

**I F F T I**  
**INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES**  
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IFFTI/0203/2013

25<sup>th</sup> April, 2013

Dear IFFTI Member,

**PROCEEDINGS OF THE 15<sup>TH</sup> IFFTI ANNUAL CONFERENCE HELD AT  
FASHION INSTITUTE OF DESIGN AND MERCHANDISING, LOS ANGELES, USA  
FROM 2<sup>ND</sup> TO 5<sup>TH</sup> APRIL, 2013**

The 15<sup>th</sup> IFFTI Annual Conference was held at Fashion Institute of Design & Merchandising, Los Angeles, USA from 2<sup>nd</sup> to 5<sup>th</sup> April, 2013. The proceedings of the Conference are given in the succeeding paragraphs.

**2. IFFTI Meetings**

2.1. **29<sup>th</sup> Meeting of the IFFTI Executive Committee**. This Meeting was held at two sessions:-

2.1.1. **Opening Session** was held at 1430 hours on 2<sup>nd</sup> April, 2013. At this meeting, the Executive Committee members deliberated on Agenda points. The minutes of the meeting are placed at ***Enclosure 1 (Page 6)***.

2.1.2. **Closing Session** was held at 1530 hours on 4<sup>th</sup> April, 2013. This meeting was convened to review the outcome of the General Council meeting held on 3<sup>rd</sup> April, 2013. The minutes of the meeting are placed at ***Enclosure 3 (Page 22)***.

2.2. **The 15<sup>th</sup> Annual Meeting of the IFFTI General Council**. The General Council Meeting was held at three sessions on 3<sup>rd</sup> April, 2013:-

2.2.1. **Session I (0930-1100 hours)**. At this meeting, the Members of the IFFTI General Council deliberated on the Agenda Points concerning IFFTI matters. The Minutes of the Meeting are placed at ***Enclosure 2 (Page 14)***.

2.2.2. **Session II (1130-1330 hours)**. At this session thought provoking and engaging panel discussions were held on the topic of '**Assessment**'. The panel was moderated by Prof. Frances Corner and comprised following members:-

- (a) Rob Phillips, London College of Fashion, UK
- (b) Mr. Leslie Holden, Amsterdam Fashion Institute, The Netherlands
- (c) Ms. Tina Guglielmino, School of Fashion and Textiles, RMIT, Australia
- (d) Jane Bartholomew, Nottingham Trent University, UK

2.2.3. **Session III (1430-1600 hours)**. A Research Workshop on "**Experiences of the PhD, new shifts in doctoral programs**" was held at this session. This discussion was moderated by Prof. Robyn Healy and led by a panel comprising following members:-

- (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 & Textiles, RMIT University, Australia
- (d) Dr. Tony Kent, London College of Fashion, UK

### 3. **IFFTI Initiatives**

- 3.1. To encourage participation by Junior Faculty and PG/ Research students in IFFTI Annual Conferences, an award of USD 2000.00 each was given to 4 Junior Faculty and 2 PG/ Research Students who presented papers at the Conference. The details of the initiatives are given at ***Enclosure 1 (Page 11)***.
- 3.2. A competition for students of IFFTI member institutions was conducted at the Conference. Participants in the IFFTI Student Scholarship Challenge were to utilize teams or 2-3 students to develop a fashion product and a marketing plan including a YouTube presentation. Participants were required to research a particular market, design a line of garments of 10 – 15 pieces including: fashion and technical sketches, production specifications along with fabricated swatches, a marketing plan, graphics, and an add campaign. Video presentations of five minutes were to be posted on YouTube for evaluation. Video presentations were evaluated on identification of market research, appropriate product for a chosen market, creativity, innovative strategy, as well as the overall look and style of the presentation. The team comprising Trista Capitino, Kate O'reilly and Christina Macmullin from Ryerson University, Canada were declared winners. They will be presented an award of USD 2000.00. The details are given at ***Enclosure 1 (Page 12)***.

### 4. **IFFTI Annual Conference**

- 4.1. **Paper Presentations.** The chosen theme of the 2013 IFFTI Conference was '***the Business & Marketing of Icons***'. Icons pervade the world of fashion and business. As symbols that evoke timeless silhouettes, significant concepts, or creative individuals, icons resonate with all of us. They inspire us, stimulate us, and inform our thought processes. Understanding and channeling the power of icons is central to the business of fashion—its creation, its marketing, its pedagogies. The purpose of this conference is to explore the following themes:

#### **Sub Themes**

##### **(a) Business Icons**

- An evaluation of iconic business models
- Developing new strategies

##### **(b) Marketing Icons**

- The use and power of icons in marketing

##### **(c) Building a Brand/Designing New Icons**

- How business builds the image of an icon or becomes an icon itself.

##### **(d) Preserving History/Cultural Icons**

- Cultural impact past, present and future

##### **(e) Education**

- Use of icons in the pedagogy of Business, Marketing, and Pop Culture

##### **(f) Icons & New Technologies**

- New technologies ranging from performance enhanced textiles for athletes to business strategies and new electronics.

Details of the papers presented are given at **Enclosure 4 (Page 25)**.

4.2. **Keynote Addresses.** There were equally engaging range of keynote speakers from the industry and academia who provided a fresh outlook about the changing scenario in the fields of fashion and the challenges faced by academia to keep abreast of the dynamic environment. The following special invitees delivered keynote addresses at the Conference: -

4.2.1. **Mr. Tom Julian.** Mr. Julian is a trend analyst and retail branding expert with more than 20 years of experience in the fashion world. He is internationally recognized for his succinct and intelligent commentary for television, national newspapers, online sites, wire services, magazines and various industry trade publications. In February of this year, Tom joined The Doneger Group as the Director of Strategic Development where he is responsible for developing and implementing potential growth opportunities for the company. The Doneger Group, founded in 1946, has evolved into an invaluable and trusted advisor to the retail industry and provides expert insight and actionable advice on the retail and wholesale landscape for clients in women's wear, men's and childrens categories of apparel and accessories. In 2008, Tom leveraged his 15+ years of ad agency expertise and his fashion industry background to launch his own branding company Tom Julian Group, providing clients with targeted branding strategies for optimal business performance and new product direction. He is also the author of two men's style books for Nordstrom (2009 and 2010).

4.2.2. **Mr. Mark A. Messura.** Mark Messura serves as Senior Vice President, Global Supply Chain Marketing for Cotton Incorporated, where he is responsible for the company's global product marketing programs. Mr. Messura currently serves as Chairman of the International Forum for Cotton Promotion. He is a member of the Industry Advisory Board to the Textile Development and Marketing Department at the Fashion Institute of Technology and Chairman of the Industry Advisory Board, Fashion and Textile Management Program at North Carolina State University. Mr. Messura serves as an adjunct associate professor in the College of Textiles at North Carolina State University. He serves on the Washington State University Extension National Board of Advisors. Prior to joining Cotton Incorporated in 1994, Messura served as the Director of Policy and Programs for the North Carolina Rural Economic Development Center, and as Associate Director of the North Carolina Board of Science and Technology. He earned a B.A. from the University of Michigan in Economics and an M.A. in Policy Analysis from Duke University. Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton and cotton textile products, is the research and marketing company representing upland cotton. The program is designed and operated to improve the demand for and profitability of cotton.

4.2.3. **Ms. Soyon An.** Two time Emmy® Award winning costume Designer, Soyon An is the head stylist for Fox's hit TV show "American Idol" and the Costume Designer for their top rated "So You Think You Can Dance". Additionally, she's designed tours for seasons 2, 3, 4 and 5 for "So You Think You Can Dance" and the tours for "American Idol" which gave her the chance to design for Jordin Sparks, Kris Allen, Adam Lambert, Pia Toscana and many other unforgettable American Idol alumni. Soyon has styled for various projects and tours with celebrity clientele including Mariah Carey, Carrie Underwood, Jennifer Lopez, Kate Bosworth, Mia Maestro, Rihanna and Avril Lavigne. She also styles for The Clique Girlz of Interscope Records, and other independent musicians. She currently is working with Shania Twain on her new Vegas show and styling for "X Factor" star Cher Lloyd. Most recently Soyon styled Taylor Swift for her acclaimed performance at the American Music Awards (AMA's) and is working on PINK's new Tour, "The Truth about Love Tour Goes World Wide designing all the costumes for Pink and the dancers. Soyon recently served as costume designer on the Benson Lee movie "Battle of the Year" starring Josh Holloway and Chris Brown to be released in 2013. Soyon was also the head costume designer for the musical Dangerous Beauty. Soyon began her career studying at the Fashion Institute of Design

and Merchandising (FIDM) and Otis College of Art and Design. She was involved with the fashion forward Jimon Magazine and was also the creator and former designer of Forever 21's upscale Twelve By Twelve line. Soyon is currently working with Beachmint and Staticguard for brand and styling projects. Soyon's work has been covered in major publications such as Glamour, People, OK! Magazine, Seventeen, LA Times, AOL's Stylelist, WWD, InStyle, Hollywood Life, USMagazine.com and she has her own column in The Huffington Post.

- 4.2.4. **Ms. Colleen Atwood.** Ms. Colleen Atwood began her career in New York city in 1980 with a job as Production Assistant to Patrizia von Brandenstein on Ragtime. A few years later Colleen had her first feature as Costume Designer for Michael Apted and her career has soared to enviable heights. Ms. Atwood has designed films for some of the great directors of our time including but not limited to: Jonathan Demme, Tim Burton, Gillian Armstrong and Rob Marshall. She has been nominated for ten academy awards. She won an Emmy for the special Tony Bennett an American Classic. Recently she has worked with Alexei Ratmansky and the Royal Ballet and the San Francisco Ballet. Breakfast at Tiffany's will be her first Broadway production in 2013.
- 4.2.5. **Ms. Lou Eyrich.** Lou Eyrich began her costume career touring with bands including The Manhattan Transfer, Prince and Better Midler. She was then lured into film and television, where she has spent over two decades working from costumer, to Ass't Designer and then Costume Designer. Television credits include 2 seasons of The WB's Popular, 5 seasons of the FX hit, Nip/Tuck, 3 Seasons of Glee, Season 1 pilot of American Horror Story, and Season 2 of American Horror Story - Asylum, as well as numerous pilots. Film credits include Joe Somebody and Running With Scissors. Lou received two Costume Designer Guild nominations for her work on Nip/Tuck, and has received the CDG award for Outstanding Contemporary TV Series for GLEE, 3 years in a row, along with this years' win for American Horror Story. Lou was also honored with the Career Achievement Award in 2012. She was nominated twice for an Emmy for an outstanding television series and was the recipient of the 2010 Hollywood Style Awards for outstanding Design in Television.
- 4.2.6. **Mr. Nick Verreos.** Nick Verreos is a fashion designer, instructor, spokesperson and alum of FIDM. After graduating with honors from the Advanced Fashion Design program at FIDM/Fashion Institute of Design & Merchandising, he co-founded a fashion house called NIKOLAKI. His collections of couture, red carpet gowns and cocktail dresses have been worn by Katy Perry, Beyoncé, Heidi Klum, Eva Longoria, Carrie Underwood and more. Nick received national and international attention after appearing on Project Runway and has enjoyed great success as a red carpet fashion expert and correspondent for E! Entertainment, Style Network, NBC and CNN International. For the past five years, he has been a regular panelist on TV Guide Network's Fashion Wrap for the Golden Globes, Grammys, SAG Awards, Primetime Emmys and the Academy Awards. In April 2013, Nick will launch his "NV Nick Verreos" line of dresses in department stores across the country, including Dillard's and Lord & Taylor. Besides English, Verreos is fluent in Spanish and Greek, along with some French. Nick has had a love of fashion since growing up in Venezuela as a child of a Greek-American Diplomat father and a glamorous Panamanian mother. Among his ancestry, is a great grandfather who was the President of Panama, 3 times. His great aunt, Dame Margo Fonteyn, was the ballerina who danced the world's stages with Rudy Nureyev.
- 4.3. **Tours.** Fashion Institute of Design & Merchandising had organized several interesting and informative tours for the Conference delegates at nominal cost.

4.4. **Receptions.**

- 4.4.1. **Dinner for Executive Committee Members.** A dinner for IFFTI Executive Committee Members was hosted by Fashion Institute of Design & Merchandising on 2<sup>nd</sup> April, 2013 at Los Angeles Restaurant.
- 4.4.2. **Hollywood Reception.** A private reception with Mr. Kevin Jones and tour of the Art of Motion Picture Costume Design Exhibition was arranged for IFFTI Members on 4<sup>th</sup> April 2013. The 21<sup>st</sup> Annual 'Art of Motion Picture Costume Design' Exhibit is the only major exhibition that pays homage to the creativity of the costume designer for film with a museum show of outstanding costumes including Oscar nominated designs. Since its inception in 1992, 21 years ago, the FIDM Museum was worked with the Costume Designers Guild, to salute the skill, dedication, and talent of those artists. The 2013 exhibition featured twenty films that debuted in 2012 including Lincoln, Les Miserables, Anna Karenina, Snow White & the Huntsman and a variety of other films.
- 4.4.3. **Closing Ceremony alongwith a Farewell Cocktail Party for the IFFTI Delegates.** A grand closing ceremony was hosted by Fashion Institute of Design & Merchandising on 5<sup>th</sup> April, 2013 at Omni Hotel, Los Angeles.
5. In conclusions, Dr. Satoshi Onuma, Chairperson, IFFTI thanked Fashion Institute of Design & Merchandising, Los Angeles, USA 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 de 'etre of IFFTI.
6. The schedule of the Conference is placed at ***Enclosure 5 (Page 29).***
7. The list of delegates who participated in the Conference is placed at ***Enclosure 6 (Page 31).***

With warm regards,

Commodore Vijay Chaturvedi (Retd.)  
Secretary

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**DETAILS OF PAPERS PRESENTED AT THE**  
**2013 IFFTI ANNUAL CONFERENCE ON 4<sup>TH</sup> APRIL, 2013**

The Annual Conference comprised paper presentations by 45 faculty from International Fashion Education Institutions and representatives of Fashion Industry on “*The Business & Marketing of Icons*”. The details are given in the succeeding paragraphs.

2. **Paper Presentations: Session I (At Parallel Sessions)**

(a) **Imagery that Defines**

Chair – Dr. Raymond Au, The Hong Kong Polytechnic University, Hong Kong

- (i) **Auspicious Symbols Representing Cultural Icons** – Ashima Tiwari & Amrita Roy, National Institute of Fashion Technology, India
- (ii) **Revealing Design Patterns from Iconic Fashion Logos; an analysis revealing the design patterns of 130 iconic fashion logos** – Jean-Casimir Morreau, Amsterdam Fashion Institute, The Netherlands
- (iii) **Designing Innovative Icons to Represent Personal Information with Smart Clothing Technologies** – Danying Yang & George K. Stylios, Heriot Watt University, UK

(b) **Marketing the Female Form**

Chair – Dr. Giacomo Oliva, Fashion Institute of Technology, USA

- (i) **Barbie, the Fashion Icon of Yesterday, Today and Tomorrow** – Priti Gadhavi, National Institute of Fashion Technology, India
- (ii) **The Conical Corset and its Ongoing Consumption** – Katarina Vuletić & Rebecca Breuer, Amsterdam Fashion Institute, The Netherlands
- (iii) **Fashion PR Agencies in a Network of Mediation** – Kim Bruggeman, Amsterdam Fashion Institute, The Netherlands

(c) **Planning for the Future**

Chair – Ms. Tina Guglielmino, School of Fashion and Textiles, RMIT, Australia

- (i) **Knowledge Management as strategy to reduce start up time loss in Garment Manufacturing using Single Minute Exchange of Dies (SMED)** – Raghuram Jayaraman & Amit Kumar Anjaneer, National Institute of Fashion Technology, India
- (ii) **Iconic Merchandise Categories: A new concept for fashion assortment planning?** – Rosemary Varley, London College of Fashion, UK
- (iii) **Personal Branding. The Key to Career Success** – Sharon Ryan, Fashion Institute of Design and Merchandising, USA

3. **Paper Presentations: Session II (At Parallel Sessions)**

(a) **Pedagogical Advances in Fashion & Product Design**

Chair – Mr. Robert Ott, Ryerson University, Canada

- (i) **Use of Icons in Technical Education** – Suranjan Lahiri, Pearl Academy of Fashion, India
- (ii) **Assessment of Factors Affecting Student Creativity in Fashion and Textile Design** – Katherine Carroll & Nancy Powell, North Carolina State University, USA

- (iii) **Iconic Fashion Education of Tomorrow** – Suzanne van Rooij & Sander Schellens, Amsterdam Fashion Institute, The Netherlands

(b) **Period & Place: A Cultivation of Icons**

Chair – **Mr. Leslie Holden, Amsterdam Fashion Institute, The Netherlands**

- (i) **From the Glorious Past to the Inspired Present: Tracing Indian heritage fashion from the Maharani's to the current luxurious Indian ethnic wear** – Garima Kapoor, Pearl Academy of Fashion, India
- (ii) **Asiatic Trends in 1930s Fashions, and the Icons who promoted them** – Daniel James Cole, Fashion Institute of Technology, USA
- (iii) **The Iconic Dutch Woman** – Maaïke Feitsma, Artez Institute of the Arts, The Netherlands

(c) **Business & Marketing**

Chair –

- (i) **The New Fashion Icons: An Exploratory Study of American and Chinese Women's Consumer Response to Diverse Models in Fashion Advertising** – Ben Barry, Ryerson University, Canada
- (ii) **Celebrities as Icons for Positioning Indian Men's Suiting** – Shagun Sawhney, Pearl Academy of Fashion, India
- (iii) **Advances in performance wear: The influence of sports icons and new technologies in marketing design and production** – Naomi. A. Scarlett, Nottingham Trent University, UK
- (iv) **An Exploratory Study of Iconic Fashion Brand Collaborations: The Importance of Fit** – Karinna Nobbs, Maartje van Mensvoort, Patsy Perry, Matteo Montecchi, London College of Fashion, UK
- (v) **Brands and Icons: Beyond Metro Boundaries** – Vandana Narang, National Institute of Fashion Technology, India

4. **Paper Presentations: Session III (At Parallel Sessions)**

(a) **New Media New Marketing**

Chair – **Ms. Tina Guglielmino, School of Fashion and Textiles, RMIT, Australia**

- (i) **The Fabric in our Connected Lives: Utilizing Social Media to Reach New Commodity Markets** – Nancy B. Powell & Fay Gibson, North Carolina State University, USA
- (ii) **The Digital Flagship Store as a Luxury Brand Icon** – Karinna Nobbs, Christopher Moore, Tony Kent, London College of Fashion, UK
- (iii) **A Study of Mobile Marketing in the Fashion Industry** – Ivonne Serna & Osmud Rahman, Ryerson University, Canada

(b) **Innovating Iconic Business**

Chair – **Mr. George Sims**

- (i) **Belief in Burberry: How a Fashion Business Reinvents its Iconic Status** – Savithri Bartlett, Dr. Inga Bryden, Dr. David Birks, University of Winchester, UK
- (ii) **Fabindia -The Company with a Mission** – Rachna Imam, Pearl Academy of Fashion, India
- (iii) **Fashion's new world order: Reinventing the iconic fashion system** – Karen Webster, RMIT University, Australia

(c) **Culture & History**

Chair –

- (i) **Pop Art- Indian Lifestyle Industry's take on the Iconic Trend** – Mankiran Kaur Dhillon, Pearl Academy of Fashion, India
- (ii) **Manifestation of Design - Icons Research in Clothes of the Past and in Modern Dress** – Elmira Khammatova, Kazan National Research Technological University, Russia
- (iii) **The Life of a Shoe: Past, Present, Future** – Kate Medved, Whitehouse Institute of Design, Australia
- (iv) **The Use of Chinese Cultural Icons in Fashion** – Tongyu Gu, Donghua University, P. R. China
- (v) **Evolution of Indian Silk Saree Brands and its influence on people and culture** – Kumaraguru Kasinathan, Pearl Academy of Fashion, India
- (vi) **Sudha'68 A New Brand for Artists and Designers** – Sasikumar Kanniyappan, Pearl Academy of Fashion, India

5. **Spotlight Selections: Session IV**

- (a) **Thoughts on the Future for Fashion Education** – Ann Priest, Nottingham Trent University, UK

Chair – **Ms. Barbara Bundy, Fashion Institute of Design and Merchandising, US**

- (b) **Iconic Marketing**

Chair – **Ms. Sylvie Ebel, Institut Francais de la Mode, Paris**

- (i) **Buying and Selling 'Britishness': A discussion on how British brands use 'Britishness' as a marketing communication and positioning strategy to achieve iconic status** – Edwin Phiri, London College of Fashion, UK
  - (ii) **Bollywood Branding: 'Iconic' Marketing and Merchandising of Luxury Fashion & Lifestyles products in 21st Century India** – Sharmila Katre & Anuradha Modak Debnath, Pearl Academy of Fashion, India
- (c) **Film Costume and its Effect on Fashion through the Decades** – Nicholas Huxley, Sydney Institute of TAFE NSW, Australia

Chair – **Ms. Souraya Bouwmans-Sarraf, Amsterdam Fashion Institute, The Netherlands**

6. **Paper Presentations: Session V (At Parallel Sessions)**

- (a) **Social Responsibility, Business and Design**

Chair – **Mr. Roni Miller**

- (i) **Corporate Social Responsibility (CSR) Practices in Indian Garment Manufacturing Industry- Case study of Bangalore** – Jonalee D. Bajpai & Anupama Gupta, National Institute of Fashion Technology, India
- (ii) **GOONJ – Patronizing Social Commitment & Reuse** – Harleen Sahni, National Institute of Fashion Technology, India
- (iii) **The Power of Aam Aadmi (celebrating the common man)** – Ambika Magotra, Pearl Academy of Fashion, India



(b) **Transformative Fashion**

Chair – **Mr. Philip Cacouris, Institut Francais de la Mode, Paris**

- (i) **Sari – The Iconic Attire of India** – Ruby Kashyap Sood, National Institute of Fashion Technology, India
- (ii) **The City as Cultural Fashion Icon: London and Shanghai** – Natascha Radclyffe-Thomas & Babette Radclyffe-Thomas, London College of Fashion, UK
- (iii) **The Classic White Formal Shirt – a powerful emblem of social change** – Dean Brough, Queensland University of Technology, Australia

(c) **Business: 3 Models, 3 Icons**

Chair – **Mr. Steven Frumkin, Fashion Institute of Technology, USA**

- (i) **Fashioning Tradition for Iconic Businesses** – Vandana Bhandari, National Institute of Fashion Technology, India
- (ii) **The Realities of Rebuilding the Iconic ‘Made in Britain Label’** – Julie King, De Montfort University, UK
- (iii) **Is Uniqlo an Iconic Business Model in the Japanese Fast Fashion Market? A Re-evaluation of Uniqlo as a Fast Fashion Retailer** – Katsue Edo, Bunka Gakuen University, Japan

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**SCHEDULE OF 2013 IFFTI 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 IFFTI Member Institutions
(ii)	0930 – 1100	General Council Meeting (Room No. 300)	(a) Discussion on Agenda Points (b) Two authorized representatives from each IFFTI Member Institution are invited to attend
(iii)	1100 – 1130	Tea (Room No. 306-307)	
(iv)	1130 – 1300	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
(v)	1300 – 1430	Lunch (Student Lounge)	
(vi)	1430 – 1630	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
(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 IFFTI Executive Committee Member Institutions are requested to attend
(xi)	1630 – 1830	Interaction with Industry Representatives over Cocktail	Hosted by IFFTI. 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)

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**LIST OF DELGATES WHO ATTENDED 15<sup>TH</sup> IFFTI ANNUAL CONFERENCE  
AT FASHION INSTITUTE OF DESIGN & MERCHANDISING, LOS ANGELES, USA**

<b>S. NO.</b>	<b>DELEGATE NAME</b>	<b>AFFILIATION</b>
1	Leslie Holden	Amsterdam Fashion Institute, The Netherlands
2	Souraya Bouwmans-Sarraf	Amsterdam Fashion Institute, The Netherlands
3	Casimir Morreau	Amsterdam Fashion Institute, The Netherlands
4	Marco Mossinkoff	Amsterdam Fashion Institute, The Netherlands
5	Archana Surana	Arch Academy of Design, India
6	Dany Jacobs	Artez Institute of the Arts, The Netherlands
7	Jose Teunissen	Artez Institute of the Arts, The Netherlands
8	Maaïke Feitsma	Artez Institute of the Arts, The Netherlands
9	Jing Guo	Beijing Institute of Fashion Technology, P R China
10	Lan Lan	Beijing Institute of Fashion Technology, P R China
11	Muzaffar Siddique	BGMEA Institute of Fashion & Technology, Bangladesh
12	Hajime Endo	Bunka Gakuen University, Japan
13	Katsue Edo	Bunka Gakuen University, Japan
14	James Buckley	De Montfort University
15	Jun Li	Donghua University, P.R. China
16	Anne Bennion	Fashion Institute of Design and Merchandising, USA
17	Giacomo Oliva	Fashion Institute of Technology, USA
18	Steven Frumkin	Fashion Institute of Technology, USA
19	Daniel James Cole	Fashion Institute of Technology, USA
20	Don, Kuo Dung Lin	Fu Jen Catholic University, Taiwan
21	Zhaohua Ho	Fu Jen Catholic University, Taiwan
22	Danying Yang	Heriot Watt University, UK
23	Hua Yang	Heriot Watt University, UK
24	Cassandra Ng	Hong Kong Design Institute, Hong Kong
25	Fung Siu, Jessie Au	Hong Kong Design Institute, Hong Kong
26	Raymond Au	Hong Kong Polytechnic University, Hong Kong
27	Vijay Chaturvedi	IFFTI
28	Sylvie Ebel	Institut Francais de la Mode, Paris
29	Philip Cacouris	Institut Francais de la Mode, Paris
30	Omar Al-Khabbal	Institute for Fashion Industry, Russia
31	Matthijs Crietee	International Apparel Federation (IAF)
32	Ayaze Eda Dorman	Istanbul Moda Academy, Turkey
33	Tatyana Fedorova	Kazan National Research Technological University, Russia
34	Liubov Al-Khabbal	Kazan National Research Technological University, Russia
35	Elmira Khammatova	Kazan National Research Technological University, Russia
36	Denis Sugonyako	Kazan National Research Technological University, Russia
37	Christian Chiadi Orji	Keystone Bank Limited, Nigeria
38	Toyin Kehinde	Law Akod, Nigeria
39	Manfred Mroz	LDT Nagold, Germany
40	Babette Radclyffe-Thomas	London College of Fashion, UK
41	Edwin Phiri	London College of Fashion, UK
42	Karinna Nobbs	London College of Fashion, UK
43	Natasha Radclyffe-Thomas	London College of Fashion, UK
44	Paul McNicoll	London College of Fashion, UK
45	Rosemary Varley	London College of Fashion, UK

46	Colin Renfrew	Manchester Metropolitan University, UK
47	Jane Ledbury	Manchester Metropolitan University, UK
48	Hilary Walker Lannelongue	Mod'Art International, Paris
49	Ashima Tiwari	National Institute of Fashion Technology, India
50	Prem Gera	National Institute of Fashion Technology, India
51	Vandana Bhandari	National Institute of Fashion Technology, India
52	Jonalee Das	National Institute of Fashion Technology, India
53	Raghuram Jayaraman	National Institute of Fashion Technology, India
54	Ruby Kashyap Sood	National Institute of Fashion Technology, India
55	Harleen Sahni	National Institute of Fashion Technology, India
56	Priti Gadhavi	National Institute of Fashion Technology, India
57	Shivam Kihli	National Institute of Fashion Technology, India
58	Fay Gibson	North Carolina State University, USA
59	Nancy Powell	North Carolina State University, USA
60	Ann Priest	Nottingham Trent University, UK
61	Jane Bartholomew	Nottingham Trent University, UK
62	Naomi Scarlett	Nottingham Trent University, UK
63	Ambika Magotra	Pearl Academy of Fashion, India
64	Garima Kapoor	Pearl Academy of Fashion, India
65	Mankiran Dhillon	Pearl Academy of Fashion, India
66	Sasikumar Kanniyappan	Pearl Academy of Fashion, India
67	Shagun Sawhney	Pearl Academy of Fashion, India
68	Suranjan Lahiri	Pearl Academy of Fashion, India
69	Abigail Rands	Polimoda, Italy
70	Dean Brough	Queensland University of Technology, Australia
71	Robert Ott	Ryerson University, Canada
72	Wayne Clark	Ryerson University, Canada
73	Ben Barry	Ryerson University, Canada
74	Ivonne Serna Zertuche	Ryerson University, Canada
75	Robyn Healy	School of Fashion and Textiles, RMIT, Australia
76	Tina Guglielmino	School of Fashion and Textiles, RMIT, Australia
77	Clemens Thornquist	Swedish School of Textiles, Sweden
78	Anne Normoyle	Sydney Institute of TAFE NSW, Australia
79	Nicholas Huxley	Sydney Institute of TAFE NSW, Australia
80	Savithri Bartlett	University of Winchester, UK
81	Leanne Whitehouse	Whitehouse Institute of Design, Australia
82	Kate Medved	Whitehouse Institute of Design, Australia
83	Fengyuan Zou	Zhejiang International Institute of Fashion Technology, P.R. China
84	Xun Hu	Zhejiang International Institute of Fashion Technology, P.R. China
85	Elena Demetriou	

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