THE END OF FASHION CONFERENCE AND EXHIBITION
College of Creative Arts, Massey University Wellington New Zealand
December 8-9, 2016

Conference Schedule

Thursday 8 December
8:00 – 8:45  Traditional Māori Welcome
8:45 – 9:30  Registration (tea and coffee)
9:30 – 10:30 Keynote: Valerie Steele
10:30 – 11:00 Morning tea
11:00 – 12:50 Panels 1.A.1, 1.A.2, 1.A.3, 1.A.4
1:00 – 2:00  Lunch
2:00 – 3:50  Panels 1.B.1, 1.B.2, 1.B.3
4:00 – 5:00  Bus ride to Upper Hutt/Expressions Gallery
5:00 – 6:00  Keynote: Pamela Church Gibson
6:00 – 7:00  Reception: Canapés, drinks

Friday 9 December
8:30 – 10:20  Panels 2.A.1, 2.A.2, 2.A.3
10:20 – 10:40 Morning tea
10:40 – 12:30 Panels 2.B.1, 2.B.2, 2.B.3, 2.B.4
12:30 – 1:30  Lunch
1:30 – 2:30  Keynote: Patrizia Calefato
2:30 – 3:00  Afternoon tea
3:00 – 4:50  Panels 2.C.1, 2.C.2, 2.C.3
6:00 – 7:00  Pamela Church Gibson Public Talk:
              ‘Cindy Sherman, Fashion and Celebrity’. City Gallery Wellington (cash bar)
Conference Programme in Detail

THURSDAY, 8 DEC

9:30 – 10:30: Keynote – Valerie Steele

10:30 – 11:00: Morning Tea

11:00 – 12:50 Panels – 1.A.

1.A.1 New Media/New Fashions

From Magazine to Mobile: WeChat and the Rise of Chinese fashion
Yating Jin, Carolyn Barnes, and Nanette Carter

Online Identities: Street Style Fashions of Selected Johannesburg Youth
Jacky Lucking

Attention Deficit Fashion: A Framework for Understanding Micro-trends
Andrew Reilly and Jana Hawley

The Democratisation of Luxury Fashion
Tiziana Ferrero-Regis and Emilie Wight

1.A.2 Fashion and History in the Antipodes

Bright and Hitchcocks, Geelong: Urban Fashion Retailing in Nineteenth Century Australia, 1865-1880
Laura Jocic

“Flash” Men’s Dress in Rural Australia: The Colonial Transformation of a Metropolitan Style
Melissa Bellanta

Fashion of Unease: Melancholy in Aotearoa New Zealand
Harriet R. Richards

Gold, Ash and Greenstone: The Smokefree Environments Act (1990) and the Rebirth of New Zealand Fashion
Natalie Smith
1.A.3 Fashion in Flux

Technology as Enabler: Digital Technology and the Changing Interface Between Designer/Maker and the Fashion Customer
Tana Allan Ross and Tracy Kennedy

The Memory of Fashion
Chihiro Gompei

Post-fashion, Hybridity, and the Unconventional: Implications for the End of Fashion
Rekha Rana Shailaj

Speed, Technology, Entropy: The Fashion System at Breaking Point
Simon Swale

2.A.4 Fashion in a National Context

The Queen, the Duchess and the Daily Mail: The History and Conventions of Fashioning Royal Women for Public Consumption from Henrietta Maria to Kate Middleton
Erin Griffey

Children of the Revolution?: Men, Masculinity and Fashion in the New Russia
Graham H. Roberts

Challenges for National Fashion in the Age of Fashion’s Globalisation
Jennifer Craik

1:00 – 2:00: Lunch

2:00 – 3:50 Panels - 1.B

1.B.1 Fashion and Identities

The Convergence of the Cultural Adinkra Symbols and Modern Clothing Techniques
Josephine Aboagye-waa-Ntiri and Mac Fergusson

Japanese Fashion Limited: Its Soft Power (In)Ability in Australia
Tets Kimura [needs to be on Thursday-flight]

Rachel Sayers
Alternative Methods of Making for Home Sewers
Debra Laraman
1.B.2 Fashion, Resistance and Identity

Civil Uniforms: The End of Fashion?
Uniformity in Female Rights and Self-Defence Groups in the Twentieth and Twenty-first Century
Sabine Hirzer

A Silent Resistance: Rethinking Fashion in China Through Chinese Hipsters – Wen Yi Qing Nian
Leren Li

“Kawaii ‘til I Die”: A New Understanding of Harajuku’s Kawaii Fashion Style Tribes and Their Displacement
Megan Russell

“Up Yer Bum”: Bawdiness and Feminine Style
Jacki Willson

1. B.3 Fashion and Film

Becoming Annie: When Film Costume and Fashion Converge
Lauren Boumaroun

Cinema, Fashion and Femininity: Old Endings and New Beginnings
Hilary Radner

Film After Fashion: On Xavier Dolan’s Transnational Fashionability
Nick Rees-Roberts

From Falbalas (Becker, 1945) to Jean-Paul Gaultier: Evolution of the Mannequin?
Sylvie Blum-Reid

4:00: Bus Leaves for Expressions
Keynote – Pamela Church Gibson (at Expressions Whirinaki)
FRIDAY, 9 DEC

8:30 – 10:20 Panels 2.A

2.A.1 Interrogating the Fashion System

Adam Geczy and Vicki Karaminas

Fashion in the Expanded Field: Strategies for Critical Fashion
Lara Mendonça Guterres Torres

Re-forming Fashion: Exploring New Dialogues, the Body and Technology in Fashion Design Process
Jane Morley

2.A.2 Thinking Through Fashion

Alternative Publishing in Fashion as Critical Practice
Laura Gardner

Liberating Fashion’s Wit: Barthes’ Fashion System vs Carlyle’s Philosophy of Clothes
Dita Svelte

Diss-Play – The Transitory Nature of Fashion, Corporeal Bodies and Mark Making as Mobile Meme
Leigh Paterson

2.A.3 Branding and Exhibiting Fashion

Living Flagships: Fashion, the Interior and Designer Identities
Jess Berry

“Getting the Shoes on the Right Feet”: Endorsement, Affect and Identification
Alexandra Sherlock

Mapping a New Fashion System: The Role of the Museum
Doris de Pont

Collecting Disruption: The “End of Fashion” in the Museum
Claire Regnault

10:30 – 10:40: Morning tea
10:40 - 12:30 Panels 2.B

2.B.1 Rethinking Fashion

Beyond Fashion? Dressing Up as a Citational Act in Cosplay
Paul Mountfort

The Ends of Fashion
Sean Ryan

Contemporary Fashion and the Body: Simulation or Reality?
Petra Krpan

Fashion the Next Generation in a Post-Consumerist Globality
Linda Jones and Amanda Smith

2.B.2 Fashion and the Body

Toward a Situated Fashion Practice: Place-Making through Exhibition and Body-Site
Tarryn Handcock

Encountering Fashion
Andrea Eckersley

Posthuman Fashion: Undoing the Anthropocentrism of the Fashion System
Annamari Vänskä

2.B.3 The Materiality of Fashion

Material Concerns at the End of Fashion
Jane Malthus

“The Aim Was to Have Something Different”: The Role of Dressmaking In Creating Personal Style In Mid Twentieth Century New Zealand
Dinah Vincent

Stitching the Past to the Future
Amanda Smith and Rachelle Moore

Lost Traditions of Care and Repair in New Zealand
Stella Lange
2.B.4 The Business of Fashion

Producing the “Creative” Entrepreneur: Work and Innovation in the Fashion Industry in Melbourne
Cameron Duff, Shanti Sumartojo, and Andrea Eckersley

The Interrelationship of Fashion Design and Communication; Identifying and Analysing Opportunities and Challenges Presented by the Use of Social Media and e-commerce to Melbourne-Based Micro Fashion practitioners.
Cassandra Wheat

Giving Fast Fashion the Boot: Valuing Slow Fashion in the Northamptonshire Footwear Industrial Cluster
Kieran Phelan

12:30 – 1:30: Lunch

1:30 – 2:30: Keynote – Patrizia Calefato

2:30 – 3:00: Afternoon Tea

3:00 - 4:50 panels 2.C

2.C.1 Sustainability

Textile Led Sustainable Innovation for Sportswear
Faith Kane, Laura Morgan, John Tyrer and Jinsong Shen

Digital Fashion and Sustainability – Investigating New Paradigms
Sandy Black

Dressed to Kill: Experiential Sustainability Learning for Students Can Revive Fashion
Katalin Medvedev and Brittany Reef-Stout

Closing the Circle: Returning Clothing to the Soil
Ian G. McLean, Craig Morley, Debra Laraman
2.C.2 Moving Targets: Marketing Style in the Twenty-first Century

Clicks and Mortar: The Race to Win in the Future of Online versus Offline Fashion
Retail Branding
Anne Peirson-Smith

Fashion Consumption - Baby Boomers’ Physical and Psychological Needs
Osmud Rahman and Hong Yu

Ageing Youth: Redesigning Fashion with a New Demographic
Katherine Townsend, Juliana Sissons, and Ania Sadkowska

A Cross-Cultural Perspective on Fashion Selection and Consumption
Osmud Rahman and Benjamin Fung

2.C.3 Art and Fashion

Aitor Throup and the End of the Runway
Vanessa Gerrie

Wearable Art: The History and the Phenomenon
Vishna Collins

Trans-media Tilda: Making Clothing Strange.
Sarah Gilligan

- END -

N.B.: This is a draft program, dated 20161031.

*Minor changes may be introduced due to circumstances beyond our control, but every effort will be made to minimise any major re-scheduling.