

ENCLOSURE 2
(8 PAGES)

Meeting	15 th Annual Meeting of the General Council
Date	Wednesday 3 rd April, 2013
Time	0930 hours to 1100 hours
Location	Fashion Institute of Design & Merchandising, Los Angeles campus (Room No. 300)
Attendance	<p>(a) <u>Chair</u></p> <ul style="list-style-type: none"> • Dr. Satoshi Onuma, President, Bunka Fashion College, Executive Director of the Board, Bunka Gakuen Education Foundation, Bunka Gakuen University, Japan. <p>(b) <u>Institutional Members</u></p> <ul style="list-style-type: none"> • Ms. Tina Guglielmino, School of Fashion and Textiles, RMIT, Australia – Deputy Chairperson • Ms. Souraya Bouwmans-Sarraff, Amsterdam Fashion Institute, The Netherlands – Authorized Representative • Ms. Leslie Holden, Amsterdam Fashion Institute, The Netherlands – Alternative Representative • Ms. Archana Surana, Arch Academy of Design, India – Authorized Representative • Prof. Jose Teunissen, Artez Institute of the Arts, Fashion Department, The Netherlands – Authorized Representative • Prof. Dany Jacobs, Artez Institute of the Arts, Fashion Department, The Netherlands – Alternative Representative • Prof. Rong Zheng, Beijing Institute of Fashion Technology, P. R. China – Authorized Representative • Guo Jing, Beijing Institute of Fashion Technology, P. R. China – Alternative Representative • Mr. Muzaffar U. Siddique, BGMEA Institute of Fashion & Technology, Bangladesh – Authorized Representative • Hajime Endo, Bunka Gakuen University, Japan – Alternative Representative • Prof. Li Jun, Donghua University, P.R. China – Authorized Representative • Ms. Barabara Bundy, The Fashion Institute of Design and Merchandising, U.S.A – Authorized Representative • Ms. Anne Bennion, The Fashion Institute of Design and Merchandising, U.S.A – Alternative Representative • Dr. Giacomo M. Oliva, Fashion Institute of Technology, U.S.A – Authorized Representative • Mr. Steven Frumkin, Fashion Institute of Technology, U.S.A – Alternative Representative • Kuo-Dung Lin Don, Fu Jen Catholic University – Authorized Representative • Dr. Zhaohua Ho, Fu Jen Catholic University – Alternative Representative • Ms. Cassandra Ng, Hong Kong Design Institute, Hong Kong – Authorized Representative • Wing Shan Yu, Hong Kong Design Institute, Hong Kong – Alternative Representative • Dr. Raymond Au, The Hong Kong Polytechnic University, Hong Kong – Authorized Representative • Ms. Sylvie Ebel, Institut Francais de la Mode, Paris – Authorized Representative • Mr. Jacomet Dominique, Institut Francais de la Mode, Paris – Alternative Representative • Ms. Ayse Eda Dorman, Istanbul Moda Academy, Turkey – Authorized Representative • Elmira Khammatova, Kazan National Research Technological University, Russia – Authorized Representative • Venera Khammatova, Kazan National Research Technological University, Russia – Alternative Representative • Mr. Manfred Mroz, LDT Nagold, Germany – Authorized Representative • Dr. Frances Corner, London College of Fashion, U.K. – Authorized Representative • Babette Radclyffe-Thomas, London College of Fashion, U.K. – Alternative Representative • Ms. Jane Ledbury, Manchester Metropolitan University, U.K. – Authorized Representative • Mr. Colin Renfrew, Manchester Metropolitan University, U.K. – Alternative Representative • Mr. Hilary Walker Lannelongue, Mod'Art International, Paris – Authorized Representative

	<ul style="list-style-type: none"> • Mr. P. K. Gera, National Institute of Fashion Technology, India – Authorized Representative • Dr. Vandana Bhandari, National Institute of Fashion Technology, India – Alternative Representative • Fay Y. Gibson, North Carolina State University, U.S.A – Authorized Representative • Nancy Powell, North Carolina State University, U.S.A – Alternative Representative • Ms. Ann Priest, Nottingham Trent University, UK – Authorized Representative • Naomi A. Scarlett, Nottingham Trent University, UK – Alternative Representative • Ms Abigail Rands, Polimoda, Italy – Authorized Representative • Dean Brough, Queensland University of Technology, Australia – Authorized Representative • Mr. Robert Ott, Ryerson University, Canada – Authorized Representative • Dr. Ben Barry, Ryerson University, Canada – Alternative Representative • Prof. Robyn Healy, School of Fashion and Textiles, RMIT, Australia – Alternative Representative • Dr. Clemens Thornquist, Swedish School of Textiles, Sweden – Authorized Representative • Mr. Nicholas C. Huxley, Sydney Institute of TAFE NSW, Australia – Authorized Representative • Ms. Leanne Whitehouse, Whitehouse Institute of Design, Australia – Authorized Representative • Fengyuan Zou, Zhejiang International Institute of Fashion Technology, P. R. China – Authorized Representative • Xun Hu, Zhejiang International Institute of Fashion Technology, P. R. China – Alternative Representative <p>(c) <u>Co-opted Members</u></p> <ul style="list-style-type: none"> • Ms. Janice Mee – Retired Member <p>(e) <u>Member Secretary</u></p> <ul style="list-style-type: none"> • Commodore Vijay Chaturvedi (Retd.)
<p>Welcome</p>	<p>Dr. Satoshi Onuma welcomed the members to the 15th Annual Conference of the International Foundation of Fashion Technology Institutes (IFFTI). He stated that the theme for this year’s Conference - “The Marketing of icons” - is particularly fitting for a Conference being held in the United States given the many icons that this country has produced over its long history as a key producer, consumer and educator of fashion. Indeed, it is the many iconic brands that the fashion industry has produced around the world that has shaped this industry’s reputation and so the importance of icons for the fashion industry cannot be underestimated. I look forward to discussing this topic from a wide variety of perspectives but in particular from the perspective of fashion education so member institutions can share and build upon their knowledge to positively impact the future of the fashion industry.</p> <p>He thanked the President of FIDM, Ms. Tonian Hohberg, for hosting this year’s Conference and for the generous hospitality that FIDM has offered to all delegates. He also acknowledged Ms. Barbara Bundy and her Planning Committee for all of their hard work in preparing for this Conference.</p> <p>Throughout his association with IFFTI he had the pleasure of attending many Annual Conferences over the years. He always enjoyed the informative paper presentations and stimulating discussions that these generate among delegates and he was confident that this year’s Conference will produce many similar opportunities, as well as a unique setting in which delegates can network and build relationships that will contribute towards the betterment of fashion education across the globe.</p> <p>Furthermore, he was sure that this year’s theme will contribute towards IFFTI achieving its broader goal of advancing fashion education in the field of design, technology and business. He looked forward to the many new perspective on icons that delegates will bring from all over the world as we share our knowledge over the course of the next few days.</p> <p>In conclusion, he wished all an enjoyable Conference.</p>

Items	Discussions/Outcomes	Action
<p>1. Previous minutes</p>	<p>1.1 The minutes of the 27th Executive Committee meeting and the 14th Annual Meeting of the IFFTI General Council held at Pearl Academy of Fashion, Jaipur, India on 17th and 19th March, 2012 respectively, and the 28th Executive Committee meeting held at Istanbul Moda Academy, Istanbul, Turkey on 15th and 16th November, 2012 were adopted as circulated.</p>	<p>Secretary</p>
<p>2. Membership Sub-Committee</p>	<p><u>Institutional Membership:</u></p> <p>2.1 The Secretary informed the members that he had written to all the prospective members in the list but had not received a suitable response, perhaps, because of not being able to contact the correct person.</p> <p>2.2 Ms. Tina Guglielmino requested the members to help identify suitable members and intimate their contact details to Secretariat.</p> <p><u>Merger of RMIT Membership:</u></p> <p>2.3 Ms. Tina Guglielmino informed that 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 had replaced School of Architecture and Design, RMIT on the Executive Committee.</p> <p><u>Upgradation of Membership:</u></p> <p>2.4 She informed that the procedure for upgradation of IFFTI Membership was as follows:–</p> <p>(a) The aspirant institution should make an application to the Secretary giving details of the upgradation in criteria since the time of its initial joining of IFFTI.</p> <p>(b) The Membership Sub-Committee would compare this application with the comments of the Review Committee at the time of initial review and decide whether the institution now fulfils the criteria for ‘Regular’ Membership.</p> <p>2.5 She stated that the Council that Istanbul Moda Academy, Turkey had submitted a detailed statement of case justifying the upgradation of their membership. The Review Committee was satisfied with the explanation and had offered Istanbul Moda Academy, Turkey ‘Regular’ Membership.</p> <p><u>Review of Associate Membership Subscription:</u></p> <p>2.6 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.</p> <p><u>Decisions:</u></p> <p>2.7 The General Council approved the following:–</p> <p>(a) Nomination of Otago Polytechnic, New Zealand to the Executive Committee.</p> <p>(b) Grant of Regular Membership Istanbul Moda Academy, Turkey.</p> <p>(c) Revision of Membership Fee of Associate Members to USD 1500.00 per annum.</p>	<p>Secretary</p>

<p>3. Education Initiatives Sub-Committee</p>	<p><u>Faculty Exchange Initiative:</u></p> <p>3.1 Prof. Frances Corner informed the General Council that an honorarium scheme was established to fund short visits between IFFTI member institutions. The Sub-Committee supported five exchanges this year and once the reports had been received, funding would be allocated. It was decided to increase the awards in this initiative from 5 to 8. As part of this, IFFTI member institutions could also be encouraged to invite experts to come and present on issues such as assessment or particular areas of the curriculum, as well as individuals undertaking short visits to other institutions. Members were also reminded that these exchanges could take place within regions to ensure there were no issues around language, as well as across continents.</p> <p><u>Conference Workshop:</u></p> <p>3.2 A two hour workshop was to take place during the Conference, which was focusing this year on 'Assessment'. It was noted that Rob Phillips, London College of Fashion, UK; Leslie Holden, Amsterdam Fashion Institute, The Netherlands; Tina Guglielmino, School of Fashion and Textiles, RMIT, Australia and Jane Bartholomew, Nottingham Trent University, UK would all give presentations looking at some of the issues around assessment.</p> <p><u>Regional Meeting:</u></p> <p>3.3 Ms. Sylvie Ebel, Institut Francais de la Mode, Paris and Ms. Souraya Bouwmans-Sarraf, Amsterdam Fashion Institute, the Netherlands informed that IFM and AMFI had held Regional Meetings at their respective institutions. Six Regional Schools had met in Paris and had a very fruitful meeting. It was agreed that this was an important initiative and that other regions should be encouraged to develop them. Regional meetings provide the opportunity to include representatives from IFFTI institutions who would not normally attend the Conference and could be held to coincide with relevant regional events such as fashion weeks. It was noted that Skype or video conferencing could be used if representatives were unable to attend in person.</p> <p><u>Student Competitions:</u></p> <p>3.4 Barbara Bundy fed back that despite the initiatives this year, where institutions were strongly encouraged to submit entries; she nevertheless struggled to get sufficient applications. There was a great deal of discussion around this and various logistical issues were identified, for example the timing of Conferences in relation to the differing timetables of member institutions, plus the complexity of sending artefacts overseas.</p> <p><u>Decisions:</u></p> <p>3.5 The General Council appreciated the tasks undertaken by the Education Initiatives Sub-Committee and approved the proposals of increasing the faculty to 8 and not to make Student Competitions mandatory at Annual Conferences. The awards earmarked for Student Competition may be distributed among other competitions.</p>	<p>Prof. Frances Corner</p>
<p>4. Research Sub-Committee</p>	<p><u>Chair of the Research Sub-Committee:</u></p> <p>4.1 The Secretary informed that Prof. Trevor Little had conveyed his inability to continue as the member of the Executive Committee and the Chair of Research Sub-Committee. It had therefore become necessary to nominate a new Chair of the Research Sub-Committee. Keeping in view the fact that Prof. Raymond Au, Deputy Chair, Research Sub-Committee had not attended the last meeting and Prof. Robyn Healy had assisted Prof. Trevor Little in conducting the Workshop at the last Annual Conference, Prof. Robyn Healy had been requested to undertake the task of managing the Research Workshop at 2013 Annual Conference to which she has readily agreed.</p>	

	<p><u>Journals or Publications:</u></p> <p>4.2 Prof. Robyn Healy informed that in Istanbul, it was agreed that the author of a paper accepted and presented at an IFFTI Conference would retain copyright and the ability to submit the paper to relevant journals or publications. However IFFTI and the organizing body and Conference need to be recognized in the subsequent publication. For instance if a paper is published the article should contain the following: <i>“This paper was originally presented at the 15th annual IFFTI conference The Business & Marketing of Icons, FIDM, Los Angeles April 2-6 2013.”</i> This official byline will be sent out to all participants.</p> <p>4.3 In assisting the publication of IFFTI paper, the Research Sub-Committee will undertake a more active role in the review of papers, and working closely with the host institution to assist in the review process and identifying publishing opportunities. With this in mind we will develop a review template – for feedback – to include clarity of argument, written expression, relevance to the theme, etc.</p> <p>4.4 At this Conference the Research Sub-Committee will attend all presentations and report back opportunities for publishing potentially a journal proposal for an entire issue devoted to Fashion Business and Marketing.</p> <p><u>Networking Opportunities for Conference Presenters:</u></p> <p>4.5 She further informed that the networking opportunities for Conference presenters will be increased to share contact details and share the nature of research in an informal way and start to build research networks. This will be achieved by inviting everybody together at lunch or drinks-early in the Conference program at Bunka Gakuen University, Japan.</p> <p>4.6 Effort will also be made to increase the research presence on the website and start including key Research projects and specialised collections and resources housed at specific institutions.</p> <p><u>Research workshop:</u></p> <p>4.7 Experiences of the PhD, new shifts in doctoral programs will be shared by 4 presenters-4 doctoral approaches:–</p> <ul style="list-style-type: none"> (a) Dr. Clemens Thornquist, Swedish School of Textiles, Sweden (b) Dr. Marco Mossinkoff, Amsterdam Fashion Institute, The Netherlands (c) Prof. Robyn Healy, School of Fashion and Textiles, RMIT, Australia (d) Dr Tony Kent, London College of Fashion, UK <p>4.8 The General Council welcomed and thanked Prof. Robyn Healy on the progress made by the Research Sub-Committee.</p>	<p>Prof. Robyn Healy</p>
<p>5. Finance Sub- Committee</p>	<p>5.1 Ms. Sylvie Ebel made a detailed presentation on the Statement of Financial Affairs. She concluded that although there had been a decrease in the revenue because of withdrawal of Corporate Members, the foundation had increased its expenditure towards IFFTI Initiatives which was a good sign.</p> <p><u>Decision:</u></p> <p>5.2 The General Council thanked Ms. Sylvie Ebel for her contribution and adopted the balance sheet as at 31st December 2012 and the budget for 2013.</p>	<p>Secretary</p>

6. IFFTl Initiatives	6.1 The Secretary explained the evaluation process followed to select the 4 Junior Faculty and 2 PG/ Research Students for the IFFTl Initiative awards.			
	6.2 He informed the Council that the award winners at this year's Conference were:-			
	S. No.	Name of Author	Institution Name	Topic
	Junior Faculty			
	A	Suzanne van Rooij	Amsterdam Fashion Institute, The Netherlands	Iconic Fashion Education of Tomorrow
	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
	C	Sasikumar Kanniyappan	Pearl Academy of Fashion, India	Sudha'68 A New Brand for Artists and Designers
	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
	PG/Research Students			
	A	Ivonne Serna	Ryerson University, Canada	A Study of Mobile Marketing in the Fashion Industry
	B	Shagun Sawhney	Pearl Academy of Fashion, India	Celebrities as Icons for positioning Indian Men's Suiting
	6.3 Cheques of USD 2000.00 will be presented to the awardees at the Closing Ceremony on 5 th April 2013 after they have presented their respective papers at the Conference.			
6.4 IFFTl will also pay the Conference Registration Fee of the abovementioned awardees.				
6.5 The Secretary briefed the General Council regarding the conduct of IFFTl Initiatives for this Conference. He brought out that there had been a reduction in the number applications in the Junior Faculty category and this year only 8 abstracts from 5 institutions had been received. Prof. Robyn Healy opined that we may consider awarding merit worthy Senior faculty to attract known names and improve the quality of papers.				
<u>Decision:</u>				
6.6 The General Council approved to reduce the Junior faculty award to 3.				
6.7 Introduce new 2 awards for Senior Faculty. Prof. Robyn Healy will frame the criteria for this award.				
6.8 Two awards for PG/ Research Students are to continue as hither to.				
<u>Student Competition:</u>				
6.9 The Secretary informed that FIDM had also conducted a competition for students of IFFTl Member Institutions. The evaluation of the competition will be undertaken by IFFTl Executive Committee.				

**Prof.
Robyn
Healy**

<p>7. Venues</p>	<p>7.1 The Secretary informed that Swedish School of Textiles, Sweden had offered to host the 34th Executive Committee meeting in September/ October 2015.</p> <p>7.2 He informed that Fashion Institute of Technology, USA may consider hosting the 36th Executive Committee Meeting in September/ October 2016. They would convey their final consent after discussing this matter with the management of Fashion Institute of Technology and respond appropriately soon.</p> <p>7.3 This was followed by short presentations by Bunka Gakuen University, Japan and Polimoda, Italy on the on preparations for the 2014 and 2015 Annual Conferences respectively.</p>	<p>Dr. Clemens Thornquist</p> <p>Dr. Giacomo Oliva</p> <p>Secretary</p>
<p>8. Presentation</p>	<p>8.1 Mr. Leslie Holden, Amsterdam Fashion Institute, the Netherlands gave a short presentation on 'Project IFFTI'.</p> <p>8.2 This was following by a presentation by Mr. Matthijs Crietee, Deputy Secretary General, IAF.</p> <p>8.3 He thanked IFFTI for inviting him on behalf of IAF to the IFFTI Conference in Los Angeles. He found the Conference extremely well organized and very interesting. It was a pleasure to meet most of the members and to discuss the many opportunities there are to make international and relevant links between fashion industry and fashion schooling. He was glad that the IFFTI Council in broad lines accepted the plans for a future more structural relation between IAF and IFFTI and he was sure that the IAF Board will be equally enthusiastic when they are looking to make their decision on the IAF Board of directors meeting on the 7th of May. In the coming months, Ms. Souraya Bouwmans-Sarraf and he will discuss at the IAF Education Committee further. Some of the ideas he presented during the General Council will be worked upon.</p> <p>8.4 His presentation can be viewed at http://prezi.com/juw0nsmj84-f/iffiti-and-iaf/?kw=view-juw0nsmj84-f&rc=ref-5659986. The details of the forthcoming IAF Convention in Shanghai on 24th and 25th September 2013 are available at http://iafnet.eu/events/conventions/2013-shanghai/.</p>	<p>Ms. Souraya Bouwmans-Sarraf</p>
<p>9. Concluding Remarks</p>	<p>Dr. Satoshi Onuma, Chairperson, IFFTI thanked Ms. Tonian Hohberg, President, FIDM and Ms. Barbara Bundy together with her team for arranging an extremely well organized, informative and interactive IFFTI Conference. The Conference provided an ideal platform for professional interaction between academia and industry – the very raison d'etre of IFFTI. He was sure that the members were taking back with them the professional inputs and very fond memories of the hospitality bestowed upon them by the entire FIDM faculty and staff.</p>	
<p>10. Next Meeting</p>	<p>On 28th January, 2014 at the Bunka Gakuen University, Japan.</p>	
<p>11.</p>	<p>There being no further points. The meeting ended with a vote of thanks to the Chair.</p>	

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