

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 (<i>tea and coffee</i>)
9:30 – 10: 30	Keynote: Valerie Steele
10:30 – 11:00	<i>Morning tea</i>
11:00 – 12:50	Panels 1.A.1, 1.A.2, 1.A.3, 1.A.4
1:00 – 2:00	<i>Lunch</i>
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	<i>Reception: Canapés, drinks</i>

Friday 9 December

8:30 – 10:20	Panels 2.A.1, 2.A.2, 2.A.3
10:20 – 10:40	<i>Morning tea</i>
10:40 – 12:30	Panels 2.B.1, 2.B.2, 2.B.3, 2.B.4
12:30 – 1:30	<i>Lunch</i>
1:30 – 2:30	Keynote: Patrizia Calefato
2:30 – 3:00	<i>Afternoon tea</i>
3:00 – 4:50	Panels 2.C.1, 2.C.2, 2.C.3
6:00 – 7:00	Pamela Church Gibson Public Talk: <i>'Cindy Sherman, Fashion and Celebrity'</i> . 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 Jovic

**“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 Aboagyewaa-Ntiri and Mac Fergusson

Japanese Fashion Limited: Its Soft Power (In)Ability in Australia

Tets Kimura [needs to be on Thursday-flight]

"A Stitch in Time Saves Nine": The Revival of the Home Sewing Industry in Ireland 2010 – 2016

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

The Hauntology of Fashion: “Fashion Is Dead. Long Live Fashion”

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

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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.*