fashion Technology, India            21) North Carolina State University, U.S.A.            22) Nottingham Trent University, U.K            23) Otago Polytechnic, New Zealand            24) Polimoda, Italy            25) Queensland University of Technology, Australia            26) Ryerson University, Canada            27) School of Fashion and Textiles, RMIT, Australia            28) Swedish School of Textiles, Sweden            29) Sydney Institute of TAFE NSW, Australia            30) Whitehouse Institute of Design, Australia            31) Zhejiang International Institute of Fashion Technology, P. R. China  <u><b>Emeritus Member:</b></u>            32) Ms. Janice Mee  <u><b>Member Secretary:</b></u>            33) Commodore Vijay Chaturvedi (Retd.), IFFTI Secretariat, India</p>	<b>Secretary</b>
1.2	<p><b>Apologies:</b>            34) IMS Design &amp; Innovation Academy, India            35) Pearl Academy of Fashion, India            36) School of Fashion Technology, India            37) University of East London, UK            38) Prof. Edward Newton, Emeritus Chair            39) Pentlands Brands Plc, USA            40) Singtex Industrial Co. Ltd., Taiwan</p>	
1.3	<p><b>Reply Awaited:</b>            41) Fashion &amp; Design Institute, Mauritius            42) Metropolitan South Institute of TAFE, Australia            43) National Institute of Design, India</p>	

		44) Rajamangala University of Technology Krungthep, Thailand 45) Symbiosis Institute of Design, India 46) Temasek Polytechnic, Singapore 47) University of Brighton, UK 48) University of Huddersfield, UK 49) University of Technology, Sydney, Australia	
	<b>1.4</b>	<b>Welcome</b>	<b>Dr. Satoshi Onuma</b>
	<b>2</b>	<b>CONSIDERATION OF AGENDA</b>	
	<b>2.1*</b>	<b>Notice of Agenda Items</b>	<b>All</b>
		Members will be requested to give notice of any additional agenda items to be raised or withdrawn from discussion.	
	<b>2.2*</b>	<b>Starring of items</b>	<b>All</b>
		Members will be invited by the Chair, to star and double star further agenda items for discussion. The Chair will then move that all agenda items remaining unstarred be adopted, and that recommendations contained in these items and any related papers be approved without discussion.	
	<b>2.3*</b>	<b>Order of Business</b>	<b>All</b>
		Members will be invited by the Chair to consider the order in which the agenda items are to be discussed.	
	<b>3</b>	<b>CONFORMATION OF MINUTES</b>	
	<b>3.1*</b>	<i>For Adoption</i> The minutes of the 27 <sup>th</sup> and 28 <sup>th</sup> Executive Committee Meetings and the 14 <sup>th</sup> Annual Meeting of the IFFTl General Council circulated. Members will be invited by the Chair to advise any amendments prior to confirmation of the minutes. <b>Motion:</b> "That the minutes of the 27 <sup>th</sup> Executive Committee meeting and the 14 <sup>th</sup> Annual Meeting of the IFFTl General Council held at Pearl Academy of Fashion, Jaipur, India on 17 <sup>th</sup> and 19 <sup>th</sup> March, 2012 respectively, and the 28 <sup>th</sup> Executive Committee meeting held at Istanbul Moda Academy, Istanbul, Turkey on 15 <sup>th</sup> and 16 <sup>th</sup> November, 2012, be adopted as a true and accurate record."	<b>Chair</b>  <b>Secretary</b>
	<b>4*</b>	<b>STATUS OF MEMBERSHIP</b>	<b>Ms. Tina Guglielmino</b>
	<b>4.1</b>	<i>For information</i> A report on status of membership.	<b>Attachment 1 (Page No. 6)</b>
	<b>4.2</b>	Status of Membership Subscription.	<b>Attachment 2 (Page No. 8)</b>
	<b>5</b>	<b>REPORTS FROM CHAIRS OF SUB-COMMITTEES</b>	
	<b>5.1*</b>	<b>Membership Sub-Committee</b>	<b>Ms. Tina Guglielmino</b>
	<b>5.1.1</b>	<i>To Note</i> Change in Authorized/ Alternative Representatives.	<b>Attachment 3 (Page No. 10)</b>
	<b>5.1.2</b>	<i>To Receive</i> Report of Membership Sub-Committee.	<b>Attachment 4 (Page No. 11)</b>
	<b>5.2*</b>	<b>Education Initiatives Sub-Committee</b>	<b>Prof. Frances Corner</b>
	<b>5.2.1</b>	<i>To receive</i> A report on the initiatives proposed by the Sub-Committee.	

	<b>5.3*</b>	<b>Research Sub-Committee</b>	<b>Prof. Robyn Healy</b>
	<b>5.3.1</b>	<i>To receive</i> A progress report on the tasks undertaken by the Sub-Committee.	
	<b>5.4*</b>	<b>Finance Sub-Committee</b>	<b>Ms. Sylvie Ebel</b>
	<b>5.4.1</b>	<i>To Note</i> The Financial Statement of Affairs as at 31 <sup>st</sup> December, 2012.	
<b>6</b>		<b>IFFTI INITIATIVES</b>	<b>Attachment 5 (Page No. 12)</b>
	<b>6.1</b>	<i>For Information</i> A report on the conduct of IFFTI Initiatives	<b>Secretary</b>
<b>7</b>		<b>VENUES OF FUTURE IFFTI MEETINGS AND CONFERENCES</b>	<b>Attachment 6 (Page No. 13)</b>
	<b>7.1</b>	<i>For Information</i> Schedule of IFFTI Conferences and meetings in 2016 and beyond.	<b>All</b>
	<b>7.2</b>	Presentation on the preparations for the 16 <sup>th</sup> IFFTI Annual Conference in 2014 at Bunka Gakuen University, Japan	<b>Bunka</b>
	<b>7.3</b>	Presentation on 2015 IFFTI Annual Conference	<b>Polimoda</b>
<b>8</b>		<b>ADDITIONAL POINTS</b>	<b>Chair</b>
	<b>8.1</b>	<i>For Information</i> Presentation on 'Project IFFTI'	<b>Attachment 7 (Page No. 14) Mr. Leslie Holden, AMFI, The Netherlands</b>
	<b>8.2</b>	Presentation on 'IAF'	<b>Mr. Matthijs Crietee</b>
<b>9</b>		<b>DETAILED SCHEDULE</b>	<b>Attachment 8 (Page No. 15)</b>
<b>10</b>		<b>PAPER PRESENTATION SCHEDULE</b>	<b>Attachment 9 (Page No. 17)</b>
<b>12</b>		<b>ATTACHMENTS</b>	<b>PAGE NO.</b>
		<b>Attachment 1 – Report on Membership/ New Membership</b>	<b>6</b>
		<b>Attachment 2 – Membership Subscription</b>	<b>8</b>
		<b>Attachment 3 – Change of Authorized/ Alternative Representatives</b>	<b>10</b>
		<b>Attachment 4 – Report of Membership Sub-Committee</b>	<b>11</b>
		<b>Attachment 5 – IFFTI Initiatives</b>	<b>12</b>
		<b>Attachment 6 – Venues of Future IFFTI Meetings</b>	<b>13</b>
		<b>Attachment 7 – Project 'IFFTI'</b>	<b>14</b>
		<b>Attachment 8 – Detailed Schedule</b>	<b>15</b>
		<b>Attachment 9 – Paper Presentation Schedule</b>	<b>17</b>

-----X-----X-----



**REPORT ON MEMBERSHIP/ NEW MEMBERSHIP****Institutional Membership**

At the last Executive Committee Meeting at Istanbul Moda Academy, Istanbul, IFFTI Secretariat had received an application from School of Fashion Technology, Pune, India. The application was evaluated by the Membership Review Sub-Committee and School of Fashion Technology, India was offered 'Associate' Membership.

**Merger of RMIT Membership**

2. RMIT have decided to merge the two institutions of RMIT, namely, School of Fashion and Textiles and School of Architecture and Design. RMIT would now support only one membership of IFFTI as opposed to two herein before. As a consequence, Otago Polytechnic, New Zealand have replaced School of Architecture and Design, RMIT on the Executive Committee.

**Upgradation of Membership**

4. Istanbul Moda Academy, Turkey has submitted an application requesting upgradation of their membership from 'Associate' to 'Regular' Membership.

5. Ms. Tina Guglielmino will brief the General Council in this regard.

**Review of Associate Membership Subscription**

6. The Executive Committee was of the view that difference in the membership fee between Regular and Associate Members is not justifiable when compared to the privileges and rights enjoyed by the latter and thus there exists a scope for revision of the Membership Fee of Associate Members to USD 1500.00 per annum.

7. The General Council may approve the revision in Membership Fee of Associate Members to USD 1500.00 per annum.

**Report on Membership**

8. The Committee were of the opinion that concerted efforts need to be made to attract leading fashion institutions into the IFFTI fold. Ms. Tina Guglielmino recommended that we should target the top ten institutions to join IFFTI. This would be a further incentive for others to join.

9. Based on the contact details received from North Carolina State University, USA, the Secretariat had forwarded application forms to Senai Cetiqt Colour Institute, Brazil for 'Regular' Membership. Their response is awaited.

10. As agreed, Prof. Li Jun, Donghua University, P.R. China had approached Luxun Academy of Fine Arts, Shenyang, China and Tsinghua University, China for IFFTI Membership. However, both the institutions stated that their department is based on the Fine Arts, not Technology, so joining IFFTI is not their first consideration currently.

11. The up-to-date status of prospective members is given below:—

S. No.	Name of the Institution	Membership Recommended	Follow Up
<b>Institutional Members</b>			
1	KEA Copenhagen School of Design and Technology, Copenhagen	Regular	Approached by Ryerson University, Canada. Application in process
2	Senai Cetiqt Colour Institute, Brazil	Regular	Received contact details from Mr. Philip Cacouris, Institut Français De La Mode, Paris and Prof. Trevor Little, North Carolina State University, USA. Membership application forwarded. Reply awaited.
3	Fundação Armando Álvares Penteado (FAAP), Brazil	Regular	Received contact details from Mr. Philip Cacouris, Institut Français De La Mode, Paris. Membership application forwarded. Reply

			awaited.
4	GIFT University, Pakistan	Regular	Expressions of interest received. Membership application forwarded. Reply awaited.
5	Istituto Modartech, Italy	Regular	Expressions of interest received. Membership application forwarded. Reply awaited.
6	Florida State University, Tallahassee	Regular	Expressions of interest received. Membership application forwarded. Reply awaited.
7	University of Florence, Italy	Regular	Interaction in progress
8	Modeschule Wien im Schloss Hetzendorf	Regular	Received contact details from Dr. Satoshi Onuma, Bunka, Japan. Membership application forwarded. Reply awaited.
9	NABA	Regular	Received contact details from Dr. Satoshi Onuma, Bunka, Japan. Membership application forwarded. Reply awaited.
10	Nagoya Graduate School of Media & Fashion, Japan	Regular	Transfer of Prof. Shunichi Takami, the original contact person. Efforts in hand to communicate with the successor.
11	University of Moratuwa, Sri Lanka	Associate	Membership application forwarded. Reply awaited.
12	Elia Style sh.p.k, Albania	Regular	Membership application forwarded. Reply awaited.
13	AUT University, Auckland, New Zealand	Regular	Membership application forwarded. Reply awaited.
14	Saxion Universities, The Netherlands	Regular	Membership application forwarded. Reply awaited.
15	Cape Peninsula University of Technology, South Africa	Regular/ Associate	Membership application forwarded. Reply awaited.
16	Université du Québec à Montréal (École supérieure de mode de Montréal)	Associate	Membership application forwarded. Reply awaited.
17	University of Leeds, UK	Regular	Membership application forwarded. Reply awaited.
18	Kent State University, Fashion School, USA	Regular	Membership application forwarded. Reply awaited.
19	University of Stellenbosch, South Africa	Regular	Membership application forwarded. Reply awaited.
20	Technical University of Lodz	Regular	Membership application forwarded. Reply awaited.
21	ISEM Fashion Business School	Regular	Membership application forwarded. Reply awaited.

### **Emeritus Membership**

12. Recommendation was received from London College of Fashion to offer Emeritus Membership to Prof. Elizabeth Rouse who had recently retired and was unemployed.

### **Corporate Membership**

13. Pentlands Brands Plc, USA and Singtex Industrial Co. Ltd., Taiwan have conveyed their decision to terminate IFFTI Corporate Membership with effect from 2013.

14. Ms. Tina Guglielmino will brief the General Council in this regard.

-----X-----X-----

## MEMBERSHIP SUBSCRIPTION

(Amount in US \$)							
S. No.	Member	Country	1999-2010	2011	2012	2013	Total
<b>Regular Members</b>							
1	AMFI	The Netherlands	24,000	2,000	2,000	<b>Under Process</b>	28,000
2	Artez	The Netherlands	8,100	2,000	2,000	2,000	14,100
3	Bunka	Japan	24,000	2,000	2,000	2,000	28,000
4	Donghua	P. R. China	24,000	2,000	2,000	2,000	28,000
5	FIT	USA	24,000	2,000	1,500	2,000	29,500
6	Fu Jen	Taiwan	22,000	2,000	2,000	<b>DUE</b>	26,000
7	HKPU	Hong Kong	24,000	2,000	2,000	2,000	28,000
8	IFM	France	24,000	2,000	2,000	2,000	30,000
9	LCF	UK	24,000	2,000	2,000	2,000	30,000
10	MMU	U.K.	16,000	2,000	<b>Under Process</b>	<b>Under Process</b>	18,000
11	NIFT	India	20,000	-	2,000	2,000	24,000
12	NCSU	USA	16,000	2,000	2,000	2,000	22,000
13	Polimoda	Italy	24,000	2,000	2,000	<b>DUE</b>	28,000
14	SOF, RMIT	Australia	24,000	2,000	2,000	2,000	30,000
15	Ryerson	Canada	22,000	2,000	2,000	2,000	26,000
16	SI TAFE	Australia	24,000	2,000	2,000	<b>DUE</b>	28,000
17	Temasek	Singapore	24,000	2,000	2,000	2,000	30,000
18	UTS	Australia	24,000	2,000	<b>Under Process</b>	<b>Under Process</b>	26,000
19	Huddersfield	U.K.	18,000	<b>Under Process</b>	<b>Under Process</b>	<b>Under Process</b>	18,000
20	Swedish School	Sweden	14,000	2,000	2,000	2,000	20,000
21	FIDM	USA	12,000	2,000	2,000	2,000	18,000
22	NTU	U.K.	16,000	2,000	2,000	2,000	22,000
23	Pearl	India	14,000	2,000	2,000	2,000	20,000
24	Otago Polytechnic	New Zealand	8,000	2,000	2,000	<b>DUE</b>	12,000
25	HKDI	Hong Kong	8,100	2,000	2,000	2,000	14,100
26	University of Brighton	Brighton	6,100	2,000	2,000	<b>DUE</b>	10,100
27	Rajamangala University	Thailand	2,100	2,000	2,000	<b>DUE</b>	6,100
28	Queensland University	Australia	2,100	2,000	2,000	2,000	8,100
29	BIFT	P. R. China	-	2,100	2,000	<b>DUE</b>	4,100
30	ZIIFT	P. R. China	-	2,100	2,000	<b>DUE</b>	4,100
31	NID (Re-joins)	India	-	-	2,000	<b>DUE</b>	2,000
32	Kazan	Russia	-	-	2,100	<b>DUE</b>	2,100
33	UEL	UK	-	-	<b>Under Process</b>	<b>DUE</b>	
<b>Associate Members</b>							
34	Fashion and Design Institute	Mauritius	6,000	1,000	1,000	1,000	9,000
35	LDT Nagold	Germany	6,000	1,000	1,000	1,000	9,000
36	IMA	Turkey	3,100	1,000	1,000	<b>DUE</b>	5,100
37	MSIT	Australia	2,100	1,000	1,000	<b>DUE</b>	4,100
38	IMS-DIA	India	1,100	1,000	1,000	<b>DUE</b>	3,100
39	SID	India	-	1,100	1,000	<b>DUE</b>	2,100
40	BGMEA	Bangladesh	-	1,100	1,000	<b>DUE</b>	2,100
41	Arch Academy	India	-	100	1,000	1,000	2,100
42	Modart International	Paris	-	-	1,000	<b>DUE</b>	1,000
43	Whitehouse	Australia	-	-	1,100	<b>DUE</b>	1,100
44	SFT	India	-	-	-	1,100	1,100
<b>Corporate Member</b>							

44	Singtex	Taiwan	-	5,100	<b>Under Process</b>	NA	5,100
45	Pentland Brands plc	London	-	5,100	5,000	NA	10,100
Add: Subscription Received from Domus Academy, Philadelphia, Nanyang, Kasetsart, NID, UAM, UMIST, Keimyung, DMU, IFI Business, House of Pearl, Ms. Janice Mee, Pacific Brands, Duksung, UCCA & SOA			1,22,400				1,22,400
<b>Total Received</b>			<b>633,200</b>	<b>73,700</b>	<b>72,700</b>	<b>39,000</b>	<b>818,600</b>
Add: Subscriptions Receivable				2,000	13,000	37,000	52,000
<b>Gross Income</b>			<b>633,200</b>	<b>75,700</b>	<b>85,700</b>	<b>77,100</b>	<b>871,700</b>
<b>No Outstanding Dues till 2010</b>							

-----X-----X-----

**CHANGE OF AUTHORIZED/ ALTERNATIVE REPRESENTATIVES**

The authorized representatives of the following institutions have changed since the last Annual Conference:--

S. No.	Institution	Authorized/ Alternative Representatives	
		Previous	New
(a)	Bunka Gakuen University, Japan	Mr. Katsuhiro Hamada (Alternative)	Mr. Hajime Endo (Alternative)
(b)	Donghua University, P. R. China	(a) Prof. Li Keling (Authorized) (b) Prof. Li Jun (Alternative)	(a) Prof. Li Jun (Authorized) (b) Ms. Liu Chunhong (Alternative)
(c)	Manchester Metropolitan University, UK	(a) Ms. Angela Peers (Authorized) (b) Ms. Helen Rowe (Alternative)	(a) Dr. Steve Hayes (Authorized) (b) Ms. Jane Ledbury (Alternative)
(d)	National Institute of Fashion Technology, India	(a) Ms. Monika S. Garg (Authorized) (b) Ms. Varsha Gupta (Alternative)	(a) Mr. P. K. Gera (Authorized) (b) Ms. Archana Gandhi (Alternative)
(e)	North Carolina State University, USA	Prof. Trevor Little (Authorized)	To be nominated (Authorized)
(f)	Nottingham Trent University, UK	Prof. Judith Mottram (Alternative)	To be nominated (Alternative)
(g)	Pearl Academy of Fashion, India	(a) Dr. A.K.G. Nair (Authorized) (b) Dr. Tarun Panwar (Alternative)	(a) Mr. Sharad Mehra (Authorized) (b) Dr. A.K.G. Nair (Alternative)
(h)	Polimoda, Italy	To be nominated	Ms. Abigail Rands (Alternative)
(i)	University of Technology, Sydney	(a) Prof. Marie O'Mahony (Authorized) (b) Ms. Alana Clifton-Cunningham (Alternative)	(a) Ms. Alana Clifton-Cunningham (Authorized) (b) Cecilia Heffer (Alternative)
(j)	Fashion & Design Institute, Mauritius	(a) Mr. Francois de Grivel (Authorized) (b) To be nominated	(a) Ms. K. Bheenick (Authorized) (b) Mr. Francois de Grivel (Alternative)
(k)	Metropolitan South Institute of TAFE, Australia	Ms. Liz Reynolds (Authorized)	Ms. Helen Stanley (Authorized)
(l)	Symbiosis Institute of Design, India	Mrs. Vaibhavi Ranavade (Authorized)	Ms. Sanjeevani Ayachit (Authorized)

2. The General Council is requested to take note.

-----X-----X-----

**REPORT OF MEMBERSHIP SUB-COMMITTEE**

At the last Executive Committee Meeting at Istanbul Moda Academy, Istanbul, the Executive Committee had discussed the following initiatives:–

- (a) Criteria for upgradation of IFFTI Membership.
  - (b) Initiatives to make IFFTI Membership attractive to Corporate Members.
  - (c) Enhanced Collaboration with International Organizations.
  - (d) A Policy to improve IFFTI Website.
2. Ms. Tina Guglielmino will brief the General Council on progress achieved on the aforementioned tasks.

-----X-----X-----

**IFFTI INITIATIVES**

This year IFFTI will be supporting 4 Junior Faculty and 2 PG/ Research Students to present papers at the Los Angeles Conference.

2. In response to the call for papers, Fashion Institute of Design & Merchandising (FIDM), USA received 8 papers from Junior Faculty and 10 submissions from PG/ Research Students respectively. A two-stage review process was undertaken to select the papers for awards. In the first stage, FIDM reviewed the papers and selected 6 papers in Junior Faculty category and 5 in PG/ Research category. Thereafter, IFFTI members selected the final awardees. The details are given below:–

**JUNIOR FACULTY CATEGORY**

3. The following four Junior Faculty have been selected for awards in this category: –

<b>S. NO.</b>	<b>AUTHOR</b>	<b>INSTITUTION</b>	<b>TOPIC</b>	<b>SESSION</b>
A	Suzanne van Rooij	Amsterdam Fashion Institute, The Netherlands	Iconic Fashion Education of Tomorrow	Paper Presentation
B	Elmira Khammatova	Kazan National Research Technological University, Russia	Investigation the manifestations of the design of icons in the clothes of the past years and in modern dress	Poster Session
C	Sasikumar Kanniyappan	Pearl Academy of Fashion, India	Sudha'68 A New Brand for Artists and Designers	Poster Session
D	Ben Barry	Ryerson University, Canada	The New Fashion Icons: An Exploratory Study of American and Chinese Women's Consumer Response to Diverse Models in Fashion Advertising	Poster Session

**PG/ RESEARCH STUDENTS CATEGORY**

4. The details of the awardees in this category are given below: –

<b>S. NO.</b>	<b>AUTHOR</b>	<b>INSTITUTION</b>	<b>TOPIC</b>	<b>SESSION</b>
A	Ivonne Serna	Ryerson University, Canada	A Study of Mobile Marketing in the Fashion Industry	Paper Presentation
B	Shagun Sawhney	Pearl Academy of Fashion, India	Celebrities as Icons for positioning Indian Men's Suiting	Poster Session

5. Awards of USD 2000.00 each will be presented to the authors at the Closing Ceremonies on 5<sup>th</sup> April 2013 after they have presented their papers/ participated in poster sessions at the Conference.

6. In addition, IFFTI will pay the Conference registration fee of the aforementioned awardees.

-----X-----X-----

**VENUES OF FUTURE IFFTI MEETINGS**

At the last Executive Committee meeting, Amsterdam Fashion Institute (AMFI), The Netherlands was given the option to decide when they would like to host the Conference, in 2016 or 2017. AMFI have intimated that they would like to host the 2017 Annual Conference.

2. The schedule of future IFFTI Meetings is given below for the information of members:–

<b>S. No.</b>	<b>Meetings</b>	<b>Institution</b>	<b>Date</b>
(a)	15 <sup>th</sup> Annual Conference & 29 <sup>th</sup> Executive Committee Meeting	The Fashion Institute of Design and Merchandising, USA	2 <sup>nd</sup> to 5 <sup>th</sup> April 2013
(b)	30 <sup>th</sup> Executive Committee Meeting	School of Fashion and Textiles, RMIT, Australia	19 <sup>th</sup> & 20 <sup>th</sup> September 2013
(c)	16 <sup>th</sup> Annual Conference & 31 <sup>st</sup> Executive Committee Meeting	Bunka Gakuen University, Japan	January 2014
(d)	32 <sup>nd</sup> Executive Committee Meeting	Beijing Institute of Fashion Technology, P. R. China	September/ October 2014
(e)	17 <sup>th</sup> Annual Conference & 33 <sup>rd</sup> Executive Committee Meeting	Polimoda, Italy	March/ April 2015
(f)	34 <sup>th</sup> Executive Committee Meeting	To be decided	September/ October 2015
(g)	18 <sup>th</sup> Annual Conference & 35 <sup>th</sup> Executive Committee Meeting	To be decided	March/ April 2016
(h)	36 <sup>th</sup> Executive Committee Meeting	To be decided	September/ October 2016
(i)	19 <sup>th</sup> Annual Conference & 37 <sup>th</sup> Executive Committee Meeting	Amsterdam Fashion Institute, The Netherlands	March/ April 2017

3. The Committee may now consider the offer of Beijing Institute of Fashion Technology, P. R. China to host the 2016 Annual Conference.

-----X-----X-----

**PROJECT 'IFFTI'**

Over the past 6 month four IFFTI Member Institutions, namely, RMIT University, Australia; London College of Fashion, UK; Amsterdam Fashion Institute, The Netherlands and The Fashion Institute of Design and Merchandising, USA have participated in a collaboration known as 'Project IFFTI'.

2. Mr. Leslie Holden, Amsterdam Fashion Institute, The Netherlands, would give a short presentation on the project.

-----X-----X-----

**DETAILED SCHEDULE OF 2013 IFFTl ANNUAL CONFERENCE**

S. NO.	TIME	EVENT	REMARKS
<b>(A)</b>	<b><u>TUESDAY, 2<sup>nd</sup> APRIL, 2013 AT FASHION INSTITUTE OF DESIGN &amp; MERCHANDISING, LOS ANGELES, CALIFORNIA, USA CAMPUS</u></b>		
(i)	1000 – 1030	Registration	For Sub – Committee and Executive Committee Members.
(ii)	1030 – 1330	Meetings of the Sub – Committees at parallel sessions	Members of Membership, Education Initiatives, Research and Finance Sub – Committees are requested to attend.
(iii)	1330 – 1430	Lunch	For Sub – Committee and Executive Committee Members.
(iv)	1430 – 1700	Executive Committee Meeting – Opening Session	(a) Discussion on Agenda Points (b) Executive Committee Members are invited to attend.
(v)	1830	Executive Committee Dinner	For Executive Committee Members. By invitation.
<b>(B)</b>	<b><u>WEDNESDAY, 3<sup>rd</sup> APRIL, 2013 AT FASHION INSTITUTE OF DESIGN &amp; MERCHANDISING, LOS ANGELES, CALIFORNIA, USA CAMPUS</u></b>		
(i)	0900 – 0930	Registration (Rotunda)	For delegates of IFFTl Member Institutions
(ii)	0930 – 1100	General Council Meeting (Room No. 300)	(a) Discussion on Agenda Points (b) Two authorized representatives from each IFFTl Member Institution are invited to attend
(iii)	1100 – 1130	Tea (Room No. 306-307)	
(iv)	1130 – 1300	Research Workshop (Room No. 300)	(a) Panelists (i) <b>Dr. Marco Massinkoff – Topic:</b> Research Methods related to Brand Management (ii) <b>Prof. Robyn Healy – Topic:</b> Research Methods for Practice based Design (b) All delegates registered for the Conference are welcome to attend
(v)	1300 – 1430	Lunch (Student Lounge)	
(vi)	1430 – 1630	Education Initiatives Workshops (Room No. 300)	(a) <b>Chair:</b> Prof. Frances Corner (b) <b>Topic:</b> Assessment (c) All delegates registered for the Conference are welcome to attend
(vii)	1630 – 1700	Tea (Room No. 306-307)	
<b>(C)</b>	<b><u>THURSDAY, 4<sup>th</sup> APRIL, 2013 AT OMNI HOTEL, LOS ANGELES, CALIFORNIA, USA</u></b>		
(i)	0800 – 0900	Registration meeting at Omni Hotel	
(ii)	0900 – 0930	Welcome Addresses	All delegates who have registered for the Conference are welcome to attend
(iii)	0930 – 1015	Keynote Speeches – Mr. Tom Julian	All delegates who have registered for the Conference are welcome to attend
(iv)	1030 – 1130	Costume Panel	
(v)	1130 – 1215	Transportation from Omni Hotel to FIDM	
(vi)	1215 – 1315	Lunch (Student Lounge)	
(vii)	1315 – 1445	Paper Presentation at Parallel Sessions	All delegates who have registered for the Conference are welcome to attend
(viii)	1445 – 1515	Tea (Room No. 306-307)	
(ix)	1515 – 1645	Paper Presentation at Parallel Sessions	All delegates who have registered for the Conference are welcome to attend
(x)	1530 – 1630	Executive Committee Meeting – Closing Session	Authorized Representatives of IFFTl Executive Committee Member Institutions are requested to attend
(xi)	1630 – 1830	Interaction with Industry Representatives over Cocktail	Hosted by IFFTl. Executive Committee Members are invited to attend.
(xii)	1700	Hollywood Reception with Kevin Jones	All delegates who have registered for the Conference are welcome to attend

<b>(D)</b>	<b><u>FRIDAY, 5<sup>th</sup> APRIL, 2013 AT FASHION INSTITUTE OF DESIGN &amp; MERCHANDISING AND OMNI HOTEL, LOS ANGELES, CALIFORNIA, USA</u></b>		
(i)	0900 – 0930	Registration meeting at FIDM	
(ii)	0930 – 1110	Paper Presentation at Parallel Sessions	All delegates who have registered for the Conference are welcome to attend
(iii)	1100 – 1130	Tea (Room No. 306-307)	
(iv)	1130 – 1245	Invitation Presentations at Parallel Sessions	All delegates who have registered for the Conference are welcome to attend
(v)	1245 – 1330	Lunch (Student Lounge)	
(vi)	1330 – 1500	Paper Presentation at Parallel Sessions	All delegates who have registered for the Conference are welcome to attend
(vii)	1515 – 1600	Transportation from FIDM to Omni Hotel	
(viii)	1630 – 1700	Keynote Speech – Mark Messura - Cotton Inc	All delegates who have registered for the Conference are welcome to attend
(ix)	1700 – 1730	Awards and Closing Ceremony	All delegates who have registered for the Conference are welcome to attend
(x)	1700	Farewell Cocktail Party	All delegates who have registered for the Conference are welcome to attend
<b>(E)</b>	<b><u>SATURDAY, 6<sup>th</sup> APRIL, 2013 – TOURS</u></b>		
(i)	0930 – 1330	Hollywood highlights bus tour	Fee: \$45 (4 hours) (Conference attendees can select any of them to attend. The tour will begin and end at the Omni hotel)
(ii)	1000 – 1230	Architectural walking tour of historic downtown Los Angeles	Fee: \$15 (2-1/2 hours) (Conference attendees can select any of them to attend. The tour will begin and end at the Omni hotel)
(iii)	1000 – 1330	Behind the scenes tour at the FIDM Museum and Galleries followed by lunch at El Cholo Restaurant	Fee: \$25(3 – 3.5 hours) (Conference attendees can select any of them to attend. The tour will begin and end at FIDM)

-----X-----X-----

**PAPER PRESENTATION SCHEDULE**

<b>Paper Presentation Session 1 (Thursday, 4<sup>th</sup> April 2013)</b>			
<b>Rooms</b>	<b>Room 300 (Session 1 A)</b>	<b>Room 400 (Session 1 B)</b>	<b>Room 500 (Session 1 C)</b>
<b>Themes</b>	<b>Imagery That Defines</b>	<b>Marketing the Female Form</b>	<b>Planning for the Future</b>
<b>Moderators</b>	<b>Dr. Raymond Au</b>	<b>Dr. Giacomo Oliva</b>	<b>Ms. Tina Guglielmino</b>
<b>1315 – 1445</b>	<b>Auspicious Symbols Representing Cultural Icons</b> <i>(Ashima Tiwari &amp; Amrita Roy, National Institute of Fashion Technology, India)</i>	<b>Barbie, the Fashion Icon of Yesterday, Today and Tomorrow</b> <i>(Priti Gadhavi, National Institute of Fashion Technology, India)</i>	<b>Knowledge Management as strategy to reduce start up time loss in Garment Manufacturing using Single Minute Exchange of Dies (SMED)</b> <i>(Raghuram Jayaraman &amp; Amit Kumar Anjane, National Institute of Fashion Technology, India)</i>
	<b>Revealing Design Patterns from Iconic Fashion Logos; an analysis revealing the design patterns of 130 iconic fashion logos</b> <i>(Jean-Casimir Morreau, Amsterdam Fashion Institute, The Netherlands)</i>	<b>The Conical Corset and its Ongoing Consumption</b> <i>(Katarina Vuletić &amp; Rebecca Breuer, Amsterdam Fashion Institute, The Netherlands)</i>	<b>Iconic Merchandise Categories: A new concept for fashion assortment planning?</b> <i>(Rosemary Varley, London College of Fashion, UK)</i>
	<b>Designing Innovative Icons to Represent Personal Information with Smart Clothing Technologies</b> <i>(Danying Yang &amp; George K. Stylios, Heriot Watt University, UK)</i>	<b>Fashion PR Agencies in a Network of Mediation</b> <i>(Kim Bruggeman, Amsterdam Fashion Institute, The Netherlands)</i>	<b>Personal Branding. The Key to Career Success</b> <i>(Sharon Ryan, Fashion Institute of Design and Merchandising, USA)</i>

<b>Paper Presentation Session 2 (Thursday, 4<sup>th</sup> April 2013)</b>			
<b>Rooms</b>	<b>Room 300 (Session 2 A)</b>	<b>Room 400 (Session 2 B)</b>	<b>Room 306-307 (Session 2 Poster)</b>
<b>Themes</b>	<b>Pedagogical Advances in Fashion &amp; Product Design</b>	<b>Icons Innate to Time and Place</b>	<b>Business &amp; Marketing</b>
<b>Moderators</b>	<b>Mr. Robert Ott</b>	<b>Mr. Leslie Holden</b>	
<b>1515 – 1645</b>	<b>Use of Icons in Technical Education</b> <i>(Suranjan Lahiri, Pearl Academy of Fashion, India)</i>	<b>From the Glorious Past to the Inspired Present: Tracing Indian heritage fashion from the Maharani's to the current luxurious Indian ethnic wear</b>  <i>(Garima Kapoor, Pearl Academy of Fashion, India)</i>	<b>The New Fashion Icons: An Exploratory Study of American and Chinese Women's Consumer Response to Diverse Models in Fashion Advertising</b>  <i>(Ben Barry, Ryerson University, Canada)</i>
	<b>Assessment of Factors Affecting Student Creativity in Fashion and Textile Design</b>  <i>(Katherine Carroll &amp; Nancy Powell, North Carolina State University, USA)</i>	<b>Asiatic Trends in 1930s Fashions, and the Icons who Promoted Them</b>  <i>(Daniel James Cole, Fashion Institute of Technology, USA)</i>	<b>Celebrities as Icons for Positioning Indian Men's Suiting</b>  <i>(Shagun Sawhney, Pearl Academy of Fashion, India)</i>
	<b>Iconic Fashion Education of Tomorrow</b>  <i>(Suzanne van Rooij &amp; Sander Schellens, Amsterdam Fashion Institute, The Netherlands)</i>	<b>The Iconic Dutch Woman</b>  <i>(Maaïke Feitsma, Artez Institute of the Arts, The Netherlands)</i>	<b>Advances in performance wear: The influence of sports icons and new technologies in marketing design and production</b>  <i>(Naomi. A. Scarlett, Nottingham Trent University, UK)</i>
			<b>An Exploratory Study of Iconic Fashion Brand Collaborations: The Importance of Fit</b>  <i>(Karinna Nobbs, Maartje van Mensvoort, Patsy Perry, Matteo Montecchi, London College of Fashion, UK)</i>
			<b>Brands and Icons: Beyond Metro Boundaries</b>  <i>(Vandana Narang, National Institute of Fashion Technology, India)</i>

<b>Paper Presentation Session 3 (Friday, 5<sup>th</sup> April 2013)</b>			
<b>Rooms</b>	<b>Room 300 (Session 3 A)</b>	<b>Room 400 (Session 3 B)</b>	<b>Room 306-307 (Session 3 Poster)</b>
<b>Themes</b>	<b>New Media New Marketing</b>	<b>Innovating Iconic Business</b>	<b>Culture &amp; History</b>
<b>Moderators</b>	<b>Ms. Tina Guglielmino</b>	<b>Mr. George Sims</b>	
<b>0930 – 1100</b>	<b>The Fabric in our Connected Lives: Utilizing Social Media to Reach New Commodity Markets</b> <i>(Nancy B. Powell &amp; Fay Gibson, North Carolina State University, USA)</i>	<b>Belief in Burberry: How a Fashion Business Reinvents its Iconic Status</b> <i>(Savithri Bartlett, Dr. Inga Bryden, Dr. David Birks, University of Winchester, UK)</i>	<b>Pop Art- Indian Lifestyle Industry's take on the Iconic Trend</b> <i>(Mankiran Kaur Dhillon, Pearl Academy of Fashion, India)</i>
	<b>The Digital Flagship Store as a Luxury Brand Icon</b> <i>(Karinna Nobbs, Christopher Moore, Tony Kent, London College of Fashion, UK)</i>	<b>Fabindia -The Company with a Mission</b> <i>(Rachna Imam, Pearl Academy of Fashion, India)</i>	<b>Manifestation of Design - Icons Research in Clothes of the Past and in Modern Dress</b> <i>(Elmira Khammatova, Kazan National Research Technological University, Russia)</i>
	<b>A Study of Mobile Marketing in the Fashion Industry</b> <i>(Ivonne Serna &amp; Osmud Rahman, Ryerson University, Canada)</i>	<b>Fashion's new world order: Reinventing the iconic fashion system</b> <i>(Karen Webster, RMIT University, Australia)</i>	<b>The Life of a Shoe: Past, Present, Future</b> <i>(Kate Medved, Whitehouse Institute of Design, Australia)</i>
			<b>Evolution of Indian Silk Saree Brands and its influence on people and culture</b> <i>(Kumaraguru Kasinathan, Pearl Academy of Fashion, India)</i>
			<b>Sudha'68 A New Brand for Artists and Designers</b> <i>(Sasikumar Kanniyappan, Pearl Academy of Fashion, India)</i>
			<b>The Use of Chinese Cultural Icons in Fashion</b> <i>(Tongyu Gu, Donghua University, P. R. China)</i>

<b>Paper Presentation Session 4 (Friday, 5<sup>th</sup> April 2013)</b>			
<b>Rooms</b>	<b>Room 300 (Session 4 A)</b>	<b>Room 400 (Session 4 B)</b>	<b>Room 500 (Session 4 C)</b>
<b>Themes</b>	<b>New Media New Marketing</b>	<b>Innovating Iconic Business</b>	<b>Culture &amp; History</b>
<b>Moderators</b>	<b>Ms. Barbara Bundy</b>	<b>Ms. Sylvie Ebel</b>	<b>Ms. Souraya Bouwmans-Sarraf</b>
<b>1130 – 1215</b>	<b>'Thoughts on the Future for Fashion Education'</b> <i>(Ann Priest, Nottingham Trent University, UK)</i>	<b>Buying and Selling 'Britishness': A discussion on how British brands use 'Britishness' as a marketing communication and positioning strategy to achieve iconic status □</b> <i>(Edwin Phiri, London College of Fashion, UK)</i>	<b>Film Costume and its Effect on Fashion Through the Decades</b> <i>(Nicholas Huxley, Sydney Institute of TAFE NSW, Australia)</i>
		<b>Bollywood Branding: 'Iconic' Marketing and Merchandising of Luxury Fashion &amp; Lifestyles products in 21st Century India</b> <i>(Sharmila Katre &amp; Anuradha Modak Debnath, Pearl Academy of Fashion, India)</i>	

<b>Paper Presentation Session 5 (Friday, 5<sup>th</sup> April 2013)</b>			
<b>Rooms</b>	<b>Room 300 (Session 5 A)</b>	<b>Room 400 (Session 5 B)</b>	<b>Room 500 (Session 5 C)</b>
<b>Themes</b>	<b>Social Responsibility, Business and Design</b>	<b>Transformative Fashion</b>	<b>Business; 3 Models, 3 Icons</b>
<b>Moderators</b>	<b>Mr. Roni Miller</b>	<b>Mr. Philip Cacouris</b>	<b>Mr. Steven Frumkin</b>
<b>1330 – 1500</b>	<b>Corporate Social Responsibility (CSR) Practices in Indian Garment Manufacturing Industry- Case study of Bangalore</b>  <i>(Jonalee D. Bajpai &amp; Anupama Gupta, National Institute of Fashion Technology, India)</i>	<b>Sari – The Iconic Attire of India</b>  <i>(Ruby Kashyap Sood, National Institute of Fashion Technology, India)</i>	<b>Fashioning Tradition for Iconic Businesses</b>  <i>(Vandana Bhandari, National Institute of Fashion Technology, India)</i>
	<b>GOONJ – Patronizing Social Commitment &amp; Reuse</b>  <i>(Harleen Sahni, National Institute of Fashion Technology, India)</i>	<b>The City as Cultural Fashion Icon: London and Shanghai</b>  <i>(Natascha Radclyffe-Thomas &amp; Babette Radclyffe-Thomas, London College of Fashion, UK)</i>	<b>The Realities of Rebuilding the Iconic ‘Made in Britain Label’</b>  <i>(Julie King, De Montfort University, UK)</i>
	<b>The Power of Aam Aadmi (celebrating the common man)</b>  <i>(Ambika Magotra, Pearl Academy of Fashion, India)</i>	<b>The Classic White Formal Shirt – a powerful emblem of social change</b>  <i>(Dean Brough, Queensland University of Technology, Australia)</i>	<b>Is Uniqlo an Iconic Business Model in the Japanese Fast Fashion Market? A Re-evaluation of Uniqlo as a Fast Fashion Retailer</b>  <i>(Katsue Edo, Bunka Gakuen University, Japan)</i>

-----X-----X-----