# ANCHORED BY OUR PAST
# NAVIGATING OUR FUTURE

## ITAA St. Petersburg, FL 2017

**November 15-18**

# Thank You to Organizations and Individuals Whose Support Made this Event Possible

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**Conference Chairs especially want to thank:**
**Executive Director, Nancy Rutherford, for keeping us on schedule**
**and all committee chairs and volunteers!**

***Conference Program Sponsored by Paris American Academy***

# Introduction

**WELCOME TO THE ITAA 2017 ANNUAL CONFERENCE**

**CONFERENCE MEETING SPACE**

**ITAA 2017 DISTINGUISHED FACULTY AWARD WINNERS AND KEYNOTE LECTURERS**

**ITAA SPONSOR PAGES**

**ITAA PROGRAM PAGES**

**CONFERENCE SCHEDULE** (details on following pages)

**AWARDS CEREMONY**

**RESOURCE EXHIBITOR LIST**

**CAREER FAIR PARTICIPANT LIST**

**REVIEW, PLANNING, & AWARDS COMMITTEES**

# Monday - Wednesday at a Glance

## Monday, November 13

9:00am–6:00pm **ITAA Council Meeting**

## Tuesday, November 14

7:00am–6:00pm **Registration Open**

7:00am–8:00pm **Disney World Tour**

## Wednesday, November 15

7:00am–6:00pm **Registration Open**

### Workshops

9:00am–11:30am **Updates on Global Sourcing: Case Studies and Made in USA Rules**
ST. PETERSBURG 1

1:00pm–5:00pm **Writing, Teaching With, and Publishing Case Studies**
ST. PETERSBURG 1

### Tours

12:15pm–3:00pm **HSN Tour**

3:00pm–6:00pm **TAPAC Board of Commissioners Meeting**
HTC 2

4:00pm–5:00pm **VPs Meet with Committee Chairs**
DEMENS & WILLIAMS

5:00pm–6:00pm **New Attendees and Members Welcome and Conference Orientation**
WILLIAMS

6:00pm–8:00pm **Opening Reception**
GRAND BAY BALLROOM

***Co-Sponsored by Fairchild-Bloomsbury and ITAA***

8:00pm–9:30pm **Graduate Student Gathering**
POOLSIDE

8:00pm–9:30pm **Administrative Leadership Committee**
HTC 2

# Thursday, November 16, at a Glance

7:30am–5:00pm **Registration Open**

All Day **Committee Meetings**

8:00am–9:45am **Opening Session, Continental Breakfast, Business Meeting**
GRAND BAY BALLROOM
**Making a Difference…..One Member and One Event at a Time**
Marianne Bickle, University of South Carolina, ITAA President

***Breakfast and Design Opening, Co-Sponsored by Gerber Technology and ITAA***

9:45am–4:30pm **Mounted Design Exhibit: Day 1**
ST. PETERSBURG 2 & 3

10:00am–4:30pm **Resource Exhibit**
LOBBY III & PRE-ASSEMBLY

10:15am-11:30am **CONCURRENT BREAKOUT SESSION #1**
WILLIAMS **Special Topic Session**
**Achieving Success in Historic Research: The Importance of Research Methods**
HTC4 **Teaching for Design and Product Development (ADP)**
HTC 1 **New Retail Service (MMGT)**
DEMENS **Innovative Teaching Strategies I (PED)**
HTC 3 **Body Image and Personal Reflection (SPA)**
ST. PETERSBURG 1 **Sustainable Fashion Consumption (SSR)**
HTC 2 **Environmentally Friendly Textile Materials (TAS)**

11:45am–1:30pm **Lunch General Session**
GRAND BAY BALLROOM
**The Evolution from Static-3D Scanning to Dense Temporal-3D Motion Capture to Innovate the Next Wave of Exceedingly Functional, Comfortable, and Fashionable Wearable Technologies**
Chris Lane, CEO, 3dMD

1:45pm-3:00pm **CONCURRENT BREAKOUT SESSION #2**
WILLIAMS **Special Topic Session**
**International Research Collaborations in Textiles and Apparel: Reflections and Best Practices**
HTC 4 **Design for Special Populations (ADP)**
HTC 3 **Consumers' Purchase Intentions (CB)**
DEMENS **Online and Mobile Retailing (MVP)**
ST. PETERSBURG 1 **Social Responsibility in Fashion Industry (SSR)**
HTC 1 **Global Textile and Apparel Industry (TAI)**
HTC 2 **Fashion and Consumers (UG)**

| | |
|---|---|
| 3:15pm-4:30pm | **CONCURRENT BREAKOUT SESSION #3** |
| ST. PETERSBURG 1 | **Seminar Session**<br>**Inequalities around Fashioned Bodies, Style, and Beauty: A Seminar Examining Social Injustices Related to the Apparel Industry, Discipline, and/or Personal Aesthetics** |
| WILLIAMS | **Special Topic Session**<br>**The Next Step: Priorities and Structure of an ITAA Graduate Education Alliance** |
| HTC 4 | **Pattern Design Innovation (ADP)** |
| HTC 3 | **Psychological Aspects of Consumption (CB)** |
| HTC 1 | **Historic Dress and Social Context (HIS)** |
| DEMENS | **Global Engagement (PED)** |
| HTC 2 | **Functional Apparel (TAS)** |
| 5:00pm–7:00pm | **Sponsor Presentations** |
| 5:00pm-6:00pm<br>WILLIAMS | **Taste of Hollywood Fitting Design, Joe Vecchiarelli, Fashion Supplies, Inc.** |
| 5:00pm-6:00pm<br>HTC 4 | **How to Get your Work Published, James Campbell, Intellect Books** |
| 5:00pm–6:30pm<br>DEMENS | **Lectra's Digital Presentation of Modaris V8 2D and 3D Virtual Prototyping** |
| 5:00pm–7:00pm<br>HTC 3 | **Haute Couture and Ready-to-Wear, Claire Shaeffer** |
| 5:00pm–7:00pm<br>St. Petersburg 1 | **Fairchild Presentation** |
| 5:00pm–6:00pm<br>HTC 1 | **Digital Design in the New Retail Age, EFI Optitex** |
| 5:00pm–9:00pm | **Legacy Group Fund Raising Event - Sunset Dinner Cruise**<br>Meet in Hotel Lobby at 4:30pm to WALK to the pier. |
| 7:00pm–8:30pm<br>WILLIAMS | **Graduate Student Fireside Chat**<br>**CVs, Interviews, and Tenure, Oh My! Navigating the Transition from Graduate Degree to New Career** |

# Friday, November 17, at a Glance

| | |
|---|---|
| 7:30am–5:00pm | **Registration Open** |
| All Day | **Committee Meetings** |
| 8:00am–9:00am<br>HTC 1 | **TAPAC Board of Commissioners Meeting** |
| 9:00am–2:00pm<br>LOBBY III & PRE-ASSEMBLY | **Resource Exhibit** |
| 9:00am-2:00pm<br>ST. PETERSBURG 2 & 3 | **Mounted Design Exhibit: Day 2** |
| 9:30am-10:45am | **CONCURRENT BREAKOUT SESSION #4** |
| WILLIAMS | **Special Topic Session**<br>**Future Practices and Technologies in Anthropometrics and Body Scanning** |
| HTC 3 | **Student Best Paper Presentations** |
| HTC 4 | **Perception of Apparel Product Design and Development (ADP)** |
| HTC 1 | **Apparel, Identity, and Physical Ability in a Cultural Context (CUL)** |
| HTC 2 | **Social Media in Retailing (MVP)** |
| DEMENS | **Enhancing Active Learning (PED)** |
| ST. PETERSBURG 1 | **Consumption of Eco-friendly Apparel Products (SSR)** |
| 11:00am-12:15pm | **CONCURRENT BREAKOUT SESSION #5** |
| ST. PETERSBURG 1 | **Seminar Session**<br>**The Future of Luxury** |
| WILLIAMS | **Special Topic Session**<br>**Best Practices for Mentoring Graduate Students** |
| HTC 3 | **Product Development and Application: Consumer Perspective (CB)** |
| HTC 4 | **Modeling Consumer Decision Making Process (CB)** |
| HTC 1 | **Historic Collections and the Classroom (HIS)** |
| HTC 2 | **International Sourcing and Retailing (INT)** |
| DEMENS | **Career and Curriculum Development (PDG)** |
| 12:30pm–1:45pm<br>GRAND BAY BALLROOM | **Lunch General Session – Distinguished Scholar Lecture**<br>**What's Next with Technology for the Clothing and Textile Discipline?**<br>Leslie D. Stoel, Miami University |
| 1:45pm–6:00pm | **Shopping Reception and Self-Guided Walking Tours** |

2:00pm-4:00pm
DEMENS
**TAPAC Open Forum - Accreditation Q&A**

2:00pm-4:00pm
WILLIAMS
**In Conference Workshop: Inter-generational Mentorship**

2:00pm-4:00pm
HTC 3
**Special Topic Session – Design Practice/Design Research: Retrievable, Contextualized and Making a Contribution to Knowledge**

2:00pm–4:00pm
**Sponsor Presentations**

2:00pm–4:00pm
HTC 1
**Teaching Textiles Online, Patty Brown, ATEXINC**

2:00pm–4:00pm
HTC 2
**Aiming Higher and Hire: Transitioning Students from Classroom to Workforce, Gerber Technology**

5:00pm–6:30pm
PRESIDENT'S SUITE
**Legacy Group Meeting**

6:00pm–8:00pm
PRE-ASSEMBLY
**International Bazaar**

6:00pm–7:00pm
ST. PETERSBURG 1, 2, & 3
**Poster Session 1**

**ADP-Aesthetics, Design, Product Develop**
**CB-Consumer Behavior**
**CUL-Culture**
**FS-Fashion Studies**
**MMGT-Merchandising, Marketing, Retailing 1. Management**
**MVP-Merchandising, Marketing, Retailing 2. Visual & Promotion**
**PDG-Professional Development & General**
**POP-Popular Culture**
**SPA-Social/Psychological Aspects**
**Rutherford Teaching Challenge**

6:30pm–8:30pm
PRE-ASSEMBLY
**Career Fair**

7:00pm–8:00pm
LOBBY III
**Break, *Co-Sponsored by Cotton Incorporated and ITAA***

8:00pm–9:00pm
ST. PETERSBURG 1, 2, & 3
**Poster Session 2**

**HIS-Historic**
**INT-International**
**PED-Pedagogy**
**SSR-Sustainability, Social Responsibility**
**TAI-Textile & Apparel Industries**
**TAS-Textile/Apparel Science**
**TD-Technical Design**
**UG-Undergraduate Student Research**

# Saturday, November 18, at a Glance

| | |
|---|---|
| 7:00am–12:00pm | **Registration Open** |
| 7:00am–9:00am<br>HTC 3 | **Board Meeting** |
| 8:00am-9:15am<br>WILLIAMS | **CONCURRENT BREAKOUT SESSION #6**<br>**Special Topic Session**<br>**Fashion Informatics: Big Data in Fashion** |
| ST. PETERSBURG 3 | **Consumer Involvement and Decision Making (CB)** |
| HTC 1 | **Apparel and Textile Production and Consumption in a Cross-cultural Context (CUL)** |
| HTC 2 | **Retail Store Management (MMGT)** |
| ST. PETERSBURG 2 | **Experiential Marketing and Learning (MVP)** |
| DEMENS | **Innovative Teaching Strategies II (PED)** |
| HTC 4 | **Innovative Ways of Teaching Design Process (PED)** |
| ST. PETERSBURG 1 | **Post-purchase Sustainable Consumption (SSR)** |
| PRE-ASSEMBLY | **ESRAP 2017 Student Merchandising Poster Competition Finalists** |
| 9:30am-10:45am<br>WILLIAMS | **CONCURRENT BREAKOUT SESSION #7**<br>**Special Topic Session**<br>**The Power of Impact Statements: What, Why, Who and How** |
| DEMENS | **Janet Else Visiting Scholar Lecture**<br>**Prospects and Challenges of Nigerian Textile Industries**<br>Anthonia O. Obeta, Ph.D., Department of Home Science/Hospitality Management and Tourism, Michael Okpara University of Agriculture, Umudike, Abia State, Nigeria |
| HTC 1 | **Design and Education (FS)** |
| HTC 2 | **Body Satisfaction and Clothing Fit (SPA)** |
| ST. PETERSBURG 1 | **Fast Fashion and Young Consumers (SSR)** |
| ST. PETERSBURG 3 | **Transforming the Textile and Apparel Industry through Technology (TAI)** |
| HTC 4 | **Research and Teaching in Technical Design and Technology (TD)** |
| ST. PETERSBURG 2 | **Role Identity and Dress (SPA)** |
| 11:00am–1:00pm<br>GRAND BAY BALLROOM | **Awards Brunch, Welcome to Cleveland** |
| 2:00pm–5:00pm<br>HTC 3 | **ITAA Council Meeting** |

Greetings to all!

Welcome to St. Petersburg, Florida for the 2017 ITAA Annual Conference. This year, our conference is entitled *Anchored by our Past, Navigating our Future.* It is amazing to think how fast the years pass by. I attended my first conference in Minneapolis as a graduate student during the '80s. I was in awe as I gawked at the scholars, listened to the research presentations and gazed adoringly at the designs. Little did I realize that ITAA and its members would become part of my professional family and an integral part of my future.

If you are new to ITAA, we embrace you with open arms. If you are returning to the ITAA conference for a second, third or even 20th time, welcome back! The ITAA conference is comparable to the yearly family get-together.

This year's conference is going to be extremely exciting! Okay, maybe that is unfair; when is an ITAA conference not fun and exciting? However, this year's conference is going to be fantastic! In addition to having fabulous research, teaching and mounted design sessions, you have the opportunity to visit the happiest place on earth (i.e., Disney), tour the HSN studio and go on a sunset dinner cruise (conga dance!).

*Special highlights*: Graduate students remember to go to the fireside chat. This is a wonderful time to ask anything that is on your mind. Attend the International Bazaar for wonderful items for the holiday season. Listen to the Distinguished Scholar Lecture by Dr. Leslie Stoel. Don't miss this on Friday – Leslie will surely give a fabulous presentation! After you are ready to pass out from the food, presentations and visiting with friends, right outside the hotel is an entire line of boutique shops!

I am looking forward to seeing you at the conference!

Marianne Bickle
ITAA President

**Welcome to St. Petersburg!**

Welcome to St. Petersburg and the 2017 ITAA Annual Conference. As your conference co-chairs, we are excited to greet new and returning ITAA members and expect the conference to be stimulating and informative thanks to your engagement with and commitment to the organization. The theme for the conference: Anchored by Our Past, Navigating Our Future was crafted to represent the history and future of our discipline and organization. We honor the contributions of past members that provided a strong foundation, while recognizing that our discipline, programs, and organization must proactively respond to oncoming waves of change that will arise in the future. Of course, we also thought the place-based nautical theme was particularly appropriate.

Tours and workshops have been developed to meet a variety of interests. For those Disney fans, a full day excursion is offered allowing you to experience the magic of Disney World. Or perhaps experiencing a behind the scenes tour of HSN is preferred, where you are able to view a show taping, and meet with merchandisers. Three workshops have been developed to 1) help improve grant writing skills, 2) share teaching materials related to global sourcing, and 3) develop skills related to writing, teaching and publishing case studies.

We are particularly pleased to welcome our keynote speaker, Christopher Lane. He is the CEO of 3dMD and will be sharing his thoughts about the future of 3D technology in our discipline and industry. Plus, there will be opportunities to hear about the work of two scholars as we congratulate Leslie Stoel as the 2017 Distinguished Scholar and Antonia O. Obeta as the 2017 Janet Else Visiting Scholar/Practitioner.

Please consider contributing to the ITAA Student Award Fund by joining the Legacy Fundraising Event. This year the event will be a sunset dinner cruise Thursday evening that includes music, dancing and a great view of the sunset.

There will be many interesting activities to keep you busy throughout the conference, with over 115 mounted design pieces, 200 posters, 120 oral presentations, 10 special topic/seminar sessions, international bazaar, resource exhibits, career fair and other events. We have also scheduled some free time on Friday afternoon for exploring St. Petersburg.

We hope everyone will be inspired by the various presentations, workshops, invited speakers, exhibitions and events. These contributions represent us, who we are today and provides hints as to who we will become tomorrow.

Enjoy the conference and if you have any questions or feedback to share, please find us or any of the many volunteers.

Warm Regards,

# ITAA Conference Meeting Space

ITAA has exclusive use of one wing of the Hilton St. Petersburg Bayfront meeting space.

Meals and general sessions will be held in the Grand Bay Ballroom.
Resource Exhibit, Career Fair, and International Bazaar will be held in the large Pre-Assembly Lobby.
Rooms in 7, 9 and 10 will be used for the Design Exhibit, Oral/Poster Sessions and Meetings.

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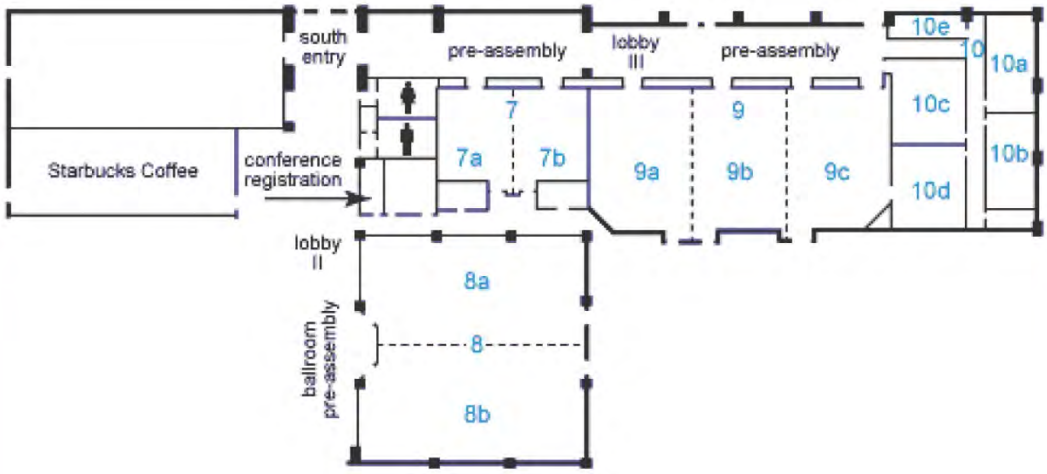
## HILTON ST. PETERSBURG BAYFRONT - FIRST FLOOR




7. WILLIAMS & DEMENS
   7a. WILLIAMS
   7b. DEMENS
8. GRAND BAY BALLROOM
   8a. GRAND BAY SOUTH
   8b. GRAND BAY NORTH
9. ST. PETERSBURG BALLROOM
   9a. ST. PETERSBURG 1
   9b. ST. PETERSBURG 2
   9c. ST. PETERSBURG 3
10. HILTON TRAINING CENTER
   10a. HTC 1
   10b. HTC 2
   10c. HTC 3
   10d. HTC 4
   10e. HTC 5

## 2017 ITAA Fellow, Dr. Sherry Schofield

Dr. Sherry Schofield, Carol Avery Professor in the Department of Retail, Merchandising, and Product Development at Florida State University has been recognized for outstanding contributions to the field of textiles and apparel and service to the International Textile and Apparel Association (ITAA). Criteria for selection as ITAA Fellow include significant contributions through teaching excellence, ongoing professional development, significant research or creative scholarship, scope and breadth of professional presentations, and exceptional service to ITAA. Professor Schofield has established a record of accomplishments that clearly meet these criteria. She is nationally and internationally recognized for fashion design and creative scholarship, as well as for research focusing on self and identity, body image, theory development, rural retailing, and textiles. Dr. Schofield has shared her work through national and international exhibitions, some 30 refereed and invited presentations, and 50 peer reviewed research publications and abstracts from peer reviewed presentations and exhibitions. Professor Schofield's contributions to the International Textile and Apparel Association include service in a variety of leadership roles, including President, President-elect, Counselor, and Vice-President for Scholarship.

## 2017 ITAA Distinguished Scholar, Dr. Leslie Stoel

Dr. Leslie Stoel is a Professor in the Fashion program area of the Department of Marketing and College of Creative Arts at Miami University. She has made over 90 research presentations at national and international conferences and authored or co-authored about 40 publications in leading academic journals in retail and fashion merchandising fields. She has received federal grants from *US Department of Agriculture* and *US Department of Education* and an external grant from the *Center for Business Education and Research (CIBER) Fellowship*. Her work has been pursued in three research streams. First, in the area of rural and small business development, she has examined the influence of community institutional environments and relationships on small business and community success. Second, she has also examined the interface between consumer and retailer in the rural environment. Lastly, her research has also contributed significantly to understanding the consumer-retailer interface in the technology-mediated merchandising environment, particularly focusing on the effectiveness of retailer merchandising strategies applied in the online setting and consumer online shopping behavior. As further evidence of quality and impact, she has received multiple research awards and recognitions in retail and merchandising disciplines.

## 2017 ITAA Mid-Career Excellence Award, Dr. Ting Chi

Dr. Ting Chi is an associate professor and graduate coordinator in the Department of Apparel, Merchandising, Design and Textiles at Washington State University (WSU). He received his Ph.D. degree from the University of North Carolina University at Greensboro. Dr. Chi's research focuses on analysis of competitiveness and its changing patterns through trade performance and supply chain strategies and management at both firm and industry levels in the textile, apparel and retail sectors. His research has been recognized nationally and internationally, with 60+ refereed journal articles and conference proceedings. The leading refereed journals where Dr. Chi published his research include Journal of Business Research (JBR), International Business Review (IBR), Management Decision (MD), Journal of the Textile Institute (JTI), Journal of Fashion Marketing and Management (JFMM), and Journal of Retailing and Consumer Services (JRCS). As PI or Co-PI, Dr. Chi has obtained approximately $5.5 million research grants ($1.5 million direct involvement) from various funding agencies including USDA NIFA, EPA, California Agriculture Research Initiatives, Walmart Foundation, WSU Foundation, and many companies. The notable awards and honors received include National Science Foundation (NSF) Young Scholar Award, Global Outstanding Paper – Marketing Award from the Emerald Literati Network, and Exceptional Faculty Award from WSU.

## 2017 ITAA Teaching Excellence Award, Dr. Lynn M. Boorady

Lynn M. Boorady, associate professor and chair of the Fashion and Textile Technology department, joined Buffalo State faculty in 2010. After receiving her Ph.D. in 2005, she joined the University of Missouri faculty and arrived at Buffalo State in 2010. She is the founding chair of the Fashion and Textile Technology department at Buffalo State.

Boorady practices her teaching philosophy, which is to bring real world problems into the classrooms, by pairing up with industry partners on a regular basis. She has worked with Build-A-Bear Workshop, Lori Coulter swimwear, Cotton Incorporated, Salvation Army, local hospitals and numerous philanthropies and small businesses to bring service learning and industry examples to her students. She regularly is invited to give presentations on creative teaching methods at local, national and international venues.

Dr. Boorady has won numerous awards for her teaching both at the department and college level. In 2016, Dr. Boorady was presented with the President's Award for Excellence in Teaching which recognizes the professor who consistently demonstrates excellence in teaching and classroom management. She is known as a passionate and enthusiastic educator by her students and for going above and beyond in tutoring them, answering questions and helping them network in the industry.

## 2017 ITAA Teaching Excellence Award, Dr. Catherine Amoroso Leslie

Dr. Catherine Amoroso Leslie has touched more than 7,000 student lives through 18 unique courses at Kent State University's Fashion School. She received the Distinguished Teaching Awards in 2013, the highest honor for educators at Kent State University and was profiled as the "Fashion Scholar" in Michelle Granger's *The Fashion Industry and Its Careers* (2015). Most recently, Dr. Leslie received the first Distinguished Achievement in Teaching Faculty Award in the College of the Arts at Kent State University. Catherine's dedication to positive and meaningful mentoring and increasing student success has been recognized by three consecutive Excellence in Accessibility Awards and several Graduate Applause recognitions as a faculty member who "made a difference in the life of a student." She has given several ITAA teaching/pedagogy presentations, contributed to a Special Topics Session, mentored presentation of undergraduate student research, and participated as a reviewer for the Pedagogical Track. Catherin has taken many opportunities to teach on-on-one, with eight mentees accepted for juried presentation at Kent State's Undergraduate Student Research Symposia and served as Faculty Mentor for many high profile scholarship competitions. She serves as mentor and counselor to students and colleagues, enriching the School, University, and our profession.

## 2017 ITAA Rising Star Award, Dr. Hyo Jung (Julie) Chang

Dr. Chang she has published 14 peer reviewed papers including top journals like *Clothing and Textiles Research Journal* and *Journal of Consumer Behaviour* and has 38 peer reviewed proceedings with additional conference presentations. Dr. Chang has received $20,000 in seed grants for fMRI research and research about veterans with disabilities. She is also a co-investigator on a $40,600 grant from Cotton Incorporated. As for teaching, Dr. Chang has been nominated for the Hemphill Wells New Professor Excellence in Teaching Award for the past two years and is involved in graduate education serving as a co-chairperson for two master's theses, a member on two others, and as a co-chairperson on one doctoral dissertation and a member on five others. Her work is recognized across several mission areas by awarded and nominated for the best papers for ITAA conferences and other scholar awards. Dr. Chang is also actively engaged in professional services. She currently serves as a committee chair for the International Relations Committee for ITAA, as a conference paper reviewer for three professional organizations, and as a refereed journal article reviewer for twelve different journals.

## 2017 ITAA Rising Star Award, Dr. Tameka Ellington

Dr. Tameka Ellington's creative scholarship focusing on African culture and fables has reached international acclaim. She exhibited work in Beijing, Vancouver and numerous national venues receiving an ITAA design award in 2015 and 2014. She exhibited her work in a solo show entitled RETOLD: African culture and fables reinterpreted into fashion Fall 2016. Dr. Ellington curated a museum exhibition, (dis)ABLED BEAUTY: the evolution of beauty, disability, and ability Fall 2016/Spring 2017 boasting international recognition and has been featured in numerous national media outlets. The exhibition is currently up for the Richard Martin Award through Costume Society of America. Her publications on African American hair have reached national and international recognition being featured in peer-reviewed journals as well as dress and culture encyclopedias. Dr. Ellington was recognized for her teaching innovation with the 2014 ITAA Lectra Teaching Award. She has served various roles on ITAA committees and Technical Design Abstracts Track Chair since 2013. She received campus-wide recognition for her service to the university, college and department with the 2016 College of the Arts Distinguished Faculty Service Award, the 2015 Outstanding Leadership in Student Access, Recruitment Retention and Success Award, and the 2015 Women's Center Mother, Mentors and Muses Award February.

## 2017 ITAA Rising Star Award, Dr. Helen Koo

Dr. Helen Koo is an Assistant Professor at Konkuk University in Seoul, South Korea. Her research and creative activity focus on the areas of apparel design and product development, wearable technology, functional garments, and sustainable designs by connecting new and interdisciplinary technologies.

Dr. Koo has published 20 peer-reviewed high impact research papers and 6 book chapters; attended 70 juried, invited, and solo exhibitions and fashion shows nationally and internationally; held 8 published or pending patents; and given numerous refereed and invited presentations at international conferences. Her work has won 20 awards including Paper of Distinction, Gerber FashionTech Professional Award, several design awards from the ITAA, Golden A' Design Award, Golden-International Design Awards, and the Best Execution and Best Exhibition from the IEEE-International Symposium on Wearable Computers. Dr. Koo received more than $15.3 million in funding from various agencies. She has led 27 advisees to win numerous awards, including Paper of Distinction and design awards from the ITAA, Chancellor's Award for Excellence in Undergraduate Research, A' Design Award, and International Design Award. Dr. Koo's service to the profession continues as being an active committee member, reviewer and judge of the ITAA since 2011, and she serves on the editorial board and as a reviewer for numerous journals including Clothing and Textiles Research Journal.

## 2017 Janet Else Visiting Scholar, Dr. Antonia O. Obeta

Dr. Anthonia O. Obeta is a lecturer in one of the federal universities in Nigeria, department of Home Science/Hospitality Management and Tourism, College of Applied Food Sciences and Tourism, Michael Okpara University of Agriculture, Umudike – Umuahia, Abia State Nigeria. She earned her B.Sc. in Home Economics/Ed, in Abia State University, Uturu; M.Sc. and Ph.D. in Michael Okpara Federal University of Agriculture, Umudike both in Home Economic (Clothing and Textiles as an area of Specialization). Her intellectual work focuses on Clothing and Textile, education, and Home Economics in General. Anthonia has published many articles in journals both locally and internationally. Some of her publications are indexed in Thomson Reuters Web of Science database.

## 2017 Keynote Speaker, Christopher Lane, CEO, 3dMD

We are excited to welcome Christopher Lane, CEO of 3dMD as a keynote speaker at the 2017 ITAA conference. He has more than 40 years of experience in the IT industry. Lane has held senior technical and chief executive positions in globally-recognized high-tech and services companies, as well as serving as a board member for both privately and publicly held companies in the US and Europe. Following an early career in software engineering and as a consultant with a U.K. government agency focused on the promotion of IT, Lane joined Oracle, the world's largest business-to-business software company. During his six years with the company, he held VP positions in Europe and the U.S., including head of Consulting Operations. Lane then joined the IT team at EM Warburg, Pincus & Co., one of the world's leading venture capital investors. In 1994, Lane was appointed as CEO and president of TSW International, which he shaped to be the acknowledged market leader and visionary company in the Enterprise Asset Management market. Just prior to joining 3dMD, Lane held the position of COO at ECSoft, a European IT services provider.

Christopher Lane co-founded 3dMD in 2000 with the goal of establishing a highly-reliable, non-invasive 3D technology platform for efficiently imaging people in 3D to a level of anatomical shape precision required to fuel growth in applications such as medical, biometrics, human factors, high-end fit apparel, and anthropometrics. For the past 17 years, Lane has personally spearheaded an R&D strategy that has resulted in 3dMD becoming the benchmark supplier of high-precision 3D and temporal-3D(4D) surface image capture solutions. To maintain the company's global benchmark status, Lane is actively involved with spearheading industry initiatives and 3dMD customer community to better understand real-world requirements and ever-changing environments.

# PRODUCTS OF INTEREST
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## Bridging the Gap Between Industry and Education

Alvanon has an extensive history of partnering with the apparel industry globally. We are committed to providing the insight and tools being used in the industry today to guide the next generation to a bright and successful future.

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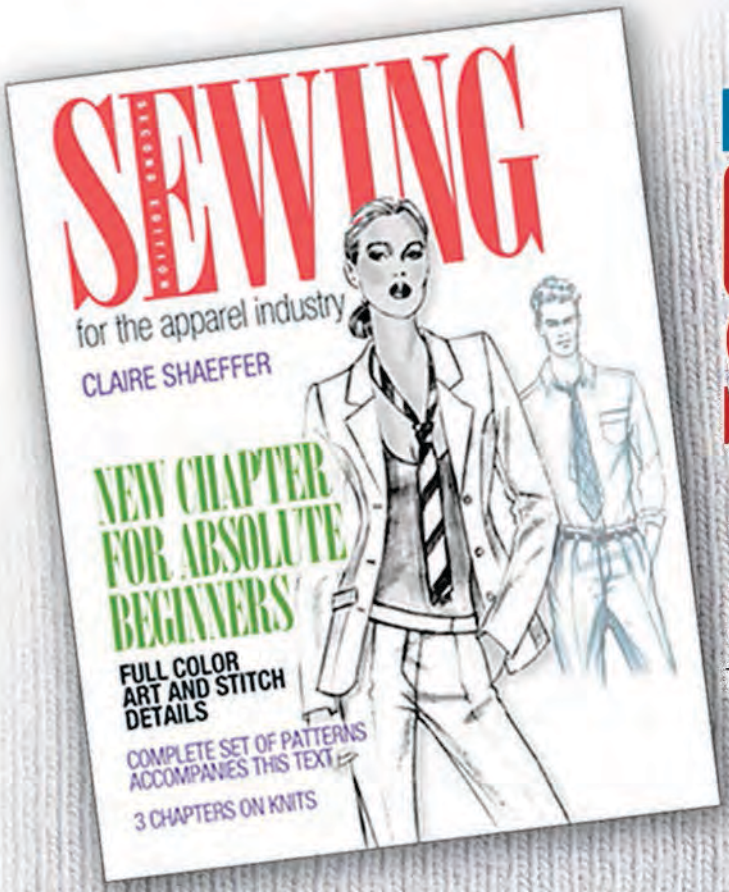


# Meet Claire Shaeffer

Author of

# SEWING

for the apparel Industry

## Workshop

### Haute Couture & Ready-to-Wear

**This workshop highlights interesting design ideas and a comparison of construction techniques from haute couture and expensive ready-to-wear with an emphasis on Chanel and Yves Saint Laurent.** 2 hours

Claire Shaeffer is an internationally respected designer, teacher, and author of more than 20 books and videos. She writes regularly for several magazines in the United States and Australia. CA. She was awarded the Professional Association of Custom Clothiers Lifetime Achievement Award in 2003 and the American Sewing Guild's Hall of Fame Award in 2012 for Claire's contributions to fashion sewing.

Claire Shaeffer will be presenting TWO awards:

## Claire Shaeffer Faculty Award for Outstanding Marketable Design.

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## Claire Shaeffer Undergraduate Award for Outstanding Marketable Design.

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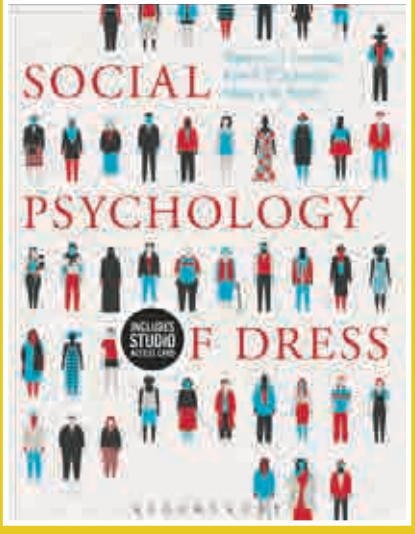


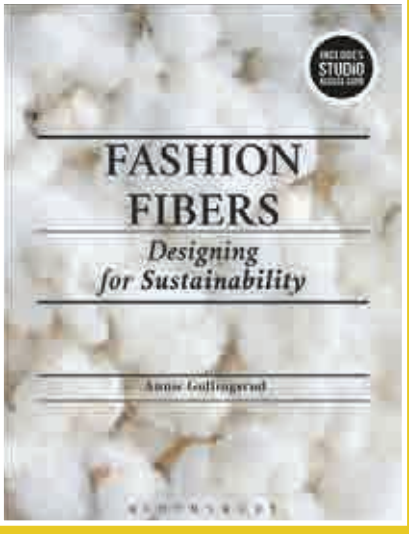

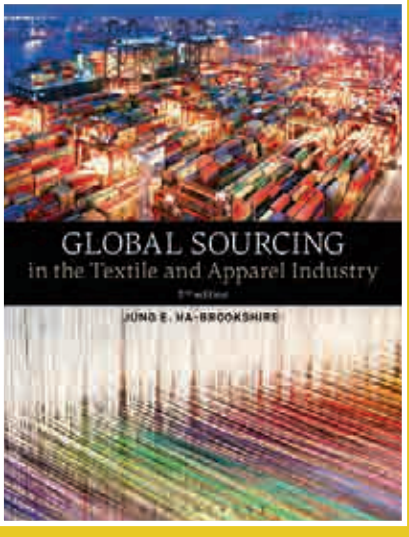


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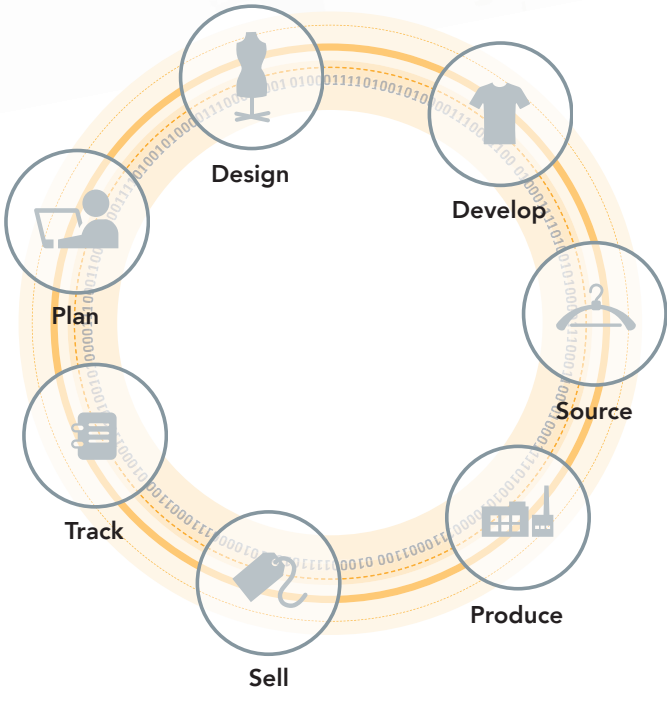


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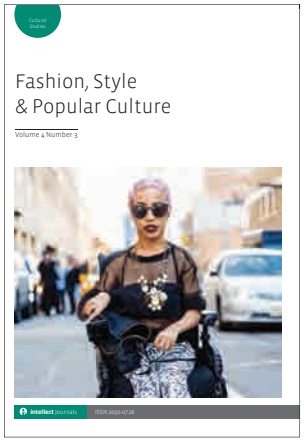
**Craft Research**
Editors: Kristina Niedderer and Katherine Townsend
k.niedderer@wlv.ac.uk, *katherine.townsend@ntu.ac.uk*

This journal aims to advocate and promote current and emerging craft research, including research into materials, processes, methods, concepts, aesthetic and style. This may be in any discipline area of the applied arts and crafts, including craft education.




**Fashion, Style & Popular Culture**
Principal Editor: Joseph H. Hancock
*jhh33@drexel.edu*

*Fashion, Style & Popular Culture* was established to provide an interdisciplinary environment for fashion academics and practitioners to publish innovative scholarship in all aspects of fashion and popular culture relating to design, textiles, production, promotion, consumption, and appearance-related products and services.

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a Parisian Salon: **THE SOUL OF FASHION**

## … an exploration of a fashion system in transition

*With support from*
Peter Carman, The Paris American Academy (PAA) and Philip Fimmano, Trend Union

**What does fashion mean in today's frenetic society? The current fashion system is increasingly less relevant to consumer lifestyles. Are we moving from a *fashion systems* model to a *populist* model? Many companies, brands, designers, and retailers are already exploring a new future. Join the conversation at the *2018 Parisian Salon* as we examine how fashion responds to and interacts with the current zeitgeist. Can we embrace change, while still honoring the spirit and essence of fashion? What needs to change at the design, marketing, distribution, and consumption levels to make fashion relevant?**

### Highlights

Meet salon participants at the welcome dinner as we cruise the Seine to celebrate Bastille Day, July 14. **Explore** fashion's past, present, and future. Visit museums to consider what made fashion resonate in the past. **Participate** in hands-on workshops to experience why artisanal skills are worth saving and how they can make fashion soar. **Discuss** how the fashion environment is changing and how to be part of fashion's new direction during roundtables with fashion industry professionals. **Observe** industry responses to new consumer demands and behaviors. **Imagine** how to marry the best of the current fashion system with the technological possibilities already available and on the horizon. **Ideate**, **process**, **reflect**, and **share** how new ways of forecasting, designing, making, distributing, and marketing will impact your role in the fashion industry.

In the ***Salon tradition***, the 'Soul of Fashion' will provide opportunities to **dialogue** with like-minded peers, **probe** the new fashion environment, and take advantage of PAA's well-honed fashion industry connections as we **contribute** to a dialogue for fashion's future.

### Location

July 14-28. Paris, France. 15-day program including a 2-day-trip to Amsterdam to explore how innovative design thinking is redefining the fashion system.

### Registration Cost

**$2,300 before February 14, 2018**

**$2,600 thereafter**

Includes welcome and farewell meals, one-way train to Amsterdam with one night lodging, and workshop supplies. Does not inclde airfare or Paris housing.

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# Programs & Products of Interest to ITAA Members

- **Auburn University: Department of Consumer and Design Sciences**
- **Edinburgh University Press: Costume: The Journal of the Costume Society**
- **Framingham State University: M.S. with Concentration in Merchandising**
- **Great Plains IDEA: Online Master's Degree in Merchandising**
- **IES Abroad: Study Fashion In Italy**
- **Indiana University: School of Art, Architecture + Design**
- **Kent State University: The Fashion School International/Study Away Programs**
- **North Carolina State University: College of Textiles Graduate Degrees**
- **Ohio State University: Fashion and Retail Studies**
- **Ohio University: M. S. in Apparel, Textiles and Merchandising**
- **SAI Programs: Resources for Faculty Led Programs**
- **Textile Fabric Consultants: Fabric Swatch Kits**
- **University of Arizona: Retailing & Consumer Sciences**
- **University of Delaware: Graduate Programs in Fashion & Apparel Studies**
- **University of Fashion: Instructional Video Lessons in Fashion Design & Business**
- **University of Kentucky: Online Master of Science, Retail & Tourism Management Program**
- **University of Minnesota: Apparel Studies**
- **University of Nebraska: Textiles, Merchandising & Fashion Design**
- **University of North Carolina at Greensboro: Department of Consumer, Apparel, and Retail Studies Graduate Programs**
- **University of North Texas: Degree Programs in Department of Merchandising & Digital Retailing**
- **University of Tennessee: Ph. D. Program in Department of Retail, Hospitality and Tourism Management**

# Auburn University
# Consumer & Design Sciences

Auburn University Apparel programs – B.S. in Apparel Merchandising, Design, and Production Management, M.S. and Ph.D. in Consumer and Design Sciences – are grounded in preparing students for their chosen 21st century career paths.

Based on a firm belief in the power of a collaborative and supportive academic environment, CADS faculty focus on the intersection of science, design, technology, and creativity to enhance quality of life for consumers and foster responsible, successful businesses.

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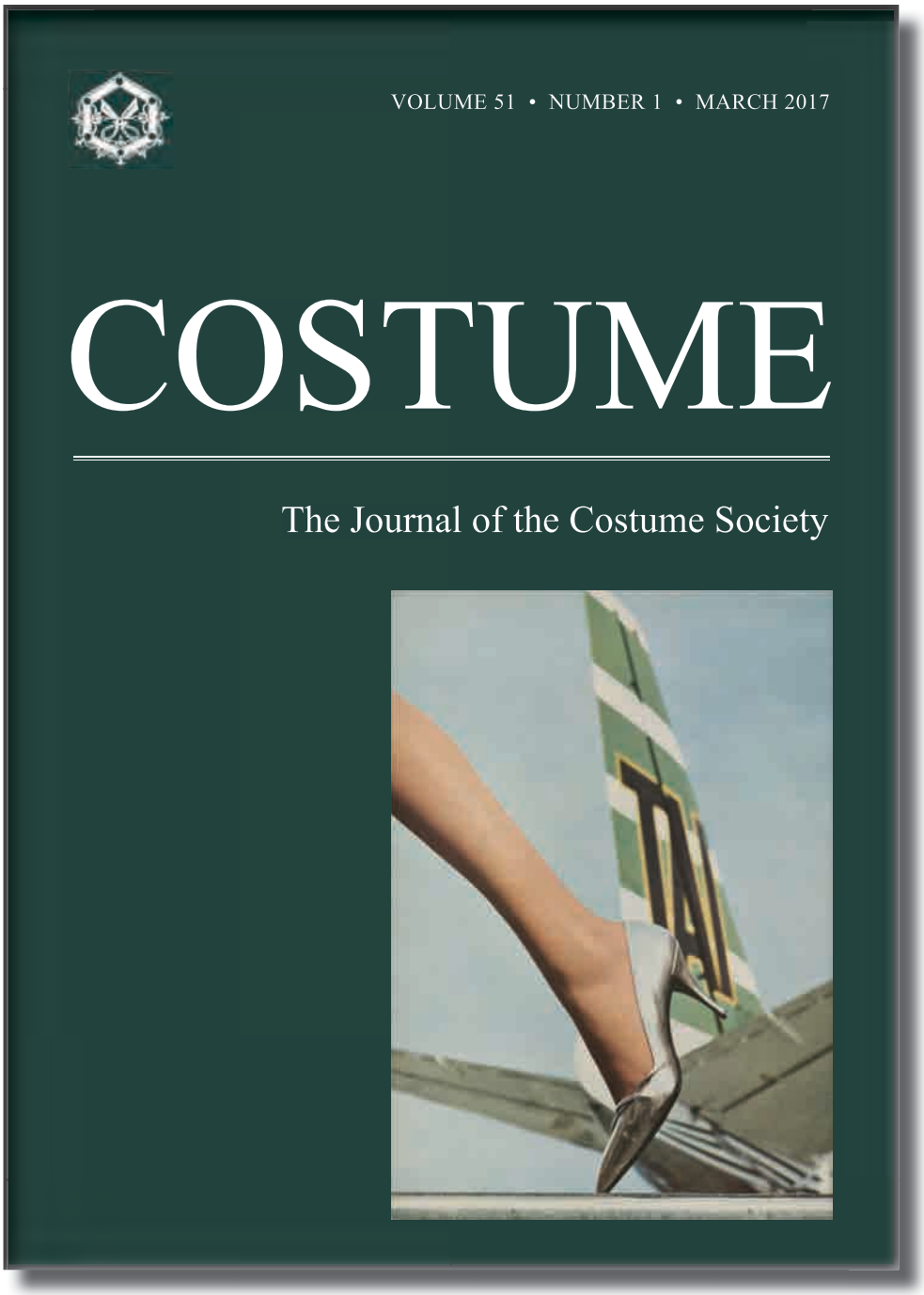


*Costume: The Journal of The Costume Society* publishes in March and October
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The Master of Science with a concentration in Merchandising is offered through the Office of Graduate Studies and the Department of Fashion Design and Retailing. This 11 course program is offered entirely online.

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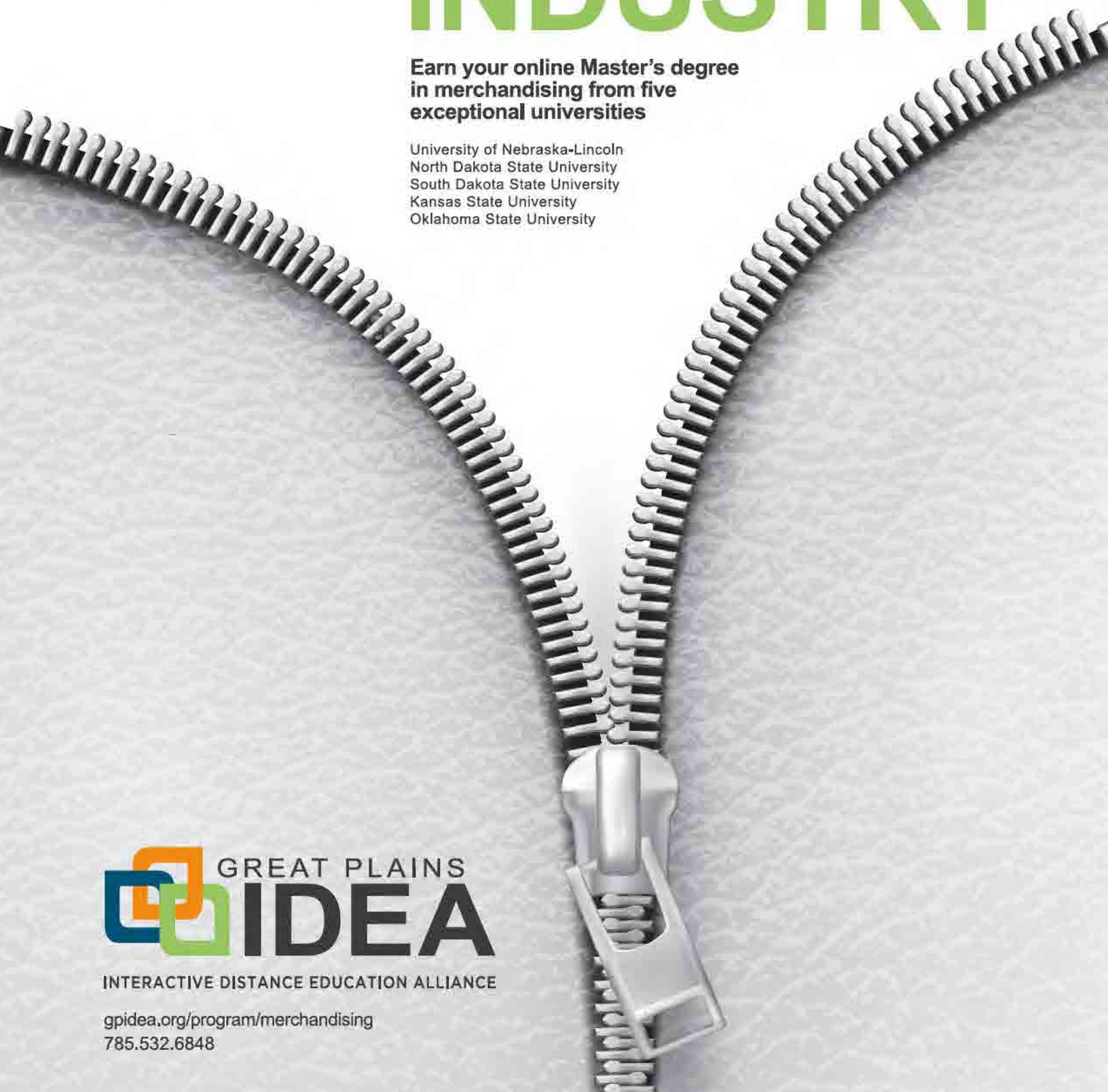

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# Study Fashion in Italy: Programs in Milan & Rome

## ROME

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### SEMESTER - Art History & Fashion

Students enroll in a required Italian language course at the IES Abroad Rome Center, have the opportunity to take a variety of courses in Art History and other disciplines, participate in internships, and supplement their studies with courses at the **Accademia Costume e Moda**, one of the most famous Fashion Academies Rome. English-taught courses include **Fashion Design, Fashion Styling, Accessories Design**, and more.

**LANGUAGE OF INSTRUCTION:** English
**HOUSING:** Homestay or Apartment
**CREDITS:** 15-19
**POSSIBLE FIELD TRIPS:** Amalfi Coast, Bologna & Ravenna, Tuscany

### APPLICATION DEADLINES

**FALL 2018** May 15, 2018 \ **SPRING 2019** October 15, 2018

### SUMMER - Fashion Studies

Students will explore fashion design and production for a summer in Rome! Our program partners with the **Accademia Costume e Moda**, providing two fundamental fashion courses, **Introduction to Fashion & Styling Communication** and **Introduction to Accessories Design**. Students can opt to take **Rome as a Living Museum** as a 3-credit elective at no additional cost.

**LANGUAGE OF INSTRUCTION:** English
**HOUSING:** Apartment
**CREDITS:** 6-9
**POSSIBLE FIELD TRIPS:** Amalfi Coast, Tuscany

### APPLICATION DEADLINE

**SUMMER 2018** March 30, 2018

## MILAN

**Students can study abroad in the fashion capital of Italy, where they can experience Milan Fashion Week, wander Via Montenapoleone, shop the historic Galleria Vittorio Emanuele II, and so much more.**

### SEMESTER - Art History & Fashion

Students can enroll in a variety of International Business and Design courses along with a required Italian language course at the IES Abroad Milan Center, then supplement their studies with fashion courses at **Istituto di Moda Burgo** (for courses in **Fashion Design** and **Pattern Making**) or the **Milano Fashion Institute (MFI)** (for classes focusing on the **Design**, **Management** and **Communication of Fashion**). They also have the opportunity to be placed in fashion-related internships.

**LANGUAGE OF INSTRUCTION:** English and Italian
**HOUSING:** Homestay, Apartment, or Residence Hall
**CREDITS:** 15-19
**POSSIBLE FIELD TRIPS:** Parma, Sicily, Tuscany, the Alps, the famous Lombardy lakes, abbeys, and castles

### APPLICATION DEADLINES

**FALL 2018** May 15, 2018 \ **SPRING 2019** October 15, 2018

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# BREAK BOUNDARIES AND EXPAND YOUR HORIZONS

The Fashion School provides deep, experiential learning environments through international and study-away programs and welcomes you to study with us as a guest student of Kent State.

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Experience one of the world's largest fashion capitals and study for a full semester or summer in the heart of New York City's Garment District. Participate in internships and learn from successful industry professionals while exploring a dynamic and challenging study-away experience.

### THE FLORENCE FASHION PROGRAM

Study abroad for a full semester in beautiful and historic Florence. You will learn from Florence-based faculty and work with the full-time, multilingual Kent State Florence staff. The program includes excursions to fashion and textile industry sites in Italy and beyond.

### THE PARIS AMERICAN ACADEMY

Earn 6 Kent State credits while taking courses at the Paris American Academy, in the historic Latin Quarter. The month-long program includes field trips, workshops, lectures and activities designed to expand your understanding of fashion, while studying with masters of couture fashion techniques and European luxury businesses.

### THE SOUTH KOREA PROGRAM

Immerse yourself in one of the world's most modern and technologically advanced cities, while taking approved Fashion School courses and participating in cultural activities. Earn 6 Kent State University credits through Dankook University and experience a summer in South Korea.

### THE GERMANY PROGRAM

Engage with students and fashion industry leaders and visit historical and cultural sites, while studying in Germany for the summer or a full semester. Germany is a leading world economy and home to a sophisticated fashion industry, providing extensive opportunities for academic exploration and development.

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The Department of Human Sciences includes five multidisciplinary programs that focus on the skills to shape social behaviors and help people improve their health, wellness and consumer experiences: Consumer Sciences; Human Development and Family Science; Human Nutrition; Kinesiology; and Sport, Fitness and Health.

The **Fashion and Retail Studies undergraduate major** is located within the Consumer Sciences program area, and includes some 330 undergraduate students who enter the fashion industry in careers in buying, design, merchandise planning, product development, branding, social media, trend forecasting and global sourcing. The major results in a Bachelor of Science degree that prepares students to manage and merchandise fashion apparel, textiles, beauty products, and accessory products that will be manufactured and sold around the world. Our students are hired by companies such as Donna Karan, Ralph Lauren, L Brands, Macy's, Anthropologie, Chico's, Abercrombie & Fitch, Lands' End, Elizabeth Arden, and Belk's. We also have about 150 students who choose Fashion & Retail Studies as a minor to their majors in Business, Communications, and other programs.

Studies include the full textiles and apparel product pipeline, as well as coursework in branding, social media and information technology, product development, 20th century fashion, retail environments, textile science, global sourcing, merchandise management and the social psychology of appearance. In addition, students will complete internships, meet respected professionals in a speaker series, attend professional meetings, and compete for industry scholarships. There are also active student organizations with activities such as the annual design show, a fashion magazine, and body image outreach programs. The Historic Costume and Textiles Collection and the Dauterman Computer Aided Design Laboratory are other resources for the program. Visit http://ehe.osu.edu/human-sciences/consumer-sciences/undergraduate.

The **Consumer Sciences graduate major** prepares master's and Ph.D. students to improve consumer experiences in the marketplace, or enter careers in college level teaching and research. Students take core courses in consumer behavior, research methods, a research seminar, and statistics courses. Remaining coursework is focused in hospitality and retail management, or family resource management. Students with a focus on hospitality and retail management choose coursework in social/psychological theories, aesthetic theories and body image, services in hospitality and retail industries, managing hospitality and retail operations, recent developments in hospitality and retail industries, and both teaching and research practicums. They also complete a minor or supporting area of study, as well as undertake their own thesis or dissertation research. Students often hold graduate teaching associate positions. Former students have distinguished themselves in illustrious careers as faculty members at University of Minnesota, Auburn University, Iowa State University, Oregon State University, University of Hawaii, and Cornell University, among others. Our graduates have made significant contributions to the research literature in the field. Visit http://ehe.osu.edu/human-sciences/consumer-sciences/graduate.

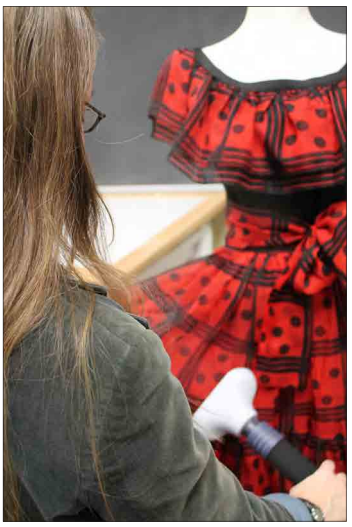
We hope you will consider joining us! We welcome all inquiries and requests for additional information. Please contact Dr. Jay Kandampully (kandampully.1@osu.edu) or Dr. Nancy A. Rudd (rudd.1@osu.edu) with questions.

OHIO UNIVERSITY

The Gladys W. & David H.
Patton College of Education

# Ohio University Master's of Science

## Apparel, Textiles and Merchandising



The Apparel, Textiles, and Merchandising (ATM) master's program offers professional preparation with a scholarly foundation for professionals seeking industry positions in merchandising (such as buying, management, and product development) and in academe. The program focuses on textile and apparel products, their processes of innovation, production, distribution, promotion, diffusion, and consumption. The program provides a strong foundation for students who plan to continue with doctoral study.

Graduate Student Leadership Opportunities: Teaching assistants and On-line course facilitators. (Research funds and scholarships available)

Program Tracks:

- Historic Textiles and Apparel
- Fashion and Consumption Behaviors
- Socio-Psychological Factors of Dress
- Textiles and Apparel Trade and Economies
- Global Sourcing and Supply Chains
- Fashion Leadership and Diffusion
- Retail Merchandising


**For more info, contact:**
**Dr. Beth VanDerveer, Chairperson**
**Dept. of Human and Consumer Sciences**
**vanderve@ohio.edu**


**Or log on to:**
**www.ohio.edu/merchandising**

The Dept. of Human and Consumer Sciences is housed in The Gladys W. and David H. Patton College of Education, which has recently undergone a $32.8-million-dollar renovation that now features the state-of-the-art Product Development Room and the Textiles Lab specifically for students within Retail Merchandising and Fashion Product Development.

# Gain access to industry leaders in the fashion capitals of Europe

SAI invites ITAA faculty to take advantage of our local cultural expertise and resources available for faculty led programs. SAI collaborates with faculty in all phases of program development in apparel, textile, design and merchandising areas. SAI coordinates visits to fashion houses, design museums, showrooms and ateliers. We arrange interviews with designers, textile producers and artisans in specialized areas including lace, leather, cashmere, cotton and eco-textiles. SAI also offers semester, quarter, summer and other short term programs for your students.

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- London College of Fashion

To learn more about SAI stop by our table or contact

Dr. Edna Wilson, Vice President, Academic Affairs • e.wilson@saiprograms.com

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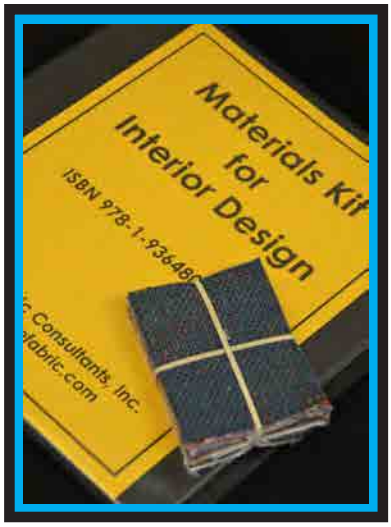


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TERRY J. LUNDGREN CENTER FOR RETAILING

DEPARTMENT OF

# Fashion & Apparel Studies

**www.fashion.udel.edu**

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Students in the MS program complete courses in design innovation, consumer behavior, and social responsibility and sustainability to bring an understanding of both to solving problems in the global fashion industry. Graduates will be able to create value for a firm by integrating knowledge about consumer research and product development, merchandising, and sourcing.

MS students take 31 credit hours of course work and research. A course based MS degree with a professional project is also an option.

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- **Certificate Program**: Applications are accepted up to one month prior to the student's desired start.

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## CONTACT

Dr. Huantian Cao, Professor and Director of Graduate Studies

hcao@udel.edu

302.831.8714

Department of Fashion and Apparel Studies, University of Delaware
211 Alison Hall West
Newark, DE 19716

## OPTIONS

- MS in Fashion and Apparel Studies – Thesis (31 Credits)
- MS in Fashion and Apparel Studies – Professional Project (31 Credits)
- Graduate Certificate in Socially Responsible and Sustainable Apparel Business (9 Credits)

## AREAS OF FOCUS

- Brand Management and Marketing
- Consumer Behavior
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COLLEGE OF DESIGN UNIVERSITY OF MINNESOTA

# Apparel Studies

Dress/History/Culture
Product Design
(including Wearable Technology)
Retail Merchandising and Consumer Studies

1

2

3

4

5

6

7

- Work with established **scholars** (2)

*Missy Bye, Marilyn DeLong, Lucy Dunne, Linsey Griffin, Brad Holschuh, Hyunjoo Im, Hye-Young Kim, Dave Loranger, Juanjuan Wu*

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DEPARTMENT OF RETAIL, HOSPITALITY AND TOURISM MANAGEMENT

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## FUNDING OPPORTUNITIES

- Graduate assistantship with a tuition-waver and 12-month stipend for four years
- $2,000 dissertation research support
- Conference travel fund support
- Opportunity to receive graduate fellowships from the college

## RESEARCH OPPORTUNITIES

- Highly productive research faculty
- One-on-one research mentorship from faculty members in diverse areas of expertise (e.g., social media, retail technology, sustainable consumption, consumer culture, branding, international retailing, tourist shopping)
- Opportunity for special projects and research assistantships

## PROFESSIONAL DEVELOPMENT

- Opportunity to work on industry-related projects by partnering with national or local retailers
- Collaboration (e.g., faculty-student, student-student research, interdisciplinary research between retail and hospitality) opportunity for conference research presentations and journal publications
- Required seminal class aimed at developing professional skills and job-market preparation

## CORE COURSES

Consumer Behavior Theories
Strategies
Research Methods, Models & Measurement
Literature & Thought
Research Seminar

## CONTACT US

https://rhtm.utk.edu/graduate/


Dr. Ann Fairhurst, Ph. D.
Department Head
fairhurs@utk.edu or wjohnso1@utk.edu

865-974-2141

Dr. Heejin Lim, Ph. D.
Director of Graduate Studies
hlim@utk.edu

## Monday, November 13

9:00am–6:00pm **ITAA Council Meeting**
Registration Set Up

## Tuesday, November 14

7:00am–6:00pm **Registration Open**

7:00am–8:00pm **Tours**

**Disney World**

Spend the entire day experiencing the magic of Disney World! Depart at 7:00 am on a coach for about a 2 hour drive to Disney. The park opens at 9:00 am, where you can avoid the longer lines and walk right into the park. Spend your entire day enjoying **one** of the 4 parks that you will choose in advance (Magic Kingdom, Epcot, Disney's Hollywood Studios, Disney's Animal Park). The park closes at 6:00 pm, at which time you will get back on the coach and relax (or sleep) for the return trip.
Meet in hotel lobby at 6:45 a.m. Tour Guide – Sherry Schofield

## Wednesday, November 15

7:00am–6:00pm **Registration Open**

**Workshops**

9:00am–11:30am **Updates on Global Sourcing: Case Studies and Made in USA Rules**
ST. PETERSBURG 1 Jung Ha-Brookshire is hosting a workshop to share updated content of *Global Sourcing in the Textile and Apparel Industry* © 2017 (2nd edition, Bloomsbury). One of the key features of updated contents is 12 case studies at the end of each chapter and Ha-Brookshire will share how to use these contents in classroom. In addition, participants will gain access to other teaching materials, such as updated PowerPoint slides, exam questions, assignment projects, grading rubrics, and video materials for each chapter. Q&A session will also be included to help faculty better prepared for teaching global teaching.

1:00pm–5:00pm **Writing, Teaching With, and Publishing Case Studies**
ST. PETERSBURG 1 The case study method (or case method) of teaching is an effective way for students to learn and apply concepts to real-life situations, strategies, and dilemmas. This workshop will provide ITAA members with an excellent professional development opportunity to learn how to write, teach with, and publish case studies relevant to their courses and areas of expertise. The case study method of teaching can be used in areas of interest to those attending the ITAA conference including textiles, historic costume, design, product development, forecasting, merchandising, retailing, global sourcing, and supply chain management. Participants will leave this hands-on workshop with resources for writing and teaching with case studies in addition to a draft of at least one case study that they will be able to use in one of their courses – including case study background, learning objectives, assignment questions, and grading rubric. Participants will also leave the workshop with an understanding of the submission, review, and publication process for the new online resource, *Bloomsbury Fashion Business Cases*. Publishing case studies through this new resource will provide documentation and evidence of the scholarship of teaching necessary for the faculty evaluation/reward systems at many colleges and universities. Coordinators and Presenters: Leslie Davis Burns, Editor-in-Chief, *Bloomsbury Fashion Business Cases,* Responsible Global Fashion LLC, USA, and Hannah Crump, Acquisitions Editor, Digital Resources, Bloomsbury Publishing Plc, UK.

**Tours**

12:15pm–3:00pm **HSN Tour**

Take a short coach ride to visit HSN (formerly the Home Shopping Network) which is headquartered in St. Petersburg. Some of what they will show us are the taping studios, speaking with merchandising managers, finding out how they package fashion for a specific designer, and possibly meeting a designer if they are on campus for the day.
Meet in hotel lobby 12:00 Noon Tour Guide – Srikant Manchiraju

3:00pm–6:00pm **TAPAC Board of Commissioners Meeting**
HTC 2

4:00pm–5:00pm **VPs Meet with Committee Chairs**
DEMENS & WILLIAMS

5:00pm–6:00pm **New Attendees and Members Welcome and Conference Orientation**
WILLIAMS

6:00pm–8:00pm **Opening Reception**
GRAND BAY BALLROOM

***Co-Sponsored by Fairchild-Bloomsbury and ITAA***

8:00pm–9:30pm **Graduate Student Gathering**
POOLSIDE

8:00pm–9:30pm **Administrative Leadership Committee**
HTC 2

## Thursday, November 16

7:30am–5:00pm **Registration Open**

All Day **Committee Meetings** (Committees schedule meeting times in advance of conference)

8:00am–9:45am **Opening Session, Continental Breakfast, Business Meeting**
GRAND BAY BALLROOM

**Making a Difference…..One Member and One Event at a Time**
Marianne Bickle, University of South Carolina, ITAA President

***Breakfast and Design Opening, Co-Sponsored by Gerber Technology and ITAA***

9:45am–4:30pm **Mounted Design Exhibit: Day 1** Designers with Designs from 9:45 – 10:15
ST. PETERSBURG 2 & 3

**PROFESSIONAL**

**Undulated One**
Rachel Anderson, Texas Tech University; and Chad Plunket, LHUCA Center for the Arts

**Secessionist Reformkleid: Striped Day Dress that Converts to a Tunic**
Anne Marie Eveline Bissonnette, University of Alberta

**Time and Cloth, Dress 1.0**
Catherine Kueffer Blumenkamp and Trish Ramsay, Sam Houston State University

**The Carnation Coat**
Chanjuan Chen and Kendra Lapolla, Kent State University

**Rebirth II**
Chanjuan Chen, Kent State University

**Glaciers**
Kyoung-Hee Cho, Mokpo National University

**Universal Lattice**
Sun Young Choi, Korea National Open University

**Pleated Bustle**
Sun Young Choi, Korea National Open University

**Rojo Mistral**
Rachel Jean Eike, Baylor University

**Bogolanfini in Leather**
Tameka Nicole Ellington, Kent State University

**Garden Series. Green Burial Robe Halfscale Prototype**
Sherry J. Haar, Kansas State University

**Irradiated Traditions: Navajo People Wearing the Yellow Dust of Uranium Toxicity**
Kim Hongyoun Hahn, Kent State University; and Ann Futterman Collier, Northern Arizona University

**Anahata Pulse**
Kim Hongyoun Hahn and David H Hahn, Kent State University

**Bete Noire: Extreme Asymmetry**
Susan L. Hannel, University of Rhode Island

**Homegrown: Investigating Design Potential of Bacterial Cellulose**
Jennifer Harmon, University of Wyoming

**Neon Moire**
Ja Young Hwang and Kim HongYoun Hahn, Kent State University

**Forever Green**
Erin M. Irick, University of Wyoming

**Oyster Shell: A Tribute to the Oregon Coast Part 2**
Laura Kane, Framingham State University

**Airy Bloom**
Helen Sumin Koo, Konkuk University; and Seoha Min, University of North Carolina at Greensboro

**T-shirt Resurgence**
Jung Eun Lee, Virginia Tech

**Validated Flower**
Yoon Kyung Lee, Seoul National University

**Internal Peace in Life**
Young-A Lee, Iowa State University; and Yu Mi Kwon, Sejong University

**Beauty and Legacy of War**
Youngjoo Lee, Georgia Southern University

**La Belle Lute**
Stacey Rochelle Lim and Rachel Pastor, Central Michigan University

**Star Flower Remade**
Addie K. Martindale, Georgia Southern University

**Achromatizing Effect**
Addie K. Martindale, Georgia Southern University

**Solaris: A Unisex Solar-Powered Jacket for the Day Hiker**
Ellen McKinney, Fatma Baytar, Kathryn Kaalberg, Shannon Roth, Chanmi Hwang, Samuel Vande Loo, Nicholaus Steffensmeier, Mashud Alam, Chunhui Xiang, Ran Dai, and Eulanda Sanders, Iowa State University

**Transparent Pannier**
Colleen Moretz, West Virginia University

**Transformation Inward Out**
Colleen Moretz, West Virginia University

**Visible - Trans Positive Apparel**
Kristen D. Morris, University of Missouri

**Luminosity: High Visibility Apparel for Runners**
Kristen D. Morris, University of Missouri

**Lucent Two: A Breathable Hooded Rain Jacket**
Kristen D. Morris, University of Missouri

**Changing Perspectives**
Linda Ohrn-McDaniel, Kent State University

**Spiraling through Generations**
Linda Ohrn-McDaniel, Inger Ohrn, Greta Stenbom, and Jonathan McDaniel, Kent State University

**Denim and Silk Ensemble**
Belinda T. Orzada, University of Delaware

**Upcycle and Zero Waste Ensemble**
Belinda T. Orzada, University of Delaware

**The Three Rs: Reclaim, Reuse . . . Really**
Carla Anderson Perez, University of the Incarnate Word

**White Forest**
Anna Perry, Colorado State University

**Owl**
Anna Perry, Colorado State University

**Chinese Red in Spring**
Anna Perry, Colorado State University

**Color Hearing: Bridal Chorus**
Jessica L. Ridgway, Florida State University

**Ommatidia**
Ashley Rougeaux-Burnes, Texas Tech University

**Dichotomy**
Jooyoung Shin, Cornell University

**Metamorphosis**
Jooyoung Shin, Cornell University

**Surrealism with Floating Origami Rose: A Cocktail Ensemble**
Diane Carol Sparks and Tyler James Klene, Colorado State University

**Elevating Scraps**
Casey Rhea Stannard, Louisiana State University

**Daring to Sprint: 3D Printing Textile**
Lushan (Sarina) Sun, Auburn University

**Naturally Butterlies**
Mia (Mikyoung) Whang, Centenary University

**The Spring Bamboo I - Evergreen**
Ling Zhang, Central Michigan University

**Mystic Girls and Butterflies - CNIII**
Ling Zhang, Central Michigan University; and Brent Holland, Iowa State University

10:00am–4:30pm **Resource Exhibit**
LOBBY III & PRE-ASSEMBLY

10:15am-11:30am **CONCURRENT BREAKOUT SESSION #1**
WILLIAMS **Special Topic Session**

**Achieving Success in Historic Research: The Importance of Research Methods**
Coordinator: Arlesa Shephard, SUNY-Buffalo State

This panel will discuss the role of methodology and theory in historical research and how they can be better implemented and communicated to improve research productivity, presentations, and publications.

Presenters: Arlesa Shephard, SUNY-Buffalo State; Denise Green, Cornell University; Sally Helveston Gray, Michigan State University; Michael Mamp, Central Michigan Univeristy; Sara Marcketti, Iowa State University; and Elaine Pedersen, Oregon State University

HTC4

## Teaching for Design and Product Development (ADP)

***Presider: Susan Sokolowski, University of Oregon***

**Style Studies: Adopting Personas in Fashion Design Pedagogy through Use of Social Media Web Applications with Real Consumers**
Chanjuan Chen and Kendra Lapolla, Kent State University

**Translating Product Innovation into a Potential Retail Business and Service Start-up through the Student GradCap Event**
Sheri L. Dragoo and Deborah Young, Texas Woman's University

**Design Collaboration across Physical and Cultural Borders with Global Impact**
Sheri L. Dragoo, Texas Woman's University

**Designing a Thoracic Compression and Posture Correction Device for Brass Musicians with Pharyngoceles: A Teaching Opportunity**
Susan L Sokolowski and Brittany Lang, University of Oregon

HTC 1

## New Retail Service (MMGT)

***Presider: Hongjoo Woo, Auburn University***

**Shopping Orientation, Store Attributes, and Apparel Retail Format Preference**
Lizhu Davis, Hongtao Yue, and Dean Davis, California State University-Fresno

**Investigating Customer Loyalty to Apparel and Beauty Subscription Box Retailers**
Jong-Geun Lee and Amrut Sadachar, Auburn University; and Srikant Manchiraju, Florida State University

**Fashion Subscription Retailing: An Exploratory Study of Consumers' Perception**
Qiong Tao and Yingjiao Xu, North Carolina State University

**Who Seeks a Surprise Box? Predictors of Consumers' Adoption of Fashion and Beauty Subscription-Based Online Services (SOS)**
Hongjoo Woo, Auburn University; and Bharath Ramkumar, SUNY-Oneonta

DEMENS

## Innovative Teaching Strategies I (PED)

***Presider: Ruirui Zhang, Framingham State University***

**Applying Problem-Based Learning (PBL) Strategy to Strengthen Sustainability Education in Textile and Apparel Curriculum**
Huantian Cao, Martha Carper, Kelly Cobb, and Shameeka Jelenewicz, University of Delaware

**Not by Making Things Better but by Playing the Game Differently: Business Models Innovation Course for Fashion Curriculum**
Chae-Mi Lim, Philadelphia University

**Inviting Industry into the Classroom: Meeting Learning Outcomes While Satisfying Industry Demands**
Jessica Ridgway, Florida State University; and Ashley Hasty, Indiana University

**User-centered Design and Niche-market Development: Engaging Students in the Design and Merchandising**
Ruirui Zhang and Seunghye Cho, Framingham State University

HTC 3

## Body Image and Personal Reflection (SPA)

***Presider: Diana Saiki, Ball State University***

**How Do I Look? Exploring the Role of Others in Shaping a New Mother's Identity and Appearance**
Victoria Brown, High Point University; and Nancy Hodges, University of North Carolina at Greensboro

**Teaching Intersectional Identity through Beyoncé's Lemonade**
Alexandra Lynn Howell, Meredith College; and Julie Louise Hillery, The Ohio State University

**Reflections and Empowerment: Body Image Letters to a Younger Self**
Nancy A. Rudd, Iva Jestratijevic, and Sarah Husk, The Ohio State University

**An Examination of "Lookism" in Scholarly Literature**
Diana Saiki, Ball State University; Alyssa Dana Adomaitis, The New York City College of Technology, CUNY; and Jessica Gundlach, Ball State University

ST. PETERSBURG 1

## Sustainable Fashion Consumption (SSR)

***Presider: Mary Ruppert-Stroescu, Washington University in St. Louis***

**Facing the Rising Consumer Sophistication: The Factors Motivate Chinese Consumers' Apparel Customization Adoption**
Chunmin Lang, Louisiana State University; Ruirui Zhang, Framingham State University; and Li Zhao, University of Missouri

**Students' Perceptions of Adopting Minimal Transformative Wardrobes**
Addie Martindale, Georgia Southern University; and Young-A Lee, Iowa State University

**Apparel Design for Zero Waste: Exploring Aesthetic Preferences and Purchase Intentions as a Function of Zero Waste Design Typicality and Zero Waste Concept**
Dawn M. Michaelson and Veena Chattaraman, Auburn University

**Sustainable Fashion Development: Applying Transformational Design**
Bingyue Wei, Oklahoma State University; and Mary Ruppert-Stroescu, Washington University in St. Louis

HTC 2

## Environmentally Friendly Textile Materials (TAS)

***Presider: Amanda Thompson, University of Alabama***

**Effectiveness of Environmentally Friendly Retting Techniques on Industrial Hemp**
Kaitlyn Jo Engle, Wangcheng Liu, and Hang Liu, Washington State University

**Comfort and Aesthetic Properties of Bacterial Cellulose for Textile Applications**
Jennifer Harmon, Logan Fairbourn, and Natalie Thibault, University of Wyoming

**Multi-layered Cellulosic Material as a Leather Alternate in the Footwear Industry**
Changhyun Nam and Young-A Lee, Iowa State University

**Production of Ecofriendly Natural Bamboo Bast Fiber and Assessment of Antibacterial Activity**
AMK Bahrum Prang Rocky and Amanda J. Thompson, University of Alabama

11:45am–1:30pm
GRAND BAY BALLROOM

## Lunch General Session

**The Evolution from Static-3D Scanning to Dense Temporal-3D Motion Capture to Innovate the Next Wave of Exceedingly Functional, Comfortable, and Fashionable Wearable Technologies**
Chris Lane, CEO, 3dMD

1:45pm-3:00pm
WILLIAMS

## CONCURRENT BREAKOUT SESSION #2

## Special Topic Session

**International Research Collaborations in Textiles and Apparel: Reflections and Best Practices**

Coordinator: Amanda Muhammad, Indiana State University

This session reflects the goals and experiences of Global Women's Empowerment (GoWEÂ®), a collaborative research group, with the focus on developing and managing multiple international research projects.

Presenters: Amanda Muhammad, Indiana State University; Lombuso Khoza, University of Maryland Eastern Shore; Caroline Kobia, Mississippi State University; and Jaeil Lee, Seattle Pacific University

HTC 4

## Design for Special Populations (ADP)

***Presider: Sandra Tullio-Pow, Ryerson University***

**Investigation of Patrol Officers' Musculoskeletal Health: Needs Assessment of Campus Patrol Officers**
Mercan Derafshi, Adriana Petrova, and Aditya Jayadas, Oklahoma State University

**Pregnancy Chic: A Co-creative Approach for Maternity Fashion**
Kendra Lapolla and Chanjuan Chen, Kent State University

**Exploring the Relationship between Lead Users and Collaborative Orientation in the Design of a Functional Running Garment**
Kristen D. Morris, University of Missouri; and Susan P. Ashdown, Cornell University

**The Right Fit: A Clothing Needs Assessment of Women with Plus-size Bodies (20+)**
Kirsten Schaefer and Sandra Tullio-Pow, Ryerson University; Samantha Abel and Chad Story, York University; and Ben Barry, Ryerson University

HTC 3

## Consumers' Purchase Intentions (CB)

***Presider: Bharath Ramkumar, SUNY-Oneonta***

**Instagram As a Search Engine: Can Browsers Convert to Shoppers?**
Leslie M. Cuevas, University of Tennessee; Jewon Lyu, Kent State University; and Heejin Lim, University of Tennessee

**Chinese Tourists' Shopping Behavior in the United States**
Lizhu Davis, California State University-Fresno; Xiaowen Qiu, Fujian Forestry Vocational Technical College, China; and Dean Davis, California State University-Fresno

**Why Instagram? The Role of Telepresence and Transportation in Visual Content Marketing**
Heejin Lim, and Michelle Childs, University of Tennessee

**Modelling Consumers' Attitude and Intention to Use Fashion and Beauty Subscription-Based Online Services (SOS): A TRA Approach**
Bharath Ramkumar, SUNY-Oneonta; and Hongjoo Woo, Auburn University

DEMENS

## Online and Mobile Retailing (MVP)

***Presider: Wi-Suk Kwon, Auburn University***

**One Size Does (Not) Fit All: Effect of Regulatory Focus on Perceived Risk and Investment towards Online Mass-Customized Products**
Gargi Bhaduri and Jihyun Kim, Kent State University

**Individualization and Argument Quality of Location-based Mobile Messages: An Application of Elaboration Likelihood Model**
Jinhee Han and Wi-Suk Kwon, Auburn University

**The Role of Regulatory Focus in Online Apparel Product Display**
Jonghan Hyun, Kent State University

**The Effect of Presence on Consumers' Responses to Virtual Mirror Technology**
Seeun Kim, Auburn University; and Sun-Hwa Kim, Montana State University

ST. PETERSBURG 1

## Social Responsibility in Fashion Industry (SSR)

***Presider: Marsha Dickson, University of Delaware***

**Role of Brand and Retailer Purchasing Practices in Factory Non-Compliance with Codes of Conduct for Labor Standards**
Marsha A. Dickson, University of Delaware

**Where Are All the Black Female Fashion Designers?**
Samii Kennedy Benson and Eulanda Sanders, Iowa State University

**Balancing People with Profit: Corporate Social Responsibility and the Employee as Stakeholder**
Tara Jennifer Konya and Nancy Hodges, University of North Carolina at Greensboro

**Garment Workers' Rights Are Women's Rights: Suggestions for Future Studies on Support for Socially Responsible Businesses**
Beth Myers, Georgia Southern University; and Rachel Eike, Baylor University

HTC 1

## Global Textile and Apparel Industry (TAI)

***Presider: Sheng Lu, University of Delaware***

**Minnesota Sewn Product Manufacturers: Opportunities and Challenges**
Elizabeth Bye and Kira Erickson, University of Minnesota

**Measuring Women Empowerment in the Indian Apparel Industry**
Debanjan Das, West Virginia University; and Jung Ha-Brookshire, University of Missouri

**What Works for Small Apparel Manufacturing: Issues Affecting Reshoring**
Carol Engel-Enright, Nancy J. Miller, and Jennifer Worrell, Colorado State University

**What Will Happen to the U.S. Textile and Apparel Industry if NAFTA Is Gone?**
Sheng Lu, University of Delaware

HTC 2

## Fashion and Consumers (UG)

***Presider: Charles Freeman, Mississippi State University***

**Luxury for the Masses: Why We Can't All Have It All**
Kelly Allen and Patricia T Warrington, Texas Christian University

**The Relationship between Role Theory and Feminism in Vogue Advertisements from 1960-1990**
Jess Conroy and V. Ann Paulins, Ohio University

**Effect of Fashion Industry Media on Consumers Attitudes and Values for Social Responsibility**
Dara McCluskey and Charles Freeman, Mississippi State University

**Pre-purchase Satisfaction of Work Shirts Worn by Women in Agriculture.**
Emily Owens, Catherine Black, and Charles Freeman, Mississippi State University

3:15pm-4:30pm

## CONCURRENT BREAKOUT SESSION #3

ST. PETERSBURG 1

## Seminar Session

**Inequalities around Fashioned Bodies, Style, and Beauty: A Seminar Examining Social Injustices Related to the Apparel Industry, Discipline, and/or Personal Aesthetics**

Coordinators: Kelly L. Reddy-Best, Iowa State University; Tameka N. Ellington, Kent State University; and Eulanda A. Sanders, Iowa State University

The seminar will be centered around scholarship related to or addressing social justice or social justice issues in the apparel industry, our discipline, or personal and/or community aesthetics and styles. We will focus on work examining underrepresented populations such as: (a) people of color, (b) the LGBTQ+ community, (c) people of a variety of abilities, and/or (d) other groups that have a history of oppression, discrimination, or power and privilege inequalities. The seminar will have a non-traditional “arrangement” in the room with “exhibits” of scholarly work and “mini talks” from each presenter. Our goal is to initiate and encourage these discussions to go beyond the seminar session and for the participants to engage in dialogue at their home institutions and programs while building a network of people in the seminar to dialogue about in the future.

1. **The Impact of Acculturation on Mayan Dress in Contemporary Yucatan**, Ashley Kubley, University of Cincinnati
2. **Adaptive Aesthetics**, Tracy Vollbrecht and Tameka N. Ellington (faculty mentor), Kent State University
3. **(dis)ABLED BEAUTY: The Evolution of Beauty, Disability and Ability – A Curated Exhibition Featuring the Paradox of a Societal Dogma**, Tameka N. Ellington, Kent State University and Stacey R. Lim, Central Michigan University
4. **Health Dispartiies, Environmental Racism and Natural Beauty Products, Examining Beliefs and Health-Promoting Behaviors of Black Women**, Melodie Davis-Bundrage, Johnson and Wales University
5. **Transpeople and Issues with the Fit of RTW Clothes**, Andrew Reilly, University of Hawai‘i Mānoa; and Jory Catalpa and Jenifer McGuire, University of Minnesota
6. **Unapologetically Fat Online: Fat Women, Dress, and Destigmatization on YouTube**, Arienne McCracken, Mary Lynn Damhorst, and Eulanda Sanders, Iowa State University

WILLIAMS

## Special Topic Session

**The Next Step: Priorities and Structure of an ITAA Graduate Education Alliance**

Coordinators: Ann Marie Fiore, Iowa State University; and Marilyn DeLong, University of Minnesota

This session is intended to gather input from ITAA members on the next step in the proposal of an ITAA graduate education alliance that will help foster vitality of textile and apparel graduate programs.

Presenters: Ann Marie Fiore, Iowa State University; Marilyn DeLong, University of Minnesota; Kathy Mullet, Oregon State University; Rodney Runyan, Texas State University; Jane Swinney, Oklahoma State University; and Pam Ulrich, Auburn University

HTC 4

## Pattern Design Innovation (ADP)

***Presider: Laurie Apple, University of Arkansas***

**Draping and Pattern Design Innovation: Spirals in X and Y**
Jeremy Michael Bernardoni, Louisiana State University; and Mary Ruppert-Stroescu, Washington University in St. Louis

**From Roberts' Subtraction Cutting and Dart Manipulation: Concepts for Patternmaking Theory**
Meegan Feori and Ellen McKinney, Iowa State University

**Shifting the Basic Pattern Block into a New Framework to Fit the Demands of Post Double Mastectomy Women: Part 2**
Shan Gao, Laurie M Apple, Stephanie K Hubert, and Kathleen R. Smith, University of Arkansas

**Uplifted: Future Direction in Sports Bras Design**
Adriana Carmen Gorea, Fatma Baytar, and Eulanda Sanders, Iowa State University

HTC 3

## Psychological Aspects of Consumption (CB)

***Presider: Haesun Park-Poaps, Ohio University***

**Does this Bag Make Me Look Good? The Impact of Post-Consumption Emotions on Re-Purchase Intention of Counterfeit Luxury Products**
Sergio C. Bedford and Heejin Lim, University of Tennessee

**An Institutionalized Latent Concept, Cosmopolitan Consumer Orientation, as a Predictor of Sustainable Apparel Consumption**
Maria S. Gil and Jin Su, University of North Carolina at Greensboro

**Socially Responsible Millennial Consumers: Debunking the Myth of the "It" Generation**
Olivia Johnson, Texas State University; and Veena Chattaraman, Auburn University

**Factors Surrounding Adolescents' Counterfeit Purchasing: An Exploratory Study**
Haesun Park-Poaps, Ohio University; and Jennifer Galster, Bustle

HTC 1

## Historic Dress and Social Context (HIS)

***Presider: Monica Sklar, University of Georgia***

**"I'm a Stand-up Comic in a Dress:" Charles Pierce**
Michael Mamp, Central Michigan University

**Dior to Disco: Second Wave Feminism and Fashion**
Jean McElvain, University of Minnesota; and Monica Sklar and Madeline Harpham, University of Georgia

**A Case Study of a Nineteenth-Century Southern Planter Family's Female Members' Participation in Consumer Culture through Decorative Textiles and Personal Dress Items**
L. Danielle Reaves and Jenna T. Kuttruff, Louisiana State University

**Motown Style and the American Dream**
Monica Sklar and Olonie Binns, University of Georgia

DEMENS

## Global Engagement (PED)

***Presider: Catherine Amoroso Leslie, Kent State University***

**Object-Based Learning in a World Dress Course**
Jennifer Banning and Hae Jin Gam, Illinois State University

**Global Engagement: The Fashion Industry in Vietnam**
Lynn M. Boorady, SUNY-Buffalo State

**Increasing Intercultural Sensitivity through Cosplay for College Students**
Juyoung Lee and Carla Jagger, Mississippi State University

**The Impact of Study Away in the Fashion Merchandising Curriculum Informed by Student and Alumni Experience**
Jewon Lyu and Catherine Amoroso Leslie, Kent State University

HTC 2

## Functional Apparel (TAS)

***Presider: Ellen McKinney, Iowa State University***

**The Use of TransDRY® Cotton Fabric as a Textile Intervention to Reduce Abdominal Skin Infections and Surface Skin Temperature in Post-Bariatric Surgery Patients**
Linda Arthur Bradley, Deborah Christel, Megan Vulcan, and Susan Dunn, Washington State University

**Thermo-Physiological Comfort Assessment of Performance Cooling Fabrics in Medical Personal Protective Equipment (PPE)**
Brittany Conroy, Tyler Klene, Luke Koppa, and Juyeon Park, Colorado State University

**Assessment of Greenhouse Pesticide Applicators' Needs for Personal Protective Gear (PPG)**
Sanjay Guria and Huiju Park, Cornell University

**Characterization of Flexible Solar Panels for Sustainable Smart Solar Powered Apparel**
Chunhui Xiang, Mashud Alam, Sameul R. Vande Loo, Nicholaus G. Steffensmeier, Ran Dai, Eulanda Sanders, Fatma Baytar, Ellen McKinney, Shannon Roth, Kathryn Kaalberg, and Chanmi Hwang, Iowa State University

5:00pm–7:00pm

## Sponsor Presentations

5:00pm-6:00pm
WILLIAMS

**Taste of Hollywood Fitting Design, Joe Vecchiarelli, Fashion Supplies, Inc.**
Joe Vecchiarelli will be doing a presentation with a taste of Hollywood fashion. The presentation will consist of Joe's work with several TV shows such as Dancing with the Stars and Fashion Star, presented through Powerpoint. During the presentation in a fabulous Hollywood style, prizes will be given away to the audience. Don't miss this once in a life time event and share the excitement.

5:00pm-6:00pm
HTC 4

**How to Get your Work Published**
James Campbell (Head of Commissioning) from Intellect Books will be discussing the dos and don't of book and journal publishing. The session will involve a Q&A, so please come armed with questions.

5:00pm–6:30pm
DEMENS

**Lectra's Digital Presentation of Modaris V8 2D and 3D Virtual Prototyping**
Presenters: Carlos Jimenez, Professional Services Manager, Fashion & Apparel
Toni Lublin, Education Partnership Manager

Carlos Jimenez, Professional Services Manager will demonstrate the most advanced 2D/3D patternmaking and grading solution worldwide. Modaris V8 has been adopted by well-known global brands, retailers and manufactures in fashion and apparel. Faced with the complexities of an extended product development process and constant pressure for new, high-quality products to reach the market quickly—the industry is shifting rapidly towards solutions which meet these challenges. Learn how Lectra's newest version of Modaris V8 can help prepare your students for real industry challenges.

5:00pm–7:00pm
HTC 3

**Haute Couture and Ready-to-Wear, Claire Shaeffer**

Is haute couture important for students and designers? What is haute couture? How does it differ from expensive ready-to-wear? How can haute couture design be modified for rtw? What does it offer fashion design students?

This workshop will include interesting design ideas and a comparison of construction techniques from haute couture and expensive ready-to-wear with an emphasis on Chanel and Yves Saint Laurent.

5:00pm–7:00pm
St. Petersburg 1

**Exploring Bloomsbury Fashion Central**

Presenter: Kristin Cunningham, Account Manager – Southern Region, Academic Sales

Join us for an interactive discovery of the Award-winning **Bloomsbury Fashion Central,** a market-leading digital resource for fashion research and education. From within **Bloomsbury Fashion Central,** we'll explore the **Berg Fashion Library,** an expansive library of essential fashion resources, including 13,000+ images, museum exhibitions, eBooks, essays, lesson plans, and more. Then we'll hit the catwalk with the **Fashion Photography Archive,** containing hundreds of articles, audio and video resources and 750,000 never-before-digitized runway and backstage images, showcasing top designers including McQueen, Westwood, and Chalayan. **Be sure to bring your laptop to the session so that you can participate in our online scavenger hunt and have the chance to win some fun prizes!**

5:00pm–6:00pm
HTC 1

**Digital Design in the New Retail Age**

Presenters: Sabrina Cove, EFI/Optitex
Lindsay Boehl, EFI/Generation Digital

How has the Retail Apocalypse influenced companites to change workflows with end to end digital solutions?

5:00pm–9:00pm

**Legacy Group Fund Raising Event - Sunset Dinner Cruise**

Meet in Hotel Lobby at 4:30pm to WALK to the pier.

7:00pm–8:30pm
WILLIAMS

**Graduate Student Fireside Chat**

**CVs, Interviews, and Tenure, Oh My! Navigating the Transition from Graduate Degree to New Career**

Coordinator: Rachel LoMonaco-Benzing, ITAA Graduate Student Liaison

A panel of three recent graduates from different areas of the textile and apparel discipline will provide tips and discuss their experiences preparing for and entering the job market, interviewing, and transitioning into a new career, in academia or industry. There will be informal Q&As around the topics throughout.

Panelists
Katie Baker Jones, PhD: culture, history, and media focus, West Virginia University
Chanjuan Chen, MFA: design focus, The Fashion School at Kent State
Bharath Ramkumar, PhD: marketing and retail focus, SUNY-Oneonta

## Friday, November 17

7:30am–5:00pm **Registration Open**

All Day **Committee Meetings** (Committees schedule meeting times in advance of conference)

8:00am–9:00am **TAPAC Board of Commissioners Meeting**
HTC 1

9:00am–2:00pm **Resource Exhibit**
LOBBY III & PRE-ASSEMBLY

9:00am-2:00pm **Mounted Design Exhibit: Day 2** Designers with Designs from 9:00 – 9:30am
ST. PETERSBURG 2 & 3

**GRADUATE STUDENT**

**Inside-Out, Back to Front**
Lida Aflatoony, University of Missouri
*Advisor: Kristen Morris*

**Tiffany Reimagined**
Charity Calvin Armstead, Iowa State University

**Stained Glass in Three Dimensions**
Charity Calvin Armstead, Iowa State University

**Texture Transformation**
Haeun Bang, University of Minnesota
*Advisor: Marilyn DeLong*

**Depth of Color**
Sunhyung Cho, University of Missouri
*Advisor: Kristen Morris*

**Armor and Amour**
Courtney Leigh Cole, Central Michigan University
*Advisor: Michael Mamp*

**Smooth Dynamic**
Tianyu Cui and Lushan (Sarina) Sun, Auburn University

**Strata**
Kelsie Doty, Cornell University
*Advisor: Denise Green*

**Life After Death**
Kelsie Doty, Cornell University
*Advisor: Denise Green*

**CIRCUitS**
Jenny Leigh DuPuis and Lushan (Sarina) Sun, Auburn University

**Rust**
Archana Edmond, Iowa State University
*Advisor: Ellen McKinney*

**Comfortable Elegance- Taking Cues from History**
Katie Elizabeth Francisco and Sandra Starkey, University of Nebraska-Lincoln

**Celtic Nightshade**
Jason Phillip Gagnon, Central Michigan University
*Advisor: Michael Mamp*

**Lady of the Lake**
Jason Phillip Gagnon, Central Michigan University
*Advisor: Ling Zhang*

**Made from Scratch: A Sustainable Handbag Made of Bacterial Cellulose Grown in Fermenting Tea**
Armine Ghalachyan, Iowa State University

**Balanced Beauty**
Alexis Renee Jones, Central Michigan University
*Advisor: Michael Mamp*

**RETHINK III: Bio-Shoes in Urban Campus Life**
Changhyun Nam and Young-A Lee, Iowa State University

**Fusion of Culture and Technology**
Elahe Saeidi and Tina Korani, Louisiana State University
*Advisor: Casey Stannard*

**Ondine**
April Elisha Stanley, Iowa State University
*Advisor: Ellen McKinney*

**CatrÃ¬ona**
April Elisha Stanley, Iowa State University
*Advisor: Ellen McKinney*

**Sustainable Fashion Development: Applying Transformational Design**
Bingyue Wei, Oklahoma State University
*Advisor: Mary Ruppert-Stroescu*

**UNDERGRADUATE STUDENT**

**Intertwine**
Rachel Anderson and Raegan McGuire, Texas Tech University

**Powerful Dancer, Graceful Warrior**
Lia Cernauskas, Cornell University
*Design Mentor: Susan Ashdown*

**Ring Leader**
Stephanie Laginestra, Cornell University
*Design Mentor: Susan Ashdown*

**Spirit of the Fun House**
Katherine Williams, Cornell University
*Design Mentor: Susan Ashdown*

**Third Eye**
Emily Clark, Iowa State University
*Design Mentor: Fatma Baytar*

**"d\\EVOLUTION"**
Julien Remi Nguyen, Gerald Hopper, Kaley McClure, and Jon Rankin, Kent State University
*Design Mentor: Margarita Benitez*

**Evening Interlock**
Carissa Gooding and Patricia Carlos, Columbus College of Art and Design

**La Courtepointe**
Carlee Green, Baylor University
*Design Mentor: Rachel Eike*

**Astro**
Ling Ni, Baylor University
*Design Mentor: Rachel Eike*

**Through the Shell**
Rachel Kwong, Cornell University
*Design Mentor: Denise Green*

**Rarie**
Kennedy Marie Rauh, Cornell University
*Design Mentor: Denise Green*

**Persistence**
Samantha Leah Stern, Cornell University
*Design Mentor: Denise Green*

**Eliza in Plumes of Rose**
Sarah A. Blanke, Liberty University
*Design Mentor: Matalie Howard*

**The Bleeding Heart Jacket**
Martha Grace Costello and Stephanie Kay Hubert, University of Arkansas

**Unveiling Perceptions 2**
Miriam Ennin, Kent State University,
*Design Mentor: Ja Young Hwang*

**PAWADA**
Paula Oyedele-Caleb, Kent State University
*Design Mentor: Ja Young Hwang*

**A Study in Blue Ensemble**
Claire Hider and Traci A.M. Lamar, North Carolina State University

**Architectural and Aesthetic Concrete from Recycled Plastic Bottles**
Win Chan, California State Polytechnic University, Pomona
*Design Mentor: Saemee Lyu*

**Static Sound**
Jamie O'Gallagher, Mount Mary University
*Design Mentor: Susanne Maroske*

**The Carbon Edition**
Lydia Loya, Iowa State University
*Design Mentor: Ellen McKinney*

**Underwater Fantasy**
Lindsay Sharpe, University of North Carolina at Greensboro
*Design Mentor: Seoha Min*

**Incessant Fragility**
Joyce Bao and Regina Mun, Cornell University
*Design Mentor: Huiju Park*

**Oscillation**
Laura Vetil, Anne Porterfield, and Andre West, North Carolina State University

**Jennifer Lynne**
Audrey Borgert and Della Reams, Miami University

**May All Your Days Be Circus Days: Ringmistressing in Modern Times with an Ode to the Past**
Kimberly Connor and Jessica L. Ridgway, Florida State University

**What Lies Beneath the Beauty**
Alice Palay, and Jessica L. Ridgway, Florida State University

**Power**
Damien Tobi, Columbus College of Art and Design
*Design Mentor: Rebecca Robinson*

**The Fashion House Jacket**
Grace Lian Lawson, Cornell University
*Design Mentor: Jooyoung Shin*

**Unstructured Structure**
Arturo Padilla and MyungHee Sohn, California State University-Long Beach

**Denim Blue**
Kaylin Rose Hagerman, Central Michigan University
*Design Mentor: Soyoung Jenna Song*

**Kline's Ex**
Bre Nicole Ferrara and Angie Vu, University of North Texas

**The Beginnings of a Dress**
Lauren Reggi, Andre Julian West, and Anne Porterfield, North Carolina State University

**Street Serenade II**
Gianna Ross and Mia (Mikyoung) Whang, Centenary University

**Kaleidoscope**
Brook Wallace, Emily Sanders, Maria Zarina Domingo, and Yelei Yang, Kansas State University
*Design Mentor: Yingying Wu*

**Beauty in the Chaos**
Augusta Overy, Central Michigan University
*Design Mentor: Ling Zhang*

**Eternal Nature**
Augusta Overy, Central Michigan University
*Design Mentor: Ling Zhang*

**Sands of Time**
Margaret Schneider, Central Michigan University
*Design Mentor: Ling Zhang*

**Teotl**
Margaret Schneider, Central Michigan University
*Design Mentor: Ling Zhang*

9:30am-10:45am
WILLIAMS

## CONCURRENT BREAKOUT SESSION #4

**Special Topic Session**

**Future Practices and Technologies in Anthropometrics and Body Scanning**
Coordinators: Linsey Griffin, University of Minnesota; and Susan Sokolowski, University of Oregon

From Nike to NASA, new 3D and 4D technologies have been adopted to aid in the creation of advanced apparel products and sizing systems. Academic leaders and ITAA members are crucial to training the next generation of apparel industry innovators in new technologies at the forefront of apparel design. Understanding the challenges and benefits of design rooted in anthropometrics and scanning technologies is key to creating impactful research and educating students. The landscape, accessibility, and use of these 3D technologies is changing dramatically. This session is meant to provide in depth analysis and current research related to anthropometrics and body scanning for ITAA members. Paramount to improving design, sizing, and performance of the next generation of apparel products is a sound basis in how to use these future technologies, as well as the analysis and incorporation of anthropometric data into the design process.

Presenters: Linsey Griffin, University of Minnesota; Susan Sokolowski, University of Oregon; Susan Ashdown, Cornell University; Karen LaBat, University of Minnesota; and Kristen Morris, University of Missouri

HTC 3

## Student Best Paper Presentations

***Presider: Denise Green, Cornell University***

**Mapping the Clothing Taskscape: Apparel Needs in Rehabilitation Therapy (Doctoral – 1st Place)**
Sandra Tullio-Pow, Ryerson University; Megan Strickfaden, Advisor

**Do Consumers Favor Websites or Apps? A Comparison of Consumer Acceptance on Online Apparel Mass Customization across Web and Mobile Channels (Doctora – 2nd Place)**
Yuli Liang, Southern Illinois University; Chuanlan Liu, Advisor

**"A Body Past Compare": Romeo and Juliet and the Language of Appearance (Undergraduate – 1st Place)**
Allison Kirstukas, Iowa State University; Eulanda Sanders, Advisor

**Flipping Out or Off the Derech? Effects of Ephemeral Communities on Clothing and Appearance of Orthodox College Women (Undergraduate – 2nd Place)**
Samantha Stern, Cornell University; Denise Green, Advisor

HTC 4

## Perception of Apparel Product Design and Development (ADP)

***Presider: Young-A Lee, Iowa State University***

**The Effects oF Typicality and Novelty on Aesthetic Preference: An Investigation of the Maya Principle**
Lina M. Ceballos, Universidad EAFIT and University of North Carolina at Greensboro; Nancy Hodges and Kittichai Watchravesringkan, University of North Carolina at Greensboro

**How Much Can Brands Deviate from their Brand Aesthetic? The Moderating Role of Brand's Luxury Status**
Christin Seifert, Georgia Southern University; and Tianyu Cui, and Veena Chattaraman, Auburn University

**Different Perceptions of the Elderly Women's Clothing Image Traits**
Su-Jeong Hwang Shin and Hyo Jung (Julie) Chang, Texas Tech University

**Case Study of Zero Waste Bag Design Utilizing Pre-Consumer Upholstery Fabric Waste**
Laura Jane Taylor and Young-A Lee, Iowa State University

HTC 1

## Apparel, Identity, and Physical Ability in a Cultural Context (CUL)

***Presider: Tameka Ellington, Kent State University***

**Exploring the Meaning of the Pussyhat**
V. Ann Paulins, Ohio University; Julie L. Hillery, The Ohio State University; Alexandra L. Howell, Meredith College; and Nancy L. Malcom, Georgia Southern University

**Confidence Booster and Career Determination Factor: What Clothing Means to People Living with a Physical Disability**
Kerri McBee-Black and Jung Ha-Brookshire, University of Missouri

**"Male Hair Cannot Extend below Plane of the Shoulder" and "No Cross Dressing:" Critical Queer Analysis of High School Dress codes in the United States**
Kelly L. Reddy-Best, Huanjiao Dong, and Eunji Choi, Iowa State University

**What's Hair Got to Do with It?: An Analysis of Ebony Magazine Hair Advertisements from 2011 to 2015**
Ashney Williams, Courtney Johnson, Archana Edmond, and Eulanda Sanders, Iowa State University

HTC 2

## Social Media in Retailing (MVP)

***Presider: Jewon Lyu, Kent State University***

**Influence of Social Connectedness on Apparel Purchases through Social Commerce**
Eunjoo Cho, University of Arkansas; Jihyeong Son, Washington State University; and Ann Marie Fiore, Iowa State University

**Together We Create Value: An Netnographic Study of Threadless Online Community**
Te-Liin Chung and Kyuree Kim, Iowa State University; and Eonyou Shin, Virginia Tech

**Changing Needs of Millennial Customers: Role of Social Responsibility Perception and Instagram Engagement in Determining Purchase Intention**
Chitra Srivastava Dabas, Sarah McCracken, Karina Romero, and Sarah Chung, California State Polytechnic University, Pomona

**"I" or "She"? The Impact of Visual Perspectives on Creation of Consumption Imagery on Instagram**
Songyee Hur and Heejin Lim, University of Tennessee; and Jewon Lyu, Kent State University

DEMENS

## Enhancing Active Learning (PED)

***Presider: Karla P. Teel, Auburn University***

**It All Adds Up: Flipped Classroom Approaches in Retail Math Instruction**
Amy Dorie, San Francisco State University; Jessica Hurst, Iowa State University; and David Loranger, University of Minnesota

**Improving Undergraduate Instruction in Technology Classes in Fashion Merchandising**
Olivia Johnson and Vertica Bhardwaj, Texas State University

**Active Learning in an Apparel Production Management Course: Student Perceptions, Instructor Training, and Learning Outcomes**
Dawn M. Michaelson and Karla P. Teel, Auburn University

**Methods for Increasing Student Learning in an Online Undergraduate Analysis of Apparel and Production Course**
April Elisha Stanley and Arienne McCracken, Iowa State University

ST. PETERSBURG 1

## Consumption of Eco-friendly Apparel Products (SSR)

***Presider: Casey Stannard, Louisiana State University***

**Predicting Consumers' Intentions to Engage in Sustainable Clothing Practices: Moderating Role of Schwartz's Personal Values**
Sonali Diddi, Brittany Bloodhart, Ruoh-Nan Yan, Vickie Bajtelsmit, and Katie McShane, Colorado State University

**Exploring Expert Opinion Regarding Energy Consumption in Apparel Assembling Process: A Qualitative Approach**
Md. Imranul Islam, Framingham State University; and Melody L. A. LeHew, Kansas State University

**The Roles of Values, Environment Self-identity, and Social Norms on Personal Norms and Eco-friendly Apparel Purchasing Behavior**
Soohyun Kim, University of Arizona; and Yoo-Kyoung Seock, University of Georgia

**Investigating Ethical Fashion Consumerism Practices: Multi-theory Approach**
Md. Abdullahil Kafi and Casey R. Stannard, Louisiana State University

11:00am-12:15pm **CONCURRENT BREAKOUT SESSION #5**

**Seminar Session**

ST. PETERSBURG 1 **The Future of Luxury**

Coordinators: Jana M. Hawley, University of Arizona; and Nancy Cassill and Kristie McGowan, North Carolina State University

The $1.15 trillion luxury market is changing. This is impacted by a variety of factors that cut across design and craftsmanship, technology, economics, culture, marketing, demographic shifts, and concerns for the environment, to name a few. Globally, the steadily growing luxury industry is comprised of three sectors: personal luxury, transportation luxury and experiential luxury. The exclusivity and diversity of luxury markets and consumers requires holistic and creative thought processes for products, services, global market development and customer experiences. This session will inspire cross-disciplinary and critical discussion on the topic of the future of luxury. Strategies from Harvard's Project Zero/Visible thinking will be used to inspire group thinking.

Participants: Iva Jestratijevic, The Ohio State University; David Loranger, University of Minnesota; Meegan Feori, Iowa State University; RayeCarol Cavender, University of Kentucky; Laurie Apple, University of Arkansas; Katie Baker Jones, West Virginia University; and Susan Sokolowski, University of Oregon

WILLIAMS **Special Topic Session**

**Best Practices for Mentoring Graduate Students**

Coordinator: Heejin Lim, University of Tennessee

This special topic session is designed to offer an opportunity for collaborative efforts to identify and understand effective practices for mentoring graduate students. This session is expected to expose ITAA members to practical ideas and experiences of effective mentoring programs and/or cases in diverse institutions and help them to adapt and apply shared ideas to their own mentoring programs, which are expected to improve graduate students' life-long journey.

Presenters: Melinda Adams, University of the Incarnate Word: Eulanda Sanders, Iowa State University; Sharron Lennon, Indiana University; Jung Ha-Brookshire, University of Missouri; Seung Eun Lee, Central Michigan University; Sara Jablon-Roberts, Johnson & Wales University; Heejin Lim, University of Tennessee; and Kim Connell, Kansas State University

HTC 3 **Product Development and Application: Consumer Perspective (CB)**

***Presider: Addie Martindale, Georgia Southern University***

**A Needs Assessment for an Apparel Augmented Reality Application**
Fatma Baytar and Te-Lin Chung, Iowa State University

**The Role of Regulatory Focus and Fit in Attribute-Based Evaluation of Apparel Products**
Jonghan Hyun, Kent State University

**Women's Motivations to Sew Clothing for Themselves**
Addie Martindale, Georgia Southern University; and Ellen McKinney, Iowa State University

**Make or Buy? The Development of a Consumer Decision Process Model for Home Sewers**
Addie Martindale, Georgia Southern University; and Ellen McKinney, Iowa State University

HTC 4

## Modeling Consumer Decision Making Process (CB)

***Presider: Hyunjoo Im, University of Minnesota***

**Predicting Consumers' Apparel Purchase Decisions from Brain Activity Patterns**
Tun-Min (Catherine) Jai and Dan Fang, Texas Tech University; Weidong Cai, Stanford University; and Forrest S. Bao, Akron University

**What Does the Brain Tell about Scarcity Bias? Cognitive Neuroscience Evidence of Decision Making under Scarcity**
Wi-Suk Kwon, Gopikrishna Deshpande, and Jeffrey Katz, Auburn University; and Sang-Eun Byun, University of South Carolina

**Plausible vs. Implausible Tensile Price Claim: Selective Accessibility Model Approach**
Jung Eun Lee, Virginia Tech

**Effect of Humanlikeness on Satisfaction with the Recommender System: Expectancy-Disconfirmation Model Perspective**
Claire Haesung Whang and Hyunjoo Im, University of Minnesota

HTC 1

## Historic Collections and the Classroom (HIS)

***Presider: Sara Marcketti, Iowa State University***

**"I Should Probably Know More….": Reasons for and Roadblocks to the Use of Historic Collections**
Jennifer F. Gordon and Sara B. Marcketti, Iowa State University

**Northern Renaissance: Art and the Birth of Fashion, a Collaborative Progression from Multidisciplinary through Interdisciplinary to Transdisciplinary**
Catherine Amoroso Leslie and Diane G. Scillia, Kent State University

**Survey of Historic Costume Course Redesign Using Bloom's Taxonomy**
Arienne McCracken, April Elisha Stanley, Huanjiao Dong, and Sara Marcketti, Iowa State University

**Exploring Methods to Make 3-D Images of Historic Clothing Using Photogrammetry**
Diana Saiki, Ty Stratton, Valerie Birk, and Morgan Sanchez, Ball State University

HTC 2

## International Sourcing and Retailing (INT)

***Presider: Mijeong Noh, Ohio University***

**The Phenomenon of Lifestyle Retail in China: From Literature Review to Research Propositions**
Yini Chen and Ting Chi, Washington State University

**Analysis of a U.S. Fashion Brand's Outsourcing from Bangladesh: Problems and Proposed Solution**
H M Rakib ul Hasan and Mijeong Noh, Ohio University

**Regional Comprehensive Economic Partnership (RCEP): Impact on the Integration of Textile and Apparel Supply Chain in the Asia-Pacific Region**
Sheng Lu, University of Delaware

**Why is the Utilization of U.S. Free Trade Agreements Falling for Apparel Imports?**
Sheng Lu, University of Delaware

DEMENS

## Career and Curriculum Development (PDG)

***Presider: Beth Wuest, Texas State University***

**Academic Branding: A Case of Six Faculty**
Courtney Johnson and Eulanda Sanders, Iowa State University

**Fashion Entrepreneurship among College Students: Exploring the Motivations and Skills to Become a Fashion Entrepreneur**
Chunmin Lang and Chuanlan Liu, Louisiana State University

**Using ITAA Meta-Goals for Assessment of Student Preparation**
Mariana A. Mitova, Bowling Green State University; and Barbara Frazier, Western Michigan University

**Movin' on Up: Strategies for Career Development**
Beth Wuest, Texas State University; and Sharon Welkey, University of the Incarnate Word

12:30pm–1:45pm **Lunch General Session – Distinguished Scholar Lecture**
GRAND BAY BALLROOM

**What's Next with Technology for the Clothing and Textile Discipline?**
Leslie D. Stoel, Miami University

1:45pm–6:00pm **Shopping Reception and Self-Guided Walking Tours** – On your Own

2:00pm-4:00pm **TAPAC Open Forum - Accreditation Q&A**
DEMENS
Carol Warfield, TAPAC Executive Director
TAPAC Executive Committee

2:00pm-4:00pm **In Conference Workshop: Inter-generational Mentorship**
WILLIAMS
Coordinators: Jung Ha-Brookshire, University of Missouri; and Nancy Rudd, The Ohio State University

With a significant demographic shift within ITAA membership, a group of 8 ITAA members propose an inter-generational mentoring workshop. The goals of this workshop are to: 1. Encourage inter-generational communication; 2. Pass on institutional knowledge about ITAA and the discipline, and help "grow" the organization and the discipline; 3. Foster development of lifelong relationships; and 4. Provide opportunities to collaborate on projects and socialize beyond conference Participants will be able to engage in six different topics with six different inter-generational discussion groups to share and learn different perspectives of our professional and personal lives.

Presenters: Kristen Morris, University of Missouri; Tameka Ellington, Kent State University; Lynn Boorady, SUNY-Buffalo State; Veena Chattaraman, Auburn University; Sharron Lennon, University of Indiana;and Kathleen Rees, Texas A&M University-Kingsville

2:00pm-4:00pm **Special Topic Session – Design Practice/Design Research: Retrievable, Contextualized and Making a Contribution to Knowledge**
HTC 3
Coordinator: Michael Mamp, Central Michigan University

Participants will briefly discuss the research process for their accepted designs in this year's exhibition. There will then be an open discussion with attendees about design research and how ti can meet the criteria defined in the Design Scholarship and Education Committee mission: "Design research …should be retrievable, contextualized, and make a contribution to knowledge in the field."

Presenters: Anna Perry, Colorado State University; Jooyoung Shin, Cornell University; and Chanjuan Chen, Kent State University

2:00pm–4:00pm **Sponsor Presentations**

2:00pm–4:00pm **Teaching Textiles Online, Patty Brown, ATEXINC**
HTC 1
In this interactive workshop, we will explore the best ways to help students learn and retain more about textiles via online resources. We will provide a forum for sharing and exchanging information and online teaching experiences, whether in a distance learning, face-to-face, or blended environment. Participants will compare the effectiveness of various online content delivery methods and discuss what can make online teaching most effective. This workshop is for both those new to teaching textiles as well as experienced instructors looking for innovative ideas. Each participant will receive a free online review of The Textile Kit + iTextiles Interactive Learning System. Come connect with other ITAA members who share your passion for teaching textiles, and get new ideas for enlivening your class!

2:00pm–4:00pm **Aiming Higher and Hire: Transitioning Students from Classroom to Workforce, Gerber Technology**
HTC 2

Aren't you thinking about where your students land beyond the classroom? Graduates need a solid foundation to truly express their creativity or technical prowess once they embark on a career within the flexible goods industries. Gerber Technology provides educators and institutions of higher learning with the right solutions for the emerging markets of Digitalization and Servitization. Over 15,000 companies around the globe search for graduates skilled in Gerber's Digital Solutions. Increase enrollment and graduate placement rates.

5:00pm–6:30pm **Legacy Group Meeting**
PRESIDENT'S SUITE

6:00pm–8:00pm **International Bazaar**
PRE-ASSEMBLY

6:00pm–7:00pm **Poster Session 1** – authors to remain with posters
ST. PETERSBURG 1, 2, & 3

**ADP-Aesthetics, Design, Product Develop**

1. **A Study on the Actual Condition of Automobile Mechanic's Coverall**
   In-Sook Ahn and Sang-Yun Lee, Chung-Ang University
2. **Investigating School Uniform Design of Adolescent Girls in Saudi Arabia**
   Rana Hussein Alblowi and Carol J Salusso, Washington State University
3. **Engaging Students by Developing Patterns from a Historic Garment**
   Valerie J. Birk and Diana Saiki, Ball State University
4. **Categorization of Existing 3D Apparel Modeling Approaches from a Development Pathway Perspective**
   Liwen Gu and Cynthia Istook, North Carolina State University; and Yanwen Ruan, Donghua University
5. **Safer Custody Clothing: Designing Garments for Female Prisoners at Risk of Self-harm**
   Nicholas Hall, Jane Ledbury, and Barbara Shepherd, Manchester Metropolitan University
6. **Flow, Life Satisfaction, Personal Expressiveness and Passion Associated with Fashion Student Designer's Design Process**
   Ja Young Hwang and Kim Hahn, Kent State University
7. **Historical Accuracy in Costume Design: Experiences and Perceptions of Broadway Costume Designers**
   Sara Jablon-Roberts, Johnson & Wales University; and Eulanda A. Sanders, Iowa State University
8. **Grabbing Back: The Form and Meaning of the Pussy Hat**
   Kristy Janigo, Target Corporation; Theresa Lastovich, Iowa State University; Marilyn DeLong, University of Minnesota; and Eulanda Sanders, Iowa State University
9. **Neural Underpinnings of Aesthetic Experience: What Can We Learn from Neuroaesthetics?**
   Seung-Eun Lee and Alyson VanderPloeg, Central Michigan University
10. **Knowledge Convergence and Co-Creation Learning: The Personal Customization System on Apparel Design**
    Yoon Kyung Lee, Seoul National University

11. **Designing a Solar Powered Jacket for the Day Hiker: Application of the Apparel Design Framework and Functional, Expressive, and Aesthetic (FEA) Consumer Needs Model**
    Ellen McKinney, Fatma Baytar, Shannon Roth, Kathryn Kaalberg, Chanmi Hwang, Samuel Vande Loo, Nicholaus Steffensmeier, Chunhui Xiang, Ran Dai, Mashud Alam, and Eulanda Sanders, Iowa State University
12. **U.S. Consumer Response to Original Styles Featuring Traditional Burmese Textiles**
    Mon Thu Myin and Carol J. Salusso, Washington State University
13. **Efficiency in Laser Etching Textiles: The Proportional Relationship of Power and Speed**
    Whitney Rorah and Eulanda Sanders, Iowa State University
14. **Teaching Personalized Fit to Home Sewers Using a Hybrid Workshop Format: A Case Study**
    Casey Rhea Stannard, Louisiana State University; and Andrea Eastin, Fairfit Studio
15. **Evaluation of an Inclusive Design Framework for Apparel Designed for Baby Boomer Women**
    Sandra Starkey, University of Nebraska-Lincoln; and Jean Parsons, University of Missouri
16. **A Study on the Design Development of Gloves for Fire Investigations**
    Hye Young Syn, Hyosun An, and Taeyong Lee, Ewha Womans University
17. **Product Development Process for Pre-Consumer Finishing Waste Knit Exploration**
    Laura Jane Taylor and Eulanda Sanders, Iowa State University
18. **From Chinese Painting to Wearable Art: The Development of Wearable Art Design Process Model and Evaluation Methods for Wearable Art Designers**
    Ling Zhang, Central Michigan University; and Eulanda A. Sanders, Iowa State University
19. **Collaborative Wearable Art Design Process for Wearable Art Designers, Artists, and Industrial Designers**
    Ling Zhang, Central Michigan University; and Brent Holland and Eulanda A. Sanders, Iowa State University

## CB-Consumer Behavior

20. **The Effect of Fashion Brand and Charity Collaborations on Brand Attitudes**
    Michelle Childs, University of Tennessee; and Seeun Kim, Auburn University
21. **Status Consumption in the Context of Co-branding**
    LaShaun M. Collins and Jin Su, University of North Carolina at Greensboro
22. **Role of the Physical Environment in Creating an Academic Major Brand Image**
    Barbara J. Frazier, Western Michigan University
23. **Can Online Visual Cues Compensate For The Lack Of Touch In The Context Of Apparel Online Shopping?**
    Young Ha and Hyejeong Kim, California State University-Long Beach
24. **Social-Local-Mobile Consumers' Fashion Lifestyle and Omnichannel Shopping**
    Ju-Young M. Kang, University of Hawai`i at Manoa
25. **Luxury Fashion Consumers: Comparing High and Low Guilt Groups**
    Chung-Wha Ki, Theresa Hyunjin Kwon, and Youn-Kyung Kim, University of Tennessee

26. **Luxury Consumers' E-service Perceptions: Does Income Level Matter?**
Jung-Hwan Kim, University of South Carolina; and Minjeong Kim, Indiana University

27. **Development of a Conceptual Model to Explore Consumers' Motivations To Collaboratively Consume Fashion**
Naeun Kim and Jin Su, University of North Carolina at Greensboro

28. **Perceived Retail Crowding, Emotional Distance, and Consumer Response in Fashion Stores**
Hyun-Jung Lee and Kyu-Hye Lee, Hanyang University

29. **The Role of Emotion in the Effect of Price Discount for Apparel Products**
Jung Eun Lee and Jessie Chen-Yu, Virginia Tech

30. **BOGO or 50% Off?: The Impact of Sales Promotions and Shopping Channels on Apparel Shopping Behaviors**
Yoojung Lee and Hyunjoo Im, University of Minnesota

31. **Conscious Consumption: Consumer Attitudes and Behaviors toward Second-hand Shopping**
Ivana Markova and Naska Bayanduuren, San Francisco State University

32. **Fashion Magazines and Social Media. Do They Work Together or Against Each Other to Influence Body Image and Social Comparison in Men?**
Ivana Markova and Cristina Azocar, San Francisco State University

33. **Consumed by Consumption: A Phenomenological Exploration of the Compulsive Clothing Buying Experience**
Lorraine M. Martinez-Novoa, Marymount Manhattan College; and Nancy J. Hodges, University of North Carolina at Greensboro

34. **Swapping Mothers on Facebook: The Process of Collaborative Consumption of Children's Clothes**
Jung Mee Mun, California State University-Long Beach

35. **Applying Event-related Potentials to Measure Consumer Preferences for Apparel Products**
Keunyoung Oh and Ji Hye Choi, SUNY-Buffalo State

36. **Identifying and Comparing the Influence of Instagram on the Creativity and Design Process of Female Fashion Design Students in Saudi Arabia and in the United States**
Khawlah Otayf, Amy J. Harden, Susan Cole Londt, and Chih-Lun (Alan) Yen, Ball State University

37. **Will "No-ownership" Work for Apparel? The Endowment Effect and Perceived Risk of Collaborative Consumption**
Hyejune Park and Cosette Marie Joyner Armstrong, Oklahoma State University

38. **How Relationships among Antecedents and Purchase Intention of Wearable Technology Are Changed in Five Samples**
Anna Perry, Colorado State University; Hang Liu, Washington State University; Juyoung Lee, Mississippi State University

39. **An Expanded Model to Investigate Smart Clothing's Purchase**
Anna Perry, Colorado State University

40. **Consumers' Reactions to Media Portrayed Controllability and Stability of a Brand's Sweatshop Practice and the Brand's Response Strategies**
Md Sanuwar Rashid and Wi-Suk Kwon, Auburn University

41. **Investigating Generation Y Men's Clothing Behaviors: The Role of Body Dissatisfaction**
Jihyun Sung and Ruoh-Nan Yan, Colorado State University

42. **Choice Overload, Attitude Formation Hierarchy, and Online Approach/Avoidance Behavior**
Tsun-Yin (Tracie) Tung, New York City College of Technology; and Leslie D. Burns, Oregon State University

43. **Preferred Product Attributes for Sustainable Outdoor Clothes**
Luo Wang, Donghua University; and Yingjiao Xu, North Carolina State University

44. **How Does Chinese Consumers' Face-saving Affect Sustainable Fashion Consumption?**
Xiaoyong Wei and Sojin Jung, The Hong Kong Polytechnic University

## CUL-Culture

45. **A Cultural Examination of Environmentally Sustainable Apparel Knowledge and Attitudes from the Perspective of Kuwaiti Women**
Hayat E. Albloushy, Public Authority for Applied Education & Training, Kuwait; and Kim Y. Hiller Connell, Kansas State University

46. **Affect of Dog-Human Companionship to Purchase Criteria of Dog Apparel Across Dog Owner Segments in Taiwan**
Wei-Chen Chen, National Pingtung University of Science and Technology; and Ja Young Hwang, Kent State University

47. **From Auspicious to Suspicious Evaluating the Intention and Use of Imperial Chinese Symbolism in Contemporary Fashion**
Amy Ye Hou, Belinda T. Orzada, and Kelly Cobb, University of Delaware

48. **The Role of Prototypical Brand Image on Shaping Country Image and Product Quality Evaluation: A Cross-cultural Examination**
Byoungho Jin, University of North Carolina at Greensboro; Heesoon Yang, Sungkyunkwan University; Naeun Kim, University of North Carolina at Greensboro; and Minji Jung, Sungkyunkwan University

49. **The Impacts of Globalization on Maya Dress Practices and Textile Artisanship in Contemporary Yucatán**
Ashley N Kubley, University of Cincinnati

50. **Design Exchange of Chinese Qing Dynasty Dragon Robes and Western Fashions: Toward a Theory of Design**
Shu-Hwa Lin, University of Hawai'i at Manoa; and Rayneld Johnson, Wayne State University

51. **Textiles, Craft, and Precarity in Colonial and Post-Colonial Morocco**
Claire Nicholas, University of Nebraska-Lincoln

## FS-Fashion Studies

52. **The Perception of Colors in Fashion: A Cohort Comparison of Baby Boomers and Generation Y**
Hyo Jung (Julie) Chang and Su-Jeong Hwang Shin, Texas Tech University

53. **Politics of Appropriation in Dress**
Smruti Mahapatra and Van Dyk Lewis, Cornell University

54. **Exploring Entrepreneurial Processes of Emerging Fashion Designers**
Seoha Min and Jennifer L Wilson, University of North Carolina at Greensboro

## MMGT-Merchandising, Marketing, Retailing 1. Management

55. **Effects of Perceived Integration Quality and Attitude toward Information Seeking on Perceived Shopping Value in Omni-channel Shopping Experience**
Do Yuon Kim and Hyunjoo Im, University Of Minnesota

56. **Do Fashion Trendsetting Groups Differ in Attitudes Toward Money and Tendency to Regret?**
Seung-Hee Lee and Jane Workman, Southern Illinois University; and Kwangho Jung, Seoul National University

57. **Effects of Out-of-Stock, Return, and Cancellation Amount on Order Amount of Online Retailers**
Junghwa Son, Sejong University; Ji Hye Kang, University of Rhode Island; and Sungha Jang, Kansas State University

58. **Identify Potential Barriers and Opportunities for Latina Bi-Cultural Entrepreneurship in Iowa: A Case Study**
Hui Siang Tan and Linda Niehm, Iowa State University

59. **Comparisons of Financial Performance Measures of Global Sourcing and "Made-in-USA" Domestic Production Strategies**
Ui-Jeen Yu, Illinois State University; and Jihyun Kim, Kent State University

**MVP-Merchandising, Marketing, Retailing 2. Visual & Promotion**

60. **Success is a Double-Edged Sword: Examining the Implications of Growth for Community-based Online Retailers**
Tiffany Machado Blanchflower, East Carolina University; and Nancy Hodges, University of North Carolina at Greensboro

61. **Are Millennials Willing to Use Social Commerce in Apparel Shopping?**
Tiffany Bounkhong, Eunjoo Cho, and Kathleen R. Smith, University of Arkansas

62. **Marketing Green Apparel: Do Advertisement Claims Influence Consumer Perceptions?**
Hyeon Jeong Cho, Southeast Missouri State University; and Sojin Jung, The Hong Kong Polytechnic University

63. **Growing Pains: An Exploration of Etsy Policy and Seller Satisfaction**
Amy Dorie, San Francisco State University; and Fei Peng, Telin Chung, Jessica Hurst, Linda Niehm, and Ann Marie Fiore, Iowa State University

64. **The Role of Reward and Gender in Inducing Consumers' Willingness to Post Reviews**
Ran Huang and Sejin Ha, University of Tennessee

65. **Preliminary Evidence for the Psychophysiological Effects of Technologic Feature in E-commerce**
Yeo Jin Jung, Ha Youn Kim, and Tae Yeon Kim, Seoul National University

66. **Augmented Reality Mobile Apps in Fashion Retail: Expectancy-Value Judgments**
Ju-Young M. Kang, University of Hawai'i at Manoa

67. **Face Consciousness, Gender, and Money Attitudes**
Seung-Hee Lee and Jane Workman, Southern Illinois University; and Kwangho Jung, Seoul National University

68. **Shop in the Name of Love: A Qualitative Analysis of Fashion Mobile Design Features**
Briana M Martinez and Laura McAndrews, University of Georgia

69. **Fashion Brands' Use of Emojis on Twitter: An Exploratory Study**
Stanley Mathews, Chelsea Botwin, and Seung-Eun Lee, Central Michigan University

70. **The Effects of Celebrity-Brand Congruence and Publicity on Consumer Attitudes, Buying Intention, and Loyalty**
Jaehan Min, Morgan Ziegler, Hyo Jung (Julie) Chang, and Tun-Min (Catherine) Jai, Texas Tech University

71. **Website Design Elements and Online Shopping Behavior of Korean Consumers: An Exploration Based on the S-O-R Paradigm**
Changhyun Nam, Iowa State University; and Manchiraju Srikant, Florida State University

72. **The Impact of True Fit Technology on Consumer Confidence in their Online Clothing Purchase**
Jacqueline Parr and Sanjukta Pookulangara, University of North Texas

73. **Insta-shopping: Examining Use of Instagram for Shopping Online Using Theory of Reasoned Action**
Sanjukta Pookulangara, Jacqueline Parr, Lindsey Tanoff, and Kimberly Nix, University of North Texas

74. **Preparing the Fashion Retail Industry for Conversational Commerce through Bots**
Deepika Raj, University of Missouri; and Tarun Singh, University of Califronia-Berkeley

75. **The Effect of Trust, Transaction Utility, and Product Uniqueness on International Online Outshopping (IOO) Intention and Customer Delight: The Role of E-tailer's Country Image**
Bharath Ramkumar, SUNY-Oneonta; and Byoungho Jin, University of North Carolina at Greensboro

76. **Consumers' Information Processing and Attitude Toward an Ad: The Moderating Role of a Product Type**
Md Sanuwar Rashid, Auburn University; and Sang-Eun Byun, University of South Carolina

77. **Exploring Antecedents of Online Flow in Shopping for Apparel Products**
Soo In Shim, Chonbuk National University; and Wi-Suk Kwon and Sandra Forsythe, Auburn University

78. **Relationships between Apparel Mobile Website Quality, Consumer Satisfaction, and Intent to Purchase: An Empirical Study of U.S. Consumers**
Quinn Sullivan, Ting Chi, and Jing Sun, Washington State University

## PDG-Professional Development & General

79. **Are They Tech-savvy?: Understanding Technology Self-efficacy of Apparel Female Freshmen**
Ellen McKinney, Fatma Baytar, Elisha Stanley, and Elena Karpova, Iowa State University

80. **Textile and Apparel Students' Intolerance of Ambiguity in Comparison to Perceived Aptitude for Creativity.**
Joyce Robin Robinson, Amanda Muhammad, and Jon Musgrave, Indiana State University

## POP-Popular Culture

81. **Millennials' Fashion Consumption: Who Are Fashion Opinion Leaders in Social Media?**
Alison DePhillips and Jihyeong Son, Washington State University

82. **"I Do Like my Sparkly Jeans!" -- Communication through Embellished Jeans**
Sara Jablon-Roberts, Johnson & Wales University; Amy Dorie, San Francisco State University; and Jennifer Gordon and Mary Lynn Damhorst, Iowa State University

83. **Exploring the Recognizability and Nature of Media References in Female Science Fiction and Fantasy Fandom Dress**
Dina Cherise Smith, Auburn University

## SPA-Social/Psychological Aspects

84. **Christian Social Support and Modesty: How Do these Influence Body Image?**
Chelsea R. Blackwell and Nancy A. Rudd, The Ohio State University

85. **Voices From Women's Wardrobes: Mid-Life and Self-Image**
Maria R. DalCin and Sandra R. Tullio-Pow, Ryerson University

86. **The Pussy Hat: An Intersection between Needlework, Feminism, and Identity**
Tyshaia Z. J. Earnest and Catherine Amoroso Leslie, Kent State University

87. **Body Image Quality of Life and Appearance Investment**
Priscilla N. Gitimu and Abel G. Waithaka, Youngstown State University

88. **Impressions of Young Persons Wearing Hearing Aids and Eye Glasses**
Tammy R. Kinley, University of North Texas; Jessica Strubel, University of Rhode Island; Amin Amlani, University of Arkansas for Medical Sciences

89. **Socializing Girls Whose Bodies May Not Align with Contemporary Ideals of Thinness: An Interpretive Study of Mothers**
Jennifer Paff Ogle and Juyeon Park, Colorado State University; and Kelly Reddy-Best, Iowa State University

90. **The Lived Experience of CrossFit as a Context for the Development of Women's Body Image and Appearance Management Practices**
Miranda Podmore and Jennifer Paff Ogle, Colorado State University

91. **Optimal Distinctiveness Applied to Trending Smartphone Case Colors**
Virginia Rolling, Auburn University

92. **Do Clothes Really Make the Man or Woman?**
Leigh Southward, University of Arkansas; Karol Blaylock, Tarleton State University; Sharon Pate, Management and Marketing Directions; Melinda K. Adams and JoAnne Hargraves, University of the Incarnate Word

93. **Comparison of Fashion Innovativeness and Opinion Leadership Scales**
Jane Workman and Seung-Hee Lee, Southern Illinois University; Kwangho Jung, Seoul National University

94. **Identifying Factors Influence Individuals' Intention to Quit Tanning: Sociocultural Perspective**
Jeong-Ju Yoo, Baylor University; and Seahee Lee, Ewha Womans University

## Rutherford Teaching Challenge

95. **1st Place: Style Studies: Fashioning a Blogger in a Collaborative Design Challenge**
Kendra Lapolla and Chanjuan Chen, Kent State University

96. **2nd Place: Teaching Critical Color Concepts Through an Online Learning Module**
Traci A.M. Lamar, North Carolina State University

97. **3rd Place: Visual Merchandising: A Reflective Practice Approach**
Barbara Stewart, University of Houston

6:30pm–8:30pm
PRE-ASSEMBLY

**Career Fair**

7:00pm–8:00pm
LOBBY III

**Break, *Co-Sponsored by Cotton Incorporated and ITAA***

8:00pm–9:00pm **Poster Session 2** – authors to remain with posters
ST. PETERSBURG 1, 2, & 3

**HIS-Historic**

1. **A Ritual Whisper': The Memphis Group's Cultural Revolution**
   Lorynn Divita, Baylor University
2. **Lingerie and Sexuality: Cultural Influences on the 1920s Woman**
   Katie Elizabeth Francisco and Claire Nicholas, University of Nebraska-Lincoln
3. **The Influence of Technological Improvement in the Development of Ready-to-Wear from 1850 to 1920s: The Implications for the Future of the Apparel Industry**
   Youngjoo Lee, Georgia Southern University
4. **Western Fashion Styles Inspired by Japanese Kimono**
   Shu Hwa Lin and Minako McCarthy, University of Hawai'i at Manoa
5. **Artifact Analysis: A Petticoat Quilt's Pedigree**
   Molly J. McPherson and Claire Nicholas, University of Nebraska-Lincoln
6. **Second Chances for Paisley Shawls**
   Linda Welters, Elizabeth Beasley, Nicole Dee-Collins, Sallie Gilcrease, Catherine Lukens, Ananis Rentas-Vega, and Maria Vazquez, University of Rhode Island

**INT-International**

7. **Innovation and Internationalization of Korean SMEs in the Textile and Footwear Industries**
   So Won Jeong, Sangmyung University; Jae-Eun Chung, Sungkyunkwan University; Jung-Sim Roh, Sangmyung University; and Minji Jung, Sungkyunkwan University
8. **Social Network Analysis of Global Value Chain: Focused on Fabric Cotton**
   Naan Ju and Hyun-Jung Lee, Hanyang University; Jisoo Park, Seoul National University; and Kyu-Hye Lee, Hanyang University
9. **U.S. Cotton Industry Competitiveness in the Context of the Cotton Supply Chain**
   Juyoung Lee, Mississippi State University

**PED-Pedagogy**

10. **Flipped Classroom for Online Textile Course**
    Siwon Cho, Southern Illinois University
11. **Flipping a Graduate Classroom: Corporate Buying Project**
    Deborah Clay Fowler, Texas Tech University
12. **Using Costume Collection Artifacts for Historic Style Trends Teaching Modules**
    Sierra B Holt, Ohio University
13. **Collaboration Makes More Lights Come on than Those on the Runway: Experiential Learning through an Interdisciplinary Fashion Show Project Merges Fashion and Technology**
    Stephanie K. Hubert, Robert F. Saunders, and Shannon C. Mason, University of Arkansas
14. **Innovative Technology for Apparel Design Studio: Integrating 3D Virtual Avatars in Idea Generation Stage of Design Process**
    Chanmi Hwang, Washington State University/ Iowa State University; and Eulanda Sanders, Iowa State University

15. **It Started with Puccini: A Separate but Interdisciplinary Learning Project**
Erika Iiams, Sonya Meyer, Christopher Pfund, and Edwin Odom, University of Idaho

16. **Creation of a 3D Digital Fashion Show with 3D Virtual Prototyping of Clothing**
Ju-Young M. Kang, University of Hawai`i at Manoa

17. **Addressing Gaps between Textiles and Apparel Curriculum and the Industry in Kenya**
Caroline Kobia, Mississippi State University; Pual Sang, Dedan Kimathi University of Technology; Amanda Muhammad, Bowling Green State University; Lombuso Khoza, University of Maryland Eastern Shore; Jaeil Lee, Pacific University; and Minjeong Kim, Indiana University

18. **Building Bookstore Displays: A Collaboration Between University Fashion Students and Campus Bookstore to Develop Merchandising, Management, and Leadership Skills Through the Development of Visual Displays**
Anna A. Magie and Deborah D. Young, Texas Woman's University

19. **Understanding and Building Student Interest in Alternative Fashion Design Careers through a Project Based Learning Patternmaking Project**
Addie Martindale, Georgia Southern University; and Ellen McKinney, Iowa State University

20. **Technology Vs. Teachers: Student Use of University Digital Collections and Role of Teachers**
Sanjukta Pookulangara, University of North Texas; and Arlesa Shephard, SUNY-Buffalo State

21. **Using Twitter to Reinforce Teaching Concepts**
Ann Beth Presley, Auburn University

22. **When and How Are Men Represented in Fashion Illustration Textbooks? A Critical Analysis of Race and the Body**
Kelly L. Reddy-Best, Eunji Choi, and Hangael Park, Iowa State University

23. **Mock Interview Strategy: Maximizing Experiential Learning**
Ashley Rougeaux-Burnes, Texas Tech University

24. **The Affect Team Learning has on Creativity in a College Classroom Environment**
Mary Simpson, Western Michigan University

25. **Application of 3D scanner and 3D CAD in Apparel Design Education: Development of Custom Dress Form**
MyungHee Sohn, California State University-Long Beach

26. **Using Technology to Integrate Writing into the Fashion and Apparel Merchandising Curriculum**
Erica Spurgeon and Melissa Abner, University of Central Missouri

27. **Fashion Students' Willingness to Become Entrepreneurs: Comparison between Students in the Appalachian and the Southern Regions of U.S.**
Jung-ha Yang, West Virginia; and Jeong-Ju Yoo, Baylor University

## SSR-Sustainability, Social Responsibility

28. **Aiding Consumers in Responsible Apparel Shopping: Development of a Model to Evaluate Corporate Social Responsibility**
Melissa Abner, Fatma Baytar, and Elena Karpova, Iowa State University

29. **Sustainability Practices through Supply Chain Assessment: A Case Study of India's Largest Denim Manufacturer Arvind Mills**
Shubhapriya J. Bennur, Philadelphia University

30. **Toward Sustainable Consumption and Life Satisfaction: Understanding Apparel Consumption of Voluntary Simplifiers**
    Hyojung Cho and Hye-Young Kim, University of Minnesota

31. **Mobile Up-Cycle Portable Research and Educational Outreach Unit**
    Kelly Cobb, Dustyn Roberts, Jillian Silverman, and Dipti Bhatt, University of Delaware

32. **Sustainability of African-Americans' HMD Clothing within the Clothing Life Cycle**
    LaShaun M. Collins and Seoha Min, University of North Carolina at Greensboro; and Jennifer Yurchisin, University of Minnesota

33. **From Seed to Product: An Interdisciplinary Approach to Linking the Agriculture and Industrial Stages of Cotton through Water Research**
    Linsey Griffin, Kate Brauman, Jennifer Schmitt, Lindsey Strange, and Megan Voorhees, University of Minnesota

34. **Fair Trade Advertising: What Messages Do Fair Trade Fashion Brands Send to Consumers?**
    Songyee Hur and Sejin Ha, University of Tennessee

35. **Cross-cultural Investigation for Slow Fashion Branding Strategies: U.K., Hong Kong and Korea**
    Sojin Jung, The Hong Kong Polytechnic University; and Byoungho Jin, University of North Carolina at Greensboro

36. **Price Fairness and Brand Credibility by Effective Disclosure of Cost Information**
    Sojin Jung, The Hong Kong Polytechnic University; Hyeon Jeong Cho, Southeast Missouri State University; and Byoungho Jin, University of North Carolina at Greensboro

37. **Viewing Sustainable Strategy of Fast and Slow Fashion Businesses Model through the Lens of Triple Bottom Line Theory**
    Md Abdullahil Kafi, Chuanlan Liu, and Chunmin Lang, Louisiana State University

38. **The Effects of Consumers' Values, Environment Self-identity, and Injunctive Norms on Enjoyment-based Intrinsic Motivation and Eco-friendly Apparel Purchasing Behavior**
    Soohyun Kim, University of Arizona; Insook Ahn, Chung-Ang University; and Munyoung Kim, Keimyung University

39. **Believe It or Not: Do Brands' Green Claims and Greenness Make a Difference?**
    Wi-Suk Kwon, Auburn University; Hyejeong Kim, California State University-Long Beach; and Basil Englis, Berry College

40. **Don't Throw Away: Identifying the Factors Influence Clothing Disposal Methods among Chinese Consumers**
    Chunmin Lang, Louisiana State University; and Ruirui Zhang, Framingham State University

41. **One Look Is Worth a Thousand Words: Effectiveness of Video for Learning about Textile and Apparel Social Responsibility**
    Youngji Lee, University of North Carolina at Greensboro; and Armine Ghalachyan, Chanmi Hwang, and Elena Karpova, Iowa State University

42. **Who Buys Slow Fashion: A Study of Lifestyle Characteristics and Motivating Factors among Young Consumers**
    Chuanlan Liu, Louisiana State University; Sanjukta Pookulangara, University of North Texas; and Arlesa Shephard, SUNY-Buffalo State

43. **Online Review Mining: Health and Environmental Concerns on Beauty Products**
    Yoon Jin Ma, Illinois State University; and Jinseok Kim, University of Michigan
44. **Sustainable Fashion: Transformable Outerwear and Shopping Orientation**
    Yoon Jin Ma, Illinois State University; and Helen Sumin Koo, Konkuk University
45. **Investigating Sustainable Apparel Consumption among Indian Consumers**
    Srikant Manchiraju, Florida State University; Amrut Sadachar, Auburn University; and Arpita Khare, Indian Institute of Management
46. **Pinterest and Sustainability--Engaging Students in a Core Course**
    Ann Beth Presley, Kassandra Ross, and Alexandra Green, Auburn University
47. **Do the Media Portrayal of a Brand's Sweatshop Exploitation Affect Consumers' Causal Attribution: Kelley's Attribution Theory-based Account.**
    Md Sanuwar Rashid, Auburn University
48. **Exploring Millennials' Purchase Intentions toward Sustainable Luxury Brands**
    Virginia Rolling and Amrut Sadachar, Auburn University
49. **Consumer Emotional Intelligence and its Role in the Apparel Consumption Behavior**
    Amrut Sadachar and Virginia Rolling, Auburn University; and Srikant Manchiraju, Florida State University
50. **The Role of Sustainable Visual Merchandising Practices in Predicting Retail Store Loyalty**
    Amrut Sadachar, Auburn University; and Kseniya Konika, Anthropologie
51. **Making Apparel Last: Examining Psychological Factors Motivate the Adoption of Customized Products**
    Sukyung Seo and Chunmin Lang, Louisiana State University
52. **Self-Identity, Ethical Obligation, and Fair Trade Consumption Among Consumers in an Emerging Fair-Trade Market**
    Yeun Wook Shin, Yonsei University; Yoon Jin Ma, Illinois State University; and Ae-Ran Koh, Yonsei University
53. **Young Consumer's Sustainability Knowledge and Concerns about Sustainable Clothing: A Perspective from Chinese Post-90s' College Students**
    Jin Su, University of North Carolina at Greensboro; Jianheng Zhou, Donghua University; and Kittichai Watchravesringkan, University of North Carolina at Greensboro

## TAI-Textile & Apparel Industries

54. **Do Green Marketing Programs Pay Off? An Empirical Study of Chinese Textile and Apparel Companies**
    Ting Chi, Washington State University; and Yao Sun, Market Intelligence and Investment Consulting Group
55. **Evaluation of Open-source Software for Use with a Clothing Virtual Try-on System**
    Godfree Gert, Nicole Villarreal, Liwen Gu, and Cynthia Istook, North Carolina State University
56. **(Un)Breach of Psychological Contract: New Research Agendas in Corporate Sustainability**
    Saheli Goswami, University of Rhode Island; and Jung Ha-Brookshire, University of Missouri

57. **Mass Customization: Perceptions of Related Technologies and Resulting Product**
Siming Guo and Cynthia Istook, North Carolina State University

58. **Energy Consumption Model for Apparel Sewing Process: An Approach to Environmental Sustainability**
Md. Imranul Islam, Framingham State University; and Sarif Ullah Patwary and Melody L. A. LeHew, Kansas State University

59. **Connecting the Dots: Incorporating Mass Customization into the Classroom Experience**
Cynthia Istook and Siming Guo, North Carolina State University

60. **Evaluating Sustainable Practices of Bangladeshi Apparel and Textile Industry: Triple Bottom Line Approach**
Md. Abdullahil Kafi and Laurel D. Romeo, Louisiana State University

61. **A Team-based Experiential Learning in Supply Chain Sourcing: Purchasing and Negotiation Exercises**
Soohyun Kim and Brandon Mikaitis, University of Arizona

62. **Application of GAPS Model to Improve Textile and Apparel Industry's Sustainable Practices**
Amrut Sadachar and Sanaz Einollahi, Auburn University

63. **The Role of the Creative Director in Sustaining the Luxury Fashion Brand**
Alyson VanderPloeg and Seung-Eun Lee, Central Michigan University

64. **Single Brand with Multiple Country Images: The Effects of M&A and Offshoring on Apparel Brand Credibility and Prestige across Brand Tiers**
Hongjoo Woo, Auburn University; and Byoungho Jin, University of North Carolina at Greensboro

65. **Comparison of Body Measuring Techniques: Whole Body Scanner, Handheld Scanner, and Tape Measure**
Sibei Xia, Siming Guo, Jiayin Li, and Cynthia Istook, North Carolina State University

66. **Key Factors Affecting Entrepreneurial Intention: An Exploratory Study among Fashion Students**
Li Zhao, Indiana University; and Lizhu Davis, California State University-Fresno

## TAS-Textile/Apparel Science

67. **Heat and Water Vapor Transport through Moisture-Treated Cotton Fabric**
Su Kyoung An and Shuvo Kumar Kundu, Central Michigan University

68. **An Investigation of Cosmetic Textiles in Consumer Products: the Use of Vitamin E in Hair Wraps**
Cassandra Dickerson and Chunhui Xiang, Iowa State University; and Megan Fuller, Philadelphia University

69. **Durability Properties of Bacterial Cellulose for Textile Applications**
Jennifer Harmon, Natalie Thibault, and Logan Fairbourn, University of Wyoming

70. **Assessment of Ventilated Athletic Uniforms for Improved Thermal Comfort and Human Performance**
Kristian Hogans and Meredith McQuerry, Florida State University

71. **Exploration of Female Auto-racing Athletes' Satisfaction with Current Suits**
Ann Huebner, Africa Martinez, Wei Cao, and Hira Cho, California State University-Northridge

72. **Developing a Textile Laboratory Activities with Curriculum Base**
Shu-Hwa Lin and Kristen Domingci, University of Hawai`i at Manoa

73. **Investigation of Female Firefighter Fit and Ergonomics in Structural Turnout Suits**
Meredith McQuerry, Florida State University

74. **Teaching Textiles: Critical Thinking and Application of Knowledge**
Mary Ruppert-Stroescu, Washington University in St. Louis; and Mercan Hadad Derafshi, Oklahoma State University

75. **Numerical Model of Heat and Moisture Transfer in Membrane Material Used for Protective Clothing against Steam Hazard**
Yun Su, Donghua University/Iowa State University; Rui Li, Guowen Song, Chunhui Xiang, and Huanjiao Dong, Iowa State University; and Jun Li, Donghua University

76. **Thermal Protective Performance of Membrane Material Used in Protective Clothing against Hot Water and Steam**
Yun Su, Donghua University/Iowa State University; Rui Li, Guowen Song, Chunhui Xiang, and Huanjiao Dong, Iowa State University; and Jun Li, Donghua University

77. **Chemical Protective Clothing Comfort Study: Thermal Insulation and Evaporative Resistance from Fabric to Garment**
Liwen Wang, Jie Yang, Rui Li, Chunhui Xiang, and Guowen Song, Iowa State University

78. **Analysis of Heat Stress Associated with Wearing Chemical Protective Clothing Using a Numerical Model**
Jie Yang, Liwen Wang, Rui Li, Chunhui Xiang, and Guwon Song, Iowa State University

## TD-Technical Design

79. **Physical to Virtual: Optimizing the Apparel Product Development Process to Reduce Solid Waste in Apparel**
Kelly Cobb, Huantian Cao, Elizabeth Davelaar, Cara Tortorice, Bai Li, Ahmed Sabab Sharek, Mikayla Dubriel, and Megan Scarry, University of Delaware

80. **Preliminary Investigation of Bikram Yoga Apparel for Improved Mobility and Comfort**
Kelsie Doty, Manwen Li, Emelia Black, Akilah Chandler, Sanjay Guria, Huiju Park and Denise Green, Cornell University

81. **Development of Classification Method of the Flattened Body Surface Figures for the Mass Customization of Men's Formal Jacket**
Inhwa Kim, Yunja Nam, and Sungmin Kim, Seoul National University

82. **Body Scans as Base Geometry for 3D Modeling and Printing**
Michael Mamp and Alexis Quinney, Central Michigan University

83. **Developing a Trend Analysis Instrument to Establish a Taxonomy of Digital Textile Printing Attributes for Costume and Theatrical Fashion Design Use**
Brianna Plummer, Eulanda A. Sanders, and Fatma Baytar, Iowa State University

84. **The Rise of Online Digital Textile Printing Services and its Impact on Costume Design Practice**
Brianna Plummer, Eulanda A. Sanders, and Fatma Baytar, Iowa State University

85. **The Perceptions of Wearable Accessory Designers in Applying 3D Printing Technology**
Virginia Rolling and Lushan (Sarina) Sun, Auburn University

86. **Designing and Creating a Self-help, Bifurcated Childrenswear Ensemble Using Experimental Patternmaking and Digital Technologies**
April Elisha Stanley and Ellen McKinney, Iowa State University

87. **Decremental Analysis of Plus-size Women: Bodice Drafting and Grading Implications**
Casey Rhea Stannard and Laurel D. Romeo, Louisiana State University
88. **Decremental Analysis of Plus-size Women: Pant Drafting and Grading Implications**
Casey Rhea Stannard and Laurel D. Romeo, Louisiana State University
89. **Design Cognition in 3D Modeling Wearable Product: Exploring Challenges and Transitions for Apparel Designers**
Lushan (Sarina) Sun, Auburn University; and Jean Parsons, University of Missouri

## UG-Undergraduate Student Research

90. **Colorfastness of Naturally-Dyed Fabrics Using Contact Dyeing Method**
Lauren Barker, Paulina Wietocha, Evelyn Ekstrom, Ashya Winters, and Ui-Jeen Yu, Illinois State University
91. **Comparative Analysis of US and International Apparel Labor Regulations: An Exploratory Study**
Elena Clark and Gargi Bhaduri, Kent State University
92. **Exploring the Abilities of 3D Printing and its Viability for Consumption in the Fashion Industry**
Laura C. Corral, Kaitlyn J. Walker, Stephanie K. Hubert, Kathleen R. Smith, and Lance M. Cheramie, University of Arkansas
93. **Social Media Celebrity Endorsements Effect on Generation Z's Purchase Intentions**
Brianna T. Ellison, Bobbi C. Padgett, and Deborah Clay Fowler, Texas Tech University
94. **Impact of Clothing Consumption Values and Lifestyle on Smartwatch Acceptance**
Mingwan Jeon, Yonghyuk Kim, Jinseob Kim, Wonseok Kang, Yeo Jin Jung, and Yuri Lee, Seoul National University
95. **Globally-Sourced or American-Made Apparel: Post-election Consumers' Preferences**
Katie Oorlog and Amrut Sadachar, Auburn University
96. **Eternal Perspective: Synthesis of Faith and Digital Printing in Creative Apparel Design**
Augusta Overy and Ling Zhang, Central Michigan University
97. **Millennial Purchase Intentions for USA Made Apparel**
Jessica Padilla, Rialyn Espinosa, Sara Biernesser-Kuhn, Bryan Clark, and Chitra Srivastava Dabas, California State Polytechnic University-Pomona
98. **Average is the New Size: Changing Preference for Model Size in US**
Olivia Walker, Lauren Phillips, Ashley Adams, and Chitra Srivastava Dabas, California State Polytechnic University-Pomona
99. **College Students' Perceptions toward the Moral Responsibility of Corporate Sustainability**
Yilin Zhao and Jung Eun Ha-Brookshire, University of Missouri

## Saturday, November 18

7:00am–12:00pm **Registration Open**

7:00am–9:00am **Board Meeting**
HTC 3

8:00am-9:15am **CONCURRENT BREAKOUT SESSION #6**
WILLIAMS **Special Topic Session**

**Fashion Informatics: Big Data in Fashion**

Coordinators: Lauren Copeland, Kent State University; and Li Zhao, University of Missouri

Machine learning and knowledge discovery techniques have history of application to fields of practice such as marketing and business intelligence. However, with the increasing availability of multimedia data from social media, conditions for a broad change in the area of fashion is starting to emerge. This special topic session poses to expand apparel and textile professionals and academics regarding our understanding of the fashion apparel industry through the use of large scale datasets. Such an analysis could be one of the first examples of an emergent field, which we refer to as "Fashion Informatics." Through this panel we can begin to bridge fashion and informatics, two increasingly important topics, as well as brainstorm where the future of these types of collaborations could expand. Though many do research in these individual areas, bringing about the discourse of how these areas can help to support each other through meaningful research is essential to the future of the apparel and textile field in the age of technology.

Presenters: Lauren Copeland, Kent State University; Li Zhao, University of Missouri Geovanni Ciampaglia, Pik-Mai-Hui, Mary Embry,and Deborah Christiansen, Indiana University; Brad Klingenberg, Stitch Fix; and Debanjan Das, West Virginia University

ST. PETERSBURG 3 **Consumer Involvement and Decision Making (CB)**

***Presider: Ann Fairhurst, University of Tennessee***

**Millennial Men's Shopping Orientation for Apparel: Comparison of Korean and American Consumers**
Siwon Cho, Southern Illinois University

**Do They Matter? The Impact of Atmospherics on Farmers' Market Consumers' Purchase Intention and Word-of-Mouth**
Christoper Sneed, Theresa Hyunjin Kwon, and Ann Fairhurst, University of Tennessee

**Consumers' Negative Electronic Word of Mouth: Non-complainers, Bad-mouthers, Dissatisfied Complainers, and Satisfied Complainers**
Sanga Song and Hyunjoo Im, University of Minnesota

**An Empirical Study on Chinese Adolescents' Fashion Involvement**
Jin Su, University of North Carolina at Greensboro; and Xiao Tong, University of Alabama

HTC 1 **Apparel and Textile Production and Consumption in a Cross-cultural Context (CUL)**

***Presider: Linda Arthur Bradley, Washington State University***

**Fashion and Anti-fashion among Holdeman Mennonite Women**
Linda Arthur Bradley, Washington State University

**Exploring Sociology of Consumption of Wedding Dress Rentals in Thailand**
Sasikarn Chatvijit Cook, Catawba College; and Seoha Min, University of North Carolina at Greensboro

**Scottish Kiltmaking: Knowledge, Practice, and Potential for Protected Geographic Indication**
David Loranger, University of Minnesota; and Eulanda A. Sanders, Iowa State University

**Cultural Influences on Clothing Preferences among African Immigrant Women in the US**
Jane Andayi Opiri and Laurel Romeo, Louisiana State University

HTC 2

## Retail Store Management (MMGT)

***Presider: Nancy Hodges, University of North Carolina at Greensboro***

**The Relationships among Perceived Fairness, Customer Satisfaction and Relationship Quality in a Multi-Channel Retail Environment**
Dipali Modi and Na Young Jung, University of Missouri

**Rural Quilt Shop Entrepreneurs in Iowa: Pull and Push Motivations**
Jody A. Aultman and Sara B Marcketti, Iowa State University

**New Business Exercise: The Pop-Up Store Project**
Soohyun Kim, and Scott Hessell, University of Arizona

**Locally-Owned Retail Stores and the Revitalized Downtown: An Investigation of the Role of Civic Engagement and Local Capitalism**
Jennifer Lynn Wilson and Nancy J Hodges, University of North Carolina at Greensboro

ST. PETERSBURG 2

## Experiential Marketing and Learning (MVP)

***Presider: Tun-Min (Catherine) Jai, Texas Tech University***

**Country-of-Origin Effects in Celebrity Endorsements in the China's Sportswear Market**
Xiao Tong, University of Alabama; Jin Su, University of North Carolina at Greensboro; and Zhen Hu, Shanghai Normal University Tianhua College

**Bring the Real-World Digital Marketing Experience to Classroom: Google Online Marketing Challenge**
Tun-Min (Catherine) Jai, Texas Tech University

**Can Visual Storytelling Transform the Aesthetic Experience? A Case for Novel Designs**
Christin Seifert, Georgia Southern University; and Veena Chattaraman, Auburn University

**Exploring Outdoor Lifestyle Brands within the Americana Music Festival Marketplace**
Tom Turner, Lenoir-Rhyne University; and Nancy Hodges, University of North Carolina at Greensboro

DEMENS

## Innovative Teaching Strategies II (PED)

***Presider: Genna Reeves-DeArmond, Kansas State University***

**Sharing Strategies of Teaching an Introductory Textile Course**
Jessie Chen-Yu, Virginia Tech

**Learning Styles of Students Enrolled in Fashion Classes: Academic Level, Geographic Region, and Major**
Harrison Qiu and Diana Saiki, Ball State University; and Alyssa Dana Adomaitis, The New York College of Technology, CUNY

**Engaging Students to Create a Mural Inspired by a Museum Visit: A Creative Approach to Teach Textiles**
Milan Shahani and Mittu Gupta, George Brown College

**Reviving the Development of Hypermedia Resources for Historic Dress Courses**
Samantha White and Genna Reeves-DeArmond, Kansas State University

HTC 4

## Innovative Ways of Teaching Design Process (PED)

***Presider: Jennifer Jorgensen, University of Nebraska-Lincoln***

**That's a Wicked Looking Tater: An Interdisciplinary Approach to Solving 'Wicked' Agricultural Issues using Fashion Product Development**
Charles Freeman, Stephen Meyers, Eric Hill, and Laura Downey, Mississippi State University

**Student Identification of Societal and Fashion Trends through Blogs**
Jennifer Jorgensen, University of Nebraska-Lincoln

**Using Technology to Improve Student Experience with Critique**
Katya Roelse and Adriana Gorea, University of Delaware

**Rethinking Soft Goods Design Education**
Susan L. Sokolowski, University of Oregon

ST. PETERSBURG 1

## Post-purchase Sustainable Consumption (SSR)

***Presider: Huantian Cao, University of Delaware***

**A Comparison between Consumer and Industry Perspectives on Sustainable Practices throughout the Apparel Product Lifecycle**
Xingqiu Lou, North Carolina State University; and Huantian Cao, University of Delaware

**From Waste to Cloth: Sustainable Textile Innovation in Uganda**
Mary Ruppert-Stroescu, Washington University in St. Louis; and Joyce Nabisaalu Komakech, Oklahoma State University

**Female Consumers' Motivation and Intent to Dispose of Apparel in an Eco-friendly Manner: A South African Emerging Market Perspective**
Maria Jacoba Stols, Nadine Cynthia Sonnenberg, and Nadene Marx-Pienaar, University of Pretoria

**Profiling Second-hand Clothing Shoppers with Decision Tree Predictive Model**
Md. Mostafa Zaman and Theresa Hyunjin Kwon, University of Tennessee; Katrina Laemmerhirt, TMP Worldwide; and Youn-Kyung Kim, University of Tennessee

PRE-ASSEMBLY

## ESRAP 2017 Student Merchandising Poster Competition Finalists

### Graduate

**Kessel Runners**
Mary King, Florida State University; Advisor, Jessica Ridgway

**A Socially Responsible Business Plan for Gucci**
Virginia Rolling, Auburn University; Advisor, Amrut Sadachar

### Undergraduate

**Hourtime**
Hunter Lawson, Mary Jensen, and Waverly Kann, Kent State University; Advisor, Gargi Bhaduri

**Sea to See**
Cinthia Rosado, Vanessa Gresley, Catherine Mortimore, and Sarah Evans, Kent State University; Advisor, Gargi Bhaduri

**Sam & Emmy**
Lindsey Korn, Indiana University; Advisor, Mary Embry

**Translucence**
Haley Alexson, Framingham State University; Advisor, Haewon Ju

**Timeless Fitnesswear**
Brenna Greenwood, Tayler Phillips, Akoya Kitzan, and Sophia De La Torre, North Dakota State University; Advisor, Jaeha Lee

**Smorasbord**
Kate Casenhiser, Tessa Johnson, and Jaileen Salazar, University of Arizona; Advisor Charlette Padilla

**Hello Beautiful Business Plan**
Gabby Huff and Caitlyn Lechene, Mercyhurst University; Advisor, Amy Weaver-Kaulis

**SKO Shoes: Recycled Denim Shoes**
Hannah Rausch and Dechlyn Sheffer, Mercyhurst University; Advisor, Amy Weaver-Kaulis

**Beastly Beautiful**
Amber Renz and Jamaya Shabazz, Mercyhurst University; Advisor, Amy Weaver-Kaulis

**Ashton & Avery**
Laura Schmiedeler, Mercyhurst University; Advisor, Amy Weaver-Kaulis

9:30am-10:45am
WILLIAMS

## CONCURRENT BREAKOUT SESSION #7

### Special Topic Session

**The Power of Impact Statements: What, Why, Who and How**

Coordinator: Jana M. Hawley, University of Arizona

The session has four main purposes: (1) to establish awareness and understanding of impact statements and their application in academics, (2) to explore the reasons why impact statements should be a consistent practice implemented throughout our career, (3) to investigate who the various audiences are, and (4) to highlight how powerful impact statements are written for stakeholders. Attendees will be guided through several scenarios and exercises to practice formulating precise and powerful impact statements as a group. The session will end with an opportunity for each of the attendees to write individual impact statements that contain the necessary components of a powerful impact statement.

Presenters: Jane Hegland, South Dakota State University; Sonali Diddi, Colorado State University; Elena Karpova, Iowa State University; Additional NCCC065 Members to assist with Peer Mentoring: Melody Lehew, Kansas State University; Srikantsharma Manchiraju, Florida State University; Elizabeth Bye, University of Minnesota; Scarlett Wesley, University of Kentucky; JuanJuan Wu, University of Minnesota; Cynthia Jasper, University of Wisconsin; Juyoung Lee, Mississippi State University; and Ting Chi, Washington State University

DEMENS

### Janet Else Visiting Scholar Lecture

**Prospects and Challenges of Nigerian Textile Industries**

Anthonia O. Obeta, Ph.D., Department of Home Science/Hospitality Management and Tourism, Michael Okpara University of Agriculture, Umudike, Abia State, Nigeria

HTC 1

### Design and Education (FS)

***Presider: Kim Hongyoun Hahn, Kent State University***

**Analysis of User Perception and Fashion Image on a Stripe Pattern for Men's Shirts by Using Semantic Network Analysis**

Hyosun An and Minjung Park, Ewha Womans University

**Fashion Design Curriculum Videos: Texas House Bill 5**

Rachel Anderson, Texas Tech University; and CEV Multimedia

**Assessing the Learning Outcomes of Fashion Design Students Who Studied Away**

Kim Hongyoun Hahn and Young Kim Thanos, Kent State University

**Re Fashioning Adaptive Clothing for Persons Living with Hemiparesis**

Milan Shahani, George Brown College; and Rosalie Wang and Deborah Hebert, University of Toronto

HTC 2

### Body Satisfaction and Clothing Fit (SPA)

***Presider: Susan Ashdown, Cornell University***

**Before and After Avatar Exposure: The Impact of Body Scanning Technology on Body Satisfaction, Mood, and Appearance Management**

Jessica Lee Ridgway and Mary King, Florida State University

**Women's Reaction to Whole 3D Body Scanning and its Influence on Body Satisfaction**

Elahe Saeidi and Laurel Romeo, Louisiana State University

**Relationship between Consumer Perceptions and Brand Preference in Photoshopped and Non-Photoshopped Online Fashion Advertisements**

Kristina A. Smith and Jung-ha Yang, West Virginia University

**A Cross-Cultural Study of Consumer Perceptions of Clothing Fit**

Yingying Wu, Kansas State University; and Susan Ashdown, Cornell University

ST. PETERSBURG 1

## Fast Fashion and Young Consumers (SSR)

***Presider: Kittichai Watchravesringkan, University of North Carolina at Greensboro***

**Exploring the Effect of the "Sustainability Factor" on Fashion Leaders' Fast-Fashion Avoidance**
RayeCarol Cavender and Min-Young Lee, University of Kentucky; and Trina Gannon, Ohio University

**The Role of Impulse Buying, Hedonism, and Consumer Knowledge Towards Sustainable Consumption of Fast Fashion**
Vertica Bhardwaj, Texas State University, San Marcos; and Srikant Manchiraju, Florida State University

**Sustainable Clothing: An Update on US College Student's Perceptions and Ethical Behavior**
Jin Su, Kittichai Watchravesringkan, Maria Gil, University of North Carolina at Greensboro

**Sustainability Perceptions and Emotions Related to Fast Fashion: College Student Perspectives**
Ruoh-Nan (Terry) Yan, Sonali Diddi, Brittany Bloodhart, Katie McShane, and Vickie Bajtelsmit, Colorado State University

ST. PETERSBURG 3

## Transforming the Textile and Apparel Industry through Technology (TAI)

***Presider: Li Zhao, University of Missouri***

**Differences in Innovation Approaches between the Product Developers of Wearable Technology and Fashion Industries**
Deepika Raj and Jung Ha-Brookshire, University of Missouri

**3D Knitting Technology: A Decision-making Model**
Karis Foster and Cynthia Istook, North Carolina State University

**Does Consumer Innovativeness Matter? An Examination of Multi-Dimensional Consumer Innovativeness Motivation on Intention to Adopt 3D Printed Fashion Products**
Jewon Lyu, Kent State University; Amrut Sadachar, Auburn University; and Kim Hahn, Kent State University

**The Future of Making for Designers, Makers, and Users: A Conversation between Industry and Academia**
Lushan (Sarina) Sun, Auburn University; and Li Zhao, University of Missouri

HTC 4

## Research and Teaching in Technical Design and Technology (TD)

***Presider: Melinda K. Adams, University of the Incarnate Word***

**Using Kolb's Experiential Learning Cycle to Lead Students in Learning about Sewable Circuits**
Ellen McKinney, Iowa State University

**Three-Dimensional Body Scanning Technology: Comparison of Four Different Acquisition Systems for Apparel Product Development**
Laurel D. Romeo and Casey R. Stannard, Louisiana State Univeristy; and Brianna Bourgeois, Dustin Latimer, and Xin Li, Pennington Bio-Medical Center

**Using Experimental Patternmaking and Digital Technologies to Design and Create a Self-help Childrenswear Ensemble**
April Elisha Stanley and Ellen McKinney, Iowa State University

**Tech Pack Exchange: How Well Can You Communicate if You Are not There?**
Lori Wahl, University of Idaho; and Melinda K Adams, University of the Incarnate Word

ST. PETERSBURG 2

## Role Identity and Dress (SPA)

***Presider: Andrew Reilly, University of Hawai`i at Manoa***

**The Hijab and Muslim Women's Well-being in a Western Society**
Elham Nour Maqsood, King Abdelaziz University; and Hsiou-Lien Chen, Oregon State University

**Barriers to Independent Living: Unmet Apparel Needs for People Living with Disabilities**
Kerri McBee-Black, Allison Kabel, and Jung Ha-Brookshire, University of Missouri

**Photovoice: A User-centered Design Method to Understand Apparel Needs of Female to Male (FTM) in Gender Identity and Expression**
Kristen D. Morris, Michelle Teti, and Cole Young, University of Missouri

**Androgyny in the Post-postmodern Era**
Andrew Reilly, University of Hawai`i at Manoa; and Ben Barry, Ryerson University

11:00am–1:00pm **Awards Brunch, Welcome to Cleveland**
GRAND BAY BALLROOM

2:00pm–5:00pm **ITAA Council Meeting**
HTC 3

## Awards Ceremony

*Presider: Jung Ha-Brookshire, ITAA VP of Operations*

### Fellowships, Scholarships, Distinguished Awards

### Faculty Awards

Fellow
Sherry Schofield, Florida State University

Mid-Career Excellence Award
Ting Chi, Washington State University

ITAA Rising Star
Hyo Jung (Julie) Chang, Texas Tech University

Tameka Ellington, Kent State University

Helen Koo, Konkuk University

Teaching Excellence Award
Lynn M. Boorady, SUNY – Buffalo State

Catherine Amoroso Leslie, Kent State University

Janet Else International Visiting Scholar/Practitioner
Anthonia O. Obeta, Michael Okpara University of Agriculture, Nigeria

*CTRJ* Outstanding Reviewer Award
Gargi Bhaduri, Kent State University

Aditya Jayadas, Oklahoma State University

Qiqi Wang, 4C Air

### Graduate Student Fellowships

Sara Douglas Fellowship for Professional Promise – Doctoral
Tara Konya, University of North Carolina at Greensboro

Theresa Kwon, University of Tennessee

Sara Douglas Fellowship for Professional Promise – Masters
Jacqueline Parr, University of North Texas

Krissi Riewe, University of North Texas

Marjorie Joseph Fellowship: Outstanding Beginning Doctoral Student
Md Rashaduzzaman, University of Nebraska-Lincoln

Oris Glisson Fellowship: Outstanding Beginning Masters Student
Brittany Conroy, Colorado State University

Lois Dickey Fellowship: Outstanding Continuing Doctoral Student
Ran Huang, University of Tennessee

Robert C. Hillestad Outstanding Student in the Study of Historic Textiles or Costume Award
Alicia Decker, University of California-Davis

## Undergraduate Student Awards

Regent's University London, Will Conard Scholarship for Fashion Design
Carrie Ackley, Columbus College of Art and Design

Eden Travel International Award
Damien Tobi, Columbus College of Art and Design

Blanche Payne Award
Sarah A. Blanke, Liberty University

Grace Costello, University of Arkansas

Grace Lawson, Cornell University

Ling Ni, Baylor University

Lindsay Sharpe, University of North Carolina at Greensboro

## Scholarship Awards
## Research and Teaching

Student Best Paper Awards
Doctoral Level 1st Place: Kim Johnson Best Doctoral Student Paper Award
Sandra Tullio-Pow, Ryerson University
*Advisor: Megan Strickfaden, University of Alberta*

Doctoral Level 2nd Place: Yuli Liang, Louisiana State University
*Advisor: Chuanlan Liu, Louisiana State University*

Undergraduate Level 1st Place: Allison Kirstukas, Iowa State University
*Advisor: Eulanda Sanders, Iowa State University*

Undergraduate Level 2nd Place: Samantha Stern, Cornell University
*Advisor: Denise Green, Cornell University*

Rutherford Teaching Challenge
1st Place: Kendra Lapolla and Chanjuan Chen, Kent state University

2nd Place: Traci A.M. Lamar, North Carolina State University

3rd Place: Barbara Stewart, University of Houston

Papers of Distinction

ESRAP Best Paper Award - Research

ATEXINC Award for Innovation in Textile Instruction

Intellect Books Research Award

Alvanon Research Award

**Scholarship Awards**
**Creative Design**

Gerber Technology Fashion Tech Professional Award

EFI Optitex Design in Technology Award

Alvanon Creative Design Award

ATEXINC Award for Excellence in Marketable Textile Design

Claire Shaeffer Award for Outstanding Marketable Design

ESRAP Award for Sustainable Design

Fashion Supplies Award for Innovative Design

Lectra Outstanding Faculty Modaris Award

Lectra Kaledo Award for Faculty

Lectra Outstanding Graduate Student Modaris Award

Lectra Outstanding Graduate Student Kaledo Award

Sandra Hutton Award for Excellence in Fiber Arts

ITAA Award for Creative and Innovative Employment of Technique

ITAA Award for Innovative Design Scholarship

# ITAA 2017 Annual Conference
# Resource Exhibitors

(click on logo to visit website)

## 3dMD

**3200 Cobb Galleria Parkway SE, #203**
**Atlanta, GA 30339**
**Phone: 770-612-8002**
**Contact: Jesse Knowles, jknowles@3dmd.com**
**Additional Representative: Chris Lane**

3dMD has become the benchmark technology for efficient, anatomically-precise, markerless 3D and 4D surface capture systems with sub-millimeter accuracy, including the world's first dense 22-viewpoint, 60 frames per second 4D body performance system. The resulting data and images can be used to create precise individual models/avatars with detailed body postures and movement to improve textile and apparel design/development along with enabling custom size & fit capability.

## Alvanon, Inc.

**145 West 30th Street**
**Suite 1000**
**New York, NY 10001**
**Phone: 212-868-4318**
**Contact: Itzel Redondo,** Itzel.redondo@alvanon.com

Alvanon – The Global Apparel Business Expert. Alvanon helps apparel companies worldwide align their internal teams and supply chain processes, implement the latest innovations and best practices, and more intimately engage their customers. We equip our clients with the data, expertise and tools they need to increase operational and product development efficiencies, accelerate speed to market, and drive sales, profitability and growth. www.alvanon.com

## ATEXINC

**17738 Vintage Oak Drive**
**Wildwood, MO 63038**
**Phone: 636-273-6414**
**Contact: Patty Brown**
**mail@atexinc.com**
**Additional Representative:** Kathi Cook

ATEXINC is showcasing the "Eco Edition" of our best-selling swatch set, *The Textile Kit™*, with an emphasis on sustainable textiles, plus the fabulous *iTextiles™* e-Textbook with its extensive online resources! Please stop by our booth at the Resource Exhibit and receive a free gift. Visit our websites at www.atexinc.com and www.thetextilekit.com.

## Citi-Style

**370 East 76th Street**
**Suite A 201**
**New York, NY 10021**
**Phone: 917-822-6300**
**Contact: Joan Roland**
joan@citi-style.com
www.citi-style.com

Citi-Style provides the complete package. Customized fashion study programs, to fashion meccas of the world—New York, Paris and Florence—designed to meet faculty objectives and student's needs. Our educational tours allow students unique insights that complement the formal classrooms experience. Maximized fashion industry exposure aids students in determining their career path.

## Claire Shaeffer

**P.O. Box 157**
**Palm Springs, CA 92262**
**Phone: 760-325-7906**
**Contact: Claire Shaeffer**
**claire.shaeffer@gmail.com**

Internationally recognized for her knowledge of construction techniques on haute couture designs and ready-to-wear at all price points, Claire Shaeffer is a designer for Vogue Patterns and the author of more than 20 books including Sewing for the Apparel Industry (Pearson), Couture Sewing Techniques – Revised (Taunton), and Couture Techniques Workshop Basics (DVD).

## Cotton Incorporated

**6399 Weston Parkway**
**Cary, NC 27513**
**Phone: 919-678-2220**
cottonuniversity@cottoninc.com

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. Please visit our website at www.cottoninc.com or our textile resource website at www.cottonuniversity.org.

## Eden Travel International

**2 Linfield Close**
**London**
**NW4 18Z England**
**Phone: 44-208-201-5080**
**Mobil: 44-778-570-4314**
**Contact: Robin Eden**
**robin@edentravelint.com**

Eden Travel International Ltd offers customised international study tours. Our services include hotel and flight arrangements, museum, theater, and restaurant reservations, guides and all ground transportation. We also provide not only cultural visits but educational appointments with industry professionals in a wide-range of academic areas. Eden Travel helps you with your field study experience to both Europe and the Far East and can accommodate every budget.

## EFI Optitex USA

**333 West 39th Street**
**Suite 301**
**New York, NY 10018**
**Phone: 646-395-3084**
**Contact: Sabrina Cove**
sabrina.cove@efi.com

As fashion trends change and the pace to market quickens, EFI Optitex is 100% committed to empowering you to stay on the leading edge of technology. This includes constant innovation, full lifecycle customer support, and a passionate belief that inspiration is everywhere — a passion we're eager to share with you. Well-proven in the market, our 2D & 3D CAD/CAM solutions are having a huge impact on the way brands work today, and transforming the way fashion will be purchased tomorrow.

## Fairchild Books and Bloomsbury Publishing

**1385 Broadway, 5th Floor**
**New York, NY 10018**
**Phone: 212-419-5311**
**Contact: Wendy Fuller**
Wendy.Fuller@bloomsbury.com
**Additional Representatives:**
Andy Etzkorn, Georgia Kennedy, Colin Kinnaly, and Kristin Cunningham

Fairchild Publishing was launched in the early part of the 20th century. The company focused on providing business information throughout the early part of the 20th century, and spotting an opportunity within higher education, published its first fashion textbooks in the 1960s. It rapidly became the first port of call for instructors preparing students for the fashion industry. Now known as Fairchild Books, the textbook imprint was acquired from Condé Nast by Bloomsbury in 2012 to extend our activities in the Visual Arts space. The imprint remains the market leading publisher of textbooks in fashion and, more recently, interior design. Over the years, there have been some reference and trade titles, but Fairchild Books is mainly a College list focusing on practical content that will enable students to learn the skills they need to be successful in industry. Nearly all content is now available through Bloomsbury Fashion Central.

## Fashion Supplies, Inc.

**1203 South Olive St.**
**Los Angeles, CA 90015**
**Phone: 213-749-5944**
**Contact: Joe Vecchiarelli**
joepvecchiarelli@gmail.com

Located in the heart of the L.A. Garment District, Fashion Supplies, Inc. serves all of your design room and patternmaking needs, including sewing machines; dress, body, and display forms, patternmaking supplies; sewing rulers; cutting machines; sewing supplies; and notions.

## Gerber Technology, LLC

**24 Industrial Park Road West**
**Tolland, CT 06084**
**Phone: 469-554-7750**
**Contact: Elizabeth King**
**edu@gerbertechnology.com**
**Additional Representatives:**
Carlina Sadler, Barry Fuhrman, Jonathan Smith, Michael Cooksey

Visit Gerber Technology at our booth in the Resource Exhibit for more information on our academia programs and how you can facilitate your students' professional success. More information on the industries we serve and the products and services offered can be found at: gerbertechnology.com

## Human Solutions of North America, Inc.

**215 Southport Drive, Suite 1400**
**Morrisville, NC 27560**
**Phone: 919-741-6130**
**Contact: Jamie Campbell,**
Jamie.campbell@assyst-intl.com
Human-Solutions.com
Sizenorthamerica.com

Human Solutions operates on a worldwide basis to support clients focused on increasing their achievement potential and efficiency. The core solutions are targeting size & fit optimization with the objective to increase productivity and enabling the apparel industry to reduce its time-to-market and costs. Human Solutions develops and markets innovative hardware and software solutions for the measurement and simulations of human beings, integrating them into product development and manufacturing processes. Combining our special expertise results in a unique technology portfolio ranging from Pattern Development to Virtual Prototyping and much more with the 3D simulation software Vidya, Product Lifecycle Management to Garment Production and the retail environment with Body Scanning, Virtual Fitting, MtM and POS Management.
Human Solutions is currently conducting "Size NorthAmerica", the first representative anthropometric survey integrating both the United States and Canada, providing a representative profile of the North American population.

## Kent State University

**The Fashion School**
**International & Study Away Experiences**
**515 Hilltop Drive**
**Kent, OH 44242**
**NYC Studio**
**315 West 39th Street, #402**
**New York, NY 10018**
**Phone: 212-965-1730**
**Contact: Young Kim Thanos,**
fdm-studyaway@kent.edu

The Fashion School provides in-depth, experiential learning environments through international and study-away programs and welcomes students from other colleges and universities to study with us as a guest student of Kent State. Both short- and long-term options are available for students to expand their academic and industry experiences. Students can experience New York City and study for a full semester or summer in the heart of the Garment District while participating in internships, learning from successful industry professionals and exploring a dynamic and challenging study-away experience. The Florence fashion program allows students to study abroad for a full semester in beautiful and historic Florence and participate in excursions to fashion and textile industry sites in Italy and beyond. In Paris, students will earn six Kent State credits while taking courses at the Paris American Academy, in the historic Latin Quarter. The month-long program includes field trips, workshops, lectures and activities designed to expand their understanding of fashion, while studying with masters of couture fashion techniques and European luxury businesses.

## Intellect Books

**The Mill**
**Parnall Road**
**Fishponds Bristol BS16**
**3JG UK**
**Phone: 44 (0) 1179589916**
**Contact: James Campbell**
**james@intellectbooks.com**

Intellect is an independent academic publisher in the fields of creative practice and popular culture, publishing scholarly books and journals that exemplify our mission as publishers of original thinking. We aim to provide a vital space for widening critical debate in new and emerging subjects, including fashion, textiles and clothing cultures, film, photography and curation. Intellect seeks to offer an unbiased platform for quality critical debate; we are committed to representing the author's voice authentically, without imposition of our personal ideas or opinions and we place great emphasis on providing a service to our authors and editors. If you would like to submit a proposal or find out more about Intellect, visit us at the resource fair.

## Knowledge Exchange Institute

**48 Broadway, Suite 2**
**Haverstraw, NY 10927**
**Phone: 212-931-9953**
**Email: info@KEIabroad.org**
**Contact: Eduard Mandell**
**eduard@KEIabroad.org**

The Knowledge Exchange Institute (KEI) is a study abroad organization that offers Fashion Design, Styling, Textiles and Merchandising programs during the academic year, semesters and summer in Florence and Milan, Italy; London, England; Paris, France and Edinburgh, Scotland. KEI also organizes customized faculty-directed programs throughout the world.
Facebook: facebook.com/KEIabroad

## Laurence King

**c/o Chronicle Books**
**680 2nd Street**
**San Francisco, CA 94107**
**Phone: 415-537-4451**
**Contact: Anastasia Scott, Publicist**
Anastasia.scott@laurenceking.com
**Additional Representatives:**
Kara Hattersley-Smith and Helen Ronan

Leading creative arts publisher Laurence King publishes books for students, professionals, and the general consumer on advertising, architecture, art, fashion & textiles, film & animation, graphic design, interior design, photography, and product design. Established in London in 1991, Laurence King Publishing is distributed by Chronicle Books in North America. Visit us online at www.laurenceking.com.

## Lectra

**5000 Highlands Parkway SE**
**Suite 250**
**Smyrna, GA 30082**
**Phone: 770-805-1990**
**Primary Contact: Toni M. Lublin,**
**Education Partnership Manager**
**t.lublin@lectra.com**
**Additional Representatives:**
Carlos Jimenez and Christianna Mihaiu

The future of digital fashion is a hot topic in today's fashion design and merchandising classrooms. Lectra is honored to join forces with ITAA to nurture the industry's future professionals. Our global mutual education partnerships, which number over 850 top Fashion Colleges and universities and is designed to support the digital fashion industry by preparing students to be ready to ramp up fast once in the ever-evolving fashion industry. We prepare students to work in digital design and virtual patternmaking technology tools that are a must have in today's fast paced industry. For over 40 years, Lectra has been a leading provider of integrated technology solutions, helping the world's most iconic fashion brands improve their design, engineering and manufacturing processes. Come visit Lectra at the Resource Exhibit venue and join our special presentation on Thursday, November 16, 2017 from 5pm to 6:30 pm in the Demens Room to learn more about our newest upgrade to Modaris V8 2D and 3D, and insight on our design solutions

## Paris American Academy

**275 Rue Saint Jacques**
**75005 Paris France**
**Phone: 01-44-41-99-20**
**Contact: Peter Carman**
**petercj.carman@gmail.com**

The Paris American Academy was founded by Richard Roy in 1965. During the past 40 years, students and professionals from 35 nationalities have participated in either the intensive short term seminars or attended a longer 4-month Spring term or a 3-year curriculum.

## Pattern Master: Simple Fit – You have more time to create when the Pattern Master App calculates!

**Contact: Mary Ruppert-Stroescu,**
Patternmaster.fit@gmail.com
573-424-1634

Pattern Master: Simple Fit – You have more time to create when the Pattern Master App calculates! Join us for the launch of the new Pattern Master app, that gives you and your students more time to create clothing by helping with pattern drafting calculations. It's simple and effective: enter measurements for the basic sloper, define your patternmaking parameters, such as ease and unit of measurement, then enter measurements for your fit model. Pattern Master calculates the amount of change needed on each pattern piece at those key measurement points. Send a .pdf to yourself, the instructor, or the client of the measurements and change values. Upload photos of fittings for feedback. The app also includes a fraction calculator and at the tap of an icon transitions from imperial system decimals to fractions! Fantastic tool for manual and computer patternmakers alike.

## SAI

**7160 Keating Avenue**
**Sebastopol, CA 95472**
**Phone: 707-824-8965**
**Contact: Dr. Edna Wilson**
e.wilson@saiprograms.com

Since 1995, SAI offers exceptional cultural and educational experiences in multiple cities in Italy, Barcelona and Paris in fashion, business, design, liberal arts and sciences. We also help faculty with cultural study tours and courses for their students. SAI partner schools are recognized as some of the finest available to English speaking students in Europe.

## Regent's University London

**Inner Circle, Regent's Park**
**London NW1 4NS**
**United Kingdom**
**Website: www.regents.ac.uk**
**Phone: +44(0)20 7487 7588**
**Contact: Gill Stark**
**Gill.stark@regents.ac.uk**

Regent's London University is London's only independent, not-for-profit university, with a highly cosmopolitan community based in royal Regent's Park and neighbouring Marylebone Village. We offer undergraduate and postgraduate degrees in Fashion Design, Fashion Marketing, Graphic Design, Fashion Journalism, Buying and Merchandising and Interior Design. We are proud to welcome students of more than 140 nationalities at our vibrant campuses, including many students who choose to study abroad with us. Our students study in a supportive and personal environment, developing and combining creativity and business acumen skills to become successful entrepreneurs and leaders in the Creative Industries. We look forward to discussing our exciting study abroad opportunities and the latest curriculum developments in the world of Fashion and Design at Regent's.

## TAPAC

**28 Port Road**
**Dadeville, AL 36853**
**Phone: 334-750-6679**
**Contact: Dr. Carol Warfield**
**Executive Director**
cwarfield@tapac-online.org

TAPAC's mission is to provide quality assessment and quality enhancement of programs in textiles, apparel and allied areas at the baccalaureate level. We encourage all textile and apparel programs to join the TAPAC by becoming an affiliate member. The annual affiliate membership fee is $500 (January 1-December 31). In Spring 2018, TAPAC will begin accepting application for accreditation of undergraduate programs in four-year institutions. Visit the TAPAC table to apply for affiliate membership for your program and/or to gain more information about TAPAC's mission and accreditation benefits for your program.

## Textile Fabric Consultants

**521 Huntly Industrial Drive**
**Smyrna, TN 37167**
**Phone: 615-459-7510**
**800-210-9394**
**Email:textilefc@textilefabric.com**
**Contact: Amy Wilbanks**
**amywillbanks@textilesfabric.com**
**Additional Representative:**
Debbie Roland

Textile Fabric Consultants, Inc. manufactures fabric swatch kits and software. We also offer online learning, videos, testing materials, fiber packets, yarn packets and trim kits. We have a variety of kits and educational tools that can be customized to meet the needs of individual textile courses. Please stop by our booth for more information and receive a complimentary felted stick pin. Website: www.textilefabric.com

## WindowsWear Inc.

**349 Fifth Avenue**
**New York, NY 10016**
**Phone: 646-827-2288**
**Contact: Michael Niemtzow**
Mike.Niemtzow@windowswear.com

WindowsWear PRO, http://pro.windowswear.com, is like the Google Earth and Vogue Archives of stores. This online-based, digital resource features over 100,000 displays from 20 cities worldwide and covers more than 700 brands. Each month, our team adds more than 2,000 images of displays that are tagged with important data such as brand name, city, date, style, design element, apparel type, and more. In addition, we now offer 360-degree photography of in-store environments. WindowsWear is the leading resource for visual merchandising, design, branding, marketing, luxury, trend, and other fashion-related studies. All of our pictures and content are searchable on the site. We exclusively feature the visual archives of Lord & Taylor and other designers going back to 1931! We also help students find internships and jobs by connecting them with our retail clients. Top retailers use WindowsWear PRO such as Nordstrom, DVF, Ralph Lauren, Calvin Klein, and Kate Spade. More than 40 fashion programs subscribe to WindowsWear PRO including FIT, Parsons, SCAD, LIM College, and more: http://www.windowswear.com/press/top-ranked-universities-around-the-world-use-windowswear-pro, and their renewal rate is nearly 100%!

# ITAA 2017 Annual Conference
# Career Fair Participants

(click on logo to visit website)

**Auburn University**
**Department of Consumer and Design Sciences**
**College of Human Sciences**
**Onsite Representatives:**
**Veena Chattaraman, Search Committee Chair,** vchattaraman@auburn.edu
**Pamela Ulrich, Department Head, ulricpv@auburn.edu**

The Department of Consumer and Design Sciences at Auburn University is seeking highly qualified candidates for a 9-month tenure track position in Apparel Design. Responsibilities include teaching undergraduate and graduate studio and lecture courses in two or more of the following areas: creative and/or functional design, technical design (including flat patternmaking, draping, and drafting), traditional and digital illustration techniques, product development, portfolio development, and apparel production. Development of a scholarly research and/or creative design and grantsmanship program will also be expected. The department offers a B.S. in Apparel Merchandising, Design & Production Management with Options in Apparel Merchandising and Design & Production Management, and a B.S. in Interior Design. An M.S. (thesis and non-thesis) and a Ph.D. in Consumer and Design Sciences are offered. The department has 18 faculty, 450 undergraduates, and 30 graduate students.

**Baylor University**
**Family and Consumer Sciences Department**
**College of Health and Human Sciences**
**Onsite Representative: Rinn Cloud,** rinn_cloud@baylor.edu

Baylor University seeks outstanding candidates for two positions: (1) assistant or associate professor, tenure-track position in apparel merchandising with emphasis in emerging retail innovations, and (2) lecturer position in apparel product development. Tenure-track hire is expected to establish and maintain a focused, productive research program, teach existing and new merchandising courses at lower and upper levels, and contribute to development of the program, community and profession. Lecturer's primary expectation is teaching subjects such as textiles, fashion illustration, apparel aesthetics, creative design technologies, apparel assembly, principles of product development, and/or apparel quality analysis. Applications for both positions will be reviewed beginning November 27. Please visit us to learn about our programs and expectations for these positions. We are dedicated to transformational education, translational research and civic engagement within a Christian context. Our Apparel Design and Merchandising majors are highly ranked by fashion-schools.org.

**California State University, Northridge**
**Dept. of Family & Consumer Sciences**
**Onsite Representative: Dr. Jongeun Kim, Search Committee Chair,** Jongeun.kim@csun.edu

The Department of Family and Consumer Sciences at California State University at Northridge is seeking highly qualified candidates for tenure track position, Assistant Professor in the Apparel Design and Merchandising program. Candidates must possess a Ph.D in Apparel Design and Merchandising or closely related field. ABD candidates will be considered but must have a Ph. D by the time of appointment. A background in apparel merchandising, retailing, textile technology, and design technology is desired. Evidence of effective teaching experience and strong scholarly publication is preferred. Experience in working in higher education and student advisement is desirable. Applicants must demonstrate ability in teaching, mentoring, and working with a diverse student population. Curriculum development experience is preferred. Interpersonal orientation that encourages productive interaction with students, colleagues, and other campus stakeholders and promotes collegiality in department, college and university contexts. http://www.csun.edu/health-human-development/family-consumer-sciences/apparel-design-and-merchandising

**The Hong Kong Polytechnic University**
**Institute of Textiles and Clothing**
**Onsite Representatives: Prof. Calvin Wong,** calvin.wong@polyu.edu.hk **and Dr. Christina Wong,** Christina.wy.wong@polyu.edu.hk

The Institute of Textiles and Clothing is a constituent unit of the Faculty of Applied Science and Textiles, The Hong Kong Polytechnic University, the pioneer of tertiary education in textiles and clothing in Hong Kong and the leading centre for education and research in the textile and clothing field in the region. The Institute is home to a wide range of academic programmes covering subject disciplines from fashion and textile technology, fashion and textile design, fashion and textile marketing and merchandising, to fashion retailing and distribution. These programmes are offered at various levels up to Doctoral degree in full-time and part-time learning modes. We are currently recruiting Assistant Professor in Fashion Business, Associate Professor/ Assistant Professor in Fashion Design, and Associate Professor / Professor in Fashion and Textile Technology. Interested candidates, please visit the HKPU website for job descriptions and application. For general enquiry, please email itc.general@polyu.edu.hk

**Indiana University**
**Merchandising & Design Programs**
**Onsite Representatives: Deborah Christiansen,** delchris@indiana.edu **Sharron Lennon,** sjlennon@indiana.edu

The Apparel Merchandising and Fashion Design programs in the School of Art, Architecture, and Design (SoAAD) at IU-Bloomington will be at the career fair to discuss vacancies for positions that will begin in fall 2018. The school awards a B.S. in Apparel Merchandising and a B.A. in Fashion Design, as well as minors in Merchandising and Fashion Design/Fashion Studies. The School also houses an M.S. in Apparel Merchandising and Dress Studies, and both a B.F.A. and M.F.A. in Studio Art - Textiles. Details will be available at the career fair, and IU faculty will be on hand to discuss the school and programs. Questions regarding the positions or application process should be directed to: Megan Tansley, School of Art, Architecture + Design at Indiana University, 127 Fine Arts Building, 1201 East 7th Street, Bloomington, IN 47405. Phone: 812-856-7448. Email: mtansley@iu.edu

**Iowa State University**
**Apparel, Merchandising, and Design Program**
**Department of Apparel, Events, and Hospitality Management**
**College of Human Sciences**
**Onsite Representative:**
**Dr. Ann Marie Fiore,** amfiore@iastate.edu

Apparel, Merchandising, and Design is a top program offering thesis and non-thesis master's degrees and on-campus and hybrid (distance) master's and Ph.D. degrees with the following areas of focus: consumer behavior; creative, technical, or functional design; entrepreneurship; history; learning; merchandising; management; and soc-psych. Research and teaching assistantships include tuition scholarships, stipends, and medical/dental insurance (contact: Ann Marie Fiore **amfiore@iastate.edu**). The Agatha Huepenbecker Burnet Endowed Graduate Assistantship offers a career-building experience for those with a history/museums Ph.D. focus. The assistantship includes collections management tasks, exhibition curation, and scholarly contributions to the Museum's blog for the Textiles and Clothing Museum at Iowa State University. Past Agatha Huepenbecker Burnet Endowed Graduate Assistant, Dr. Jennifer Gordon stated "It was a very rewarding experience…. Not only was I constantly learning new things, but also in some cases, my research helped inform the Museum's records."

**Kansas State University**
**Apparel, Textiles, and Interior Design**
**College of Human Ecology**
**Onsite Representative:**
**Melody L. A. LeHew,** lehew@ksu.edu

The mission of the Dept. of Apparel, Textiles, and Interior Design at Kansas State University is to facilitate environmental and social responsibility through scholarship, education and outreach that enhance ecologically sustainable products, processes and behavior. We offer three graduate programs. The resident master's and doctoral programs emphasize issues of sustainability and globalization in the apparel and textiles supply chain with courses in research methods, theoretical foundations, consumer behavior, supply chain management, surface design and textiles. Individual programs of study, capitalizing on the interests and disciplinary backgrounds of students and faculty, are developed to build the theoretical, technical and methodological skills necessary to solve human ecological problems involving apparel and textiles. The Master of Science in Merchandising is offered online through the Great Plains Interactive Distance Education Alliance, or GPIDEA. Merchandising graduates are prepared to work in product development, promotions and retail management.

**Louisiana State University**
**Dept. of Textiles, Apparel Design and Merchandising**
**Graduate School**
**Onsite Representative:**
**Jenna T. Kuttruff,** jkutt1@lsu.edu

Department Head Position (open until filled), Department of Textiles, Apparel Design and Merchandising. For information, please contact Dr. Louise Wicker, Director, School of Nutrition and Food Sciences, LSU, Baton Rouge, LA 70803, lwicker@agcenter.lsu.edu or 225-578-6153; Quick link to apply: https://lsu.wd1.myworkdayjobs.com/LSU/job/LSU---Baton-Rouge/Department-Head-Chair-Tenured--Textiles--Apparel-Design-and-Merchandising-_R00000052
Whether you are a masters or a doctoral student, we provide you with a unique opportunity to build upon your current academic achievements and personal experiences. It is our goal to help you achieve uncommon results in your intellectual development. The TAM graduate program offers unique opportunities for working closely with faculty members and fellow students. You will gain insight regarding the textile/apparel industry as well as other valuable resources. As a member of a community of scholars in Textiles, Apparel Design, and Merchandising, you will find that collaboration among scholars is encouraged. M.S. and Ph.D. degrees are in Textiles, Apparel and Merchandising with concentrations in Apparel Design, Historical/Cultural Aspects of Textiles and Apparel, Merchandising, or Textile Science.

**Marymount University**
Department of Fashion Design and Merchandising
School of Arts and Sciences
Onsite Representative:
Pam Stoessell PhD
pstoessell@marymount.edu
Search Committee Chair
Janice Ellinwood MFA
jellinwo@marymount.edu

The Department of Fashion Design and Merchandising at Marymount University seeks a candidate to fill a tenure track position at the rank of Associate Professor in the Fashion Merchandising program beginning in the Fall 2018 semester. Teaching responsibilities: 3 courses per semester in buying, retailing, product development, merchandise planning and analysis, fashion in the global marketplace, and fashion e-commerce. Other responsibilities: scholarly activity, academic advising, department and committee service. Qualifications: MFA or PhD in Fashion Merchandising or related field: significant industry experience in fashion merchandising; teaching experience at the higher education level, and a record of scholarship. Preferred: experience with assessment in the field of fashion merchandising and with computer application(s) for supply chain management; knowledge of historic costume. Please submit the following: curriculum vitae, three letters of recommendation, graduate transcripts; a cover letter describing your industry experience and your teaching experience and effectiveness (e.g. syllabi, course evaluations, peer observations) and how your qualifications match the criteria listed above.

**North Carolina State University**
**College of Textiles**
**Onsite Representative:**
**Dr. Yingjiao Xu, yxu11@ncsu.edu**

The College of Textiles at North Carolina State University seeks qualified applicants for its master's or doctoral programs in the following fields: fashion and textile design, brand management and marketing, textile technology, textile engineering, textile chemistry, and fiber and polymer science. Fellowships and Scholarships are available for qualified doctoral students. Additionally, both Teaching Assistantship and Research Assistantships are available to qualified graduate students in the College of Textiles.

**Oklahoma State University**
**Dept. of Design, Housing and Merchandising**
**Onsite Representative:**
**Jane Swinney,**
jane.swinney@okstate.edu

Design, housing and merchandising offers resident graduate work leading to a Master of Science in design, housing and merchandising and a Doctor of Philosophy in Human Sciences (with a specialization in design, housing and merchandising). The M.S. degree is designed to prepare individuals for careers in business, industry, Extension, and post-secondary or college teaching. The Ph.D. degree prepares individuals for careers in higher education or industry settings. DHM offers three areas for graduate study: (1) apparel design and production; (2) interior design; and (3) merchandising. Teaching and Research Assistantships are available in all areas but are competitively awarded. Deadline for applications is October 15 each year with decisions on admission made in February. Course work begins in the fall.
In addition, through the Great Plains Interactive Distance Education Alliance (Great Plains IDEA) and OSU, we provide a fully-online retail merchandising leadership program.
The online program has a rolling admission and coursework can be started at any time. Contact Dr. Gina Peek, Graduate Coordinator at gina.peek@okstate.edu for more information.

**Radford University**
**Onsite Representative:**
**Holly L. Cline, Department Chair,**
hcline@radford.edu
**540-831-5932**

Radford University's Master of Fine Art (MFA) in **Design Thinking** graduate degree program is a 100% online, terminal degree program that provides students with in-depth experiences in using the design process to solve complex problems. While enrolled in this graduate program, students participate in interdisciplinary teams using creative and multifaceted design methodologies that address international issues. A 60-credit program, the MFA in Design Thinking provides an approach that focuses on:

- Design Thinking – The theories and methods relative to creative cognition;
- Design History – The historical and political context of design;
- Design Research – The science of design grounded in research and scholarship;
- Design Management – The dynamics of team work and management; and
- Design Doing – The experimental opportunities in virtual studios with team-based solutions.

Students can complete the MFA in Design Thinking degree in two years if enrolled as a full-time student or four years if enrolled as a part-time student.
www.radford.edu/designthink

**San Francisco State University**
**Dept. of Family Interiors Nutrition & Apparel**
**Apparel Design and Merchandising Program**
**College of Health & Social Sciences**
**Onsite Representative: Amy Dorie,**
adorie@sfsu.edu

The Apparel Design & Merchandising (ADM) program at San Francisco State University is seeking outstanding candidates for an Assistant Professor position with a focus on industry, merchandising, promotion, and consumer content. The ADM program creates an educational and experiential foundation for diverse professional careers in the global interdependent apparel design and merchandising industries. Students critically explore human behavior from both consumer and industry perspectives. Students develop an awareness of social justice issues in the industry and their impact on the global economy and environment.

**State University of New York (SUNY) at Oneonta**
**Fashion and Textiles Program**
**Department of Human Ecology**
**Jennifer Bueche, Search Committee Chair,**
**jennifer.bueche@oneonta.edu**
**Bharath Ramkumar, Program Coordinator,**
**bharath.ramkumar@oneonta.edu**

The Department of Human Ecology at the State University of New York (SUNY) at Oneonta invites applications for two tenure track positions (one with Merchandising focus and the other with Design focus) as Assistant Professor of Fashion and Textiles beginning Fall 2018. The initial appointment will be for two years. Undergraduate teaching duties for the merchandising focus include three or more of the following courses: Promotional Techniques in the Apparel Industry, Fashion Journalism, Apparel in Today's Economy, Fashion Entrepreneurship and Socio-Psychological Aspects of Dress. Undergraduate teaching duties for the design focus include three or more of the following courses: Fashion Illustration and Design, Tailoring, Apparel Design – Flat Pattern, Socio-Psychological Aspects of Dress and Advanced Computer Fashion Design. Additional duties include advising and mentoring students; participating in the development and assessment of the Fashion and Textiles program; engaging in scholarly, professional, and college activities. The Fashion and Textiles program is accredited by the American Association of Family and Consumer Sciences (AAFCS) and also participates in the one-year visiting student program with the Fashion Institute of Technology (FIT) in NYC. There are approximately 230 students in the Fashion and Textiles program with a total of 600 students and 29 faculty in the Department.

**TAPAC**
**28 Port Road**
**Dadeville, AL 36853**
**Phone: 334-750-6679**
**Contact: Dr. Carol Warfield**
**Executive Director**
**cwarfield@tapac-online.org**

Applications are accepted for TAPAC Accreditation Reviewers. Reviewers play an important role in the accreditation process by visiting programs that have applied for accreditation. If you have experience serving as an external reviewer, or have had experience preparing self-studies and program showcases for program reviews, please consider applying. We are seeking both currently active and retired faculty. Visit the TAPAC table to apply and/or gain more information about the role and responsibilities of accreditation reviewers. This is a great way to serve the profession and travel to learn about other programs in our field.

**Texas Tech University**
**Hospitality and Retail Management**
**Onsite Representatives:**
**Deborah Fowler,**
deborah.fowler@ttu.edu
**Catherine Jai,** catherine.jai@ttu.edu
**Julie Chang,** Julie.chang@ttu.edu
**Bobbi Padgett,**
bobbi.padgett@ttu.edu

Texas Tech's Hospitality and Retail Management department offers three bachelor's degrees, one master's degree, and one doctoral degree. As one of the top five colleges to offer a fashion merchandising major, according to Study.com, the Retail Management program from Texas Tech University gives you a competitive edge in the fashion retail job market. Our Retail Management degree excels in both the creative and commercial aspects of fashion merchandising. You will develop the professionalism, business knowledge, and practical experience you need to work in fashion retail management. You will use real data from retail corporate office and the JDA software to investigate current trends and challenges of retail space planning and present to the executives. Our retail faculty conduct consumer research use cutting-edge research methodology such as structural equation modeling, neuroimaging (fMRI), and eye tracking technology. Texas Tech University offers competitive graduate fellowship and scholarship to outstanding and ambitious individuals who wants to pursue PhD with us. Please come to talk to us at our table!

**University of Georgia**
**Dept. of Textiles, Merchandising and Interiors**
**Yoo-Kyoung Seock, Search Committee Chair,** yseock@fcs.uga.edu
**Suraj Sharma, Graduate Coordinator,** ssharma@uga.edu

The Department of Textiles, Merchandising and Interiors at the University of Georgia seeks to hire a faculty member in the area of contemporary merchandising with a strong focus in omni-channel retailing and digital merchandising. This is a 9-month, tenure track position at the assistant professor level. Responsibilities include teaching 4 undergraduate/graduate classes per year in two or more of the following areas: omni-channel/e-tailing, international merchandising, retail planning and buying; actively working on scholarly research through publications, presentations, and grantsmanship; effectively serving the department, college, university, community and profession; and providing supervision to master and/or doctoral students. The department offers a B.S. in Fashion Merchandising; a dual degree B.S./M.S. in Fashion Merchandising and Textiles, Merchandising and Interiors; an M.S. in Textiles, Merchandising and Interiors; and a Ph.D. in Polymer, Fibers, and Textile Sciences and Ph.D. emphasis in International Merchandising. The department is also seeking highly motivated graduate students for the M.S. and Ph.D. programs.

**University of Houston**
**Global Retailing, Master of Science**
**Dept. of Human Development & Consumer Sciences**
**Onsite Representative:**
**Dr. Barbara Stewart, Retail and Consumer Science**
bstewart@uh.edu

The University of Houston offers a unique, Master of Science degree in Global Retailing. The format is accelerated, with case studies and industry executives as co- faculty. The courses include multi-media, cross-cultural studies, international consumer practices, launching a global business, internships, and research. There are scholarships available through the College of Technology as well as graduate assistantships available for qualified students. Inquiries about the program can be made to Dr. Shirley Ezell at sdezell@central.uh.edu.

**University of Kentucky**
**Department of Retailing and Tourism Management**
**College of Agriculture, Food and Environment**
**Onsite Representative:**
**RayeCarol Cavender,**
**rayecarol.cavender@uky.edu**

The online Master of Science in Retailing and Tourism Management at the University of Kentucky offers a formal option in MAT (Merchandising, Apparel and Textiles) which is ideal for industry professionals already employed in the field as well as individuals wishing to further their academic education. This degree provides a combination of online course work, independent study, and research experience to provide students with a program that is designed around their future career goals. The 30-hour program culminates in an industry experience that can incorporate either current employment or can allow a student to explore different career options. The Merchandising, Apparel, and Textiles online master's degree provides theory based content as well as practical coursework focused on areas relevant to career enhancement. This program is ideal for individuals working in all aspects of the retail and fashion industry including management, merchandising, buying, education, and product development.

COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

**University of Minnesota**
**612-626-1219**
**1985 Buford Avenue**
**St. Paul, MN 55108**
**Onsite Representative:**
**Juanjuan Wu,** jjwu@umn.edu

The **Design Graduate Program** focuses on the study of relationships between humans and their designed environments. The Apparel Studies track offers a M.A., M.S., and Ph.D. in these emphasis areas: ***Dress, History, and Culture*** focuses on understanding and conducting research on material culture, historic trends, and psychological and social behaviors related to dress. ***Product Development*** focuses on theories and processes used in developing wearable soft good, including wearable technology. ***Retail Merchandising and Consumer Studies*** emphasizes understanding and conducting research on individuals, groups, organizations, and the processes used to select, secure, use, and dispose of apparel products. Research and Teaching assistantships available. **Design Graduate Program**
http://dha.design.umn.edu/programs/grad/

**University of Missouri**
**Textile and Apparel Management**
**College of Human Environmental Sciences**
**Onsite Representative:**
**Pam Norum,**
norump@missouri.edu

The Department of Textile and Apparel Management (TAM) at the University of Missouri (MU) seeks outstanding candidates for an assistant professor, tenure track position with a 9-month academic year. This position is expected to teach merchandising/retailing courses that incorporate math reasoning proficiency, and analytical and technological applications including Excel; entrepreneurship; and digital presentations in merchandising; contribute to the graduate program; and the responsibilities of research, grant writing, service, outreach and other academic functions. The Department has about 300 students and offers programs in apparel marketing and merchandising, apparel product development and management, and international studies. Additionally there are 12-15 graduate students seeking master's and Ph.D. degrees. There are numerous multidisciplinary initiatives on campus that TAM faculty are involved with including an entrepreneurship minor and the Center for the Digital Globe. TAM apparel labs include industry-specific production equipment (e.g., 3-D body scanner, Optitex, and digital textile printer). The Missouri Historic Costume and Textile Collection houses over 5,500 items. TAM has an advisory board that works with the department to provide an excellent liaison with industry. The department has a spirit of positive development and teamwork. Key foci of the department includes the development of leadership, creativity, a global perspective, and attention to sustainability across the supply chain.

**University of North Texas**
**College of Visual Arts and Design**
**Fashion Design/ BFA & MFA**
**Onsite Representative:**
**Janie Stidham,** Janie.stidham@unt.edu
**College of Merchandising, Hospitality and Tourism**
**Dept. of Merchandising and Digital Retailing**
**Onsite Representative: Bugao Xu,**
bugao.xu@unt.edu

The Fashion Design Program is seeking an exceptional scholar and/or designer with areas of expertise to teach all-level undergraduate and graduate courses in our Fashion Design program. Teaching responsibilities will include design studios, technical studios, and Lecture/Seminars. This position is expected to develop teaching and research conducted in area of expertise. Additional service responsibilities as needed by the department.

# Thank You!! Members for Contributing to the Conference through ITAA Committee

## Reviewers for Teaching, Research, and Concept Paper Submissions

*Review Chairs:*
Jessie Chen-Yu, Virginia Tech
Jin Su, University of North Carolina at Greensboro

[a] Reviewed abstracts
[b] Reviewed a full paper
[c] Reviewed both abstracts and a full paper

### Aesthetics, Design, Product Development

*Chair:* Young-A Lee, Iowa State University
[a]Su Kyong An, Central Michigan University
[c]Elizabeth (Missy) Bye, University of Minnesota
[c]Melanie Carrico, University of North Carolina at Greensboro
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[a]Seoha Min, University of North Carolina at Greensboro
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[a]Jinhee Nam, Ball State University
[a]Nancy Powell, North Carolina State University
[a]Ann Presley, Auburn University
[a]Laurel Romeo, Louisiana State University
[a]Mary Ruppert-Stroescu, Washington University in St. Louis
[c]Carol Salusso, Washington State University
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[a]Su-Jeong Hwang Shin, Texas Tech University
[a]MungHee Sohn, California State University at Long Beach
[a]Lushan Sun, Auburn University
[a]Deborah Young, Texas Woman's University

### Consumer Behavior

*Chairs:* Siwon Cho, SIU Carbondale
Jeong-Ju (Jay) Yoo, Baylor University
[b]Kelly Atkins, East Tennessee State University
[b]Karol Blaylock, Tarleton State University
[c]Hyo Jung (Julie) Chang, Texas Tech University
[a]Veena Chattaraman, Auburn University
[c]Hyeon Jeong Cho, Southeast Missouri State University
[c]Yun-Jung Choi, State University of New York at Oneonta
[b]Usha Chowdhary, Central Michigan University
[b]Diane Ellis, Meredith College
[a]Sejin Ha, University of Tennessee
[c]Amy Harden, Ball State University
[c]Janice Haynes, Delta State University
[a]Nancy Hodges, University of North Carolina at Greensboro
[a]Hyunjoo Im, University of Minnesota
[a]Hae Won Ju, Framingham State University
[b]Sojin Jung, The Hong Kong Polytechnic University
[a]Ju-Young Kang, University of Hawaii
[b]Rita Kean, University of Nebraska–Lincoln
[c]Eun Young Kim, Chungbuk National University
[c]Jung-Hwan Kim, University of South Carolina
[c]Dee Knight, University of North Texas
[c]Seungbong Ko, Texas A&M University-Kingsville
[c]Wanmo Koo, West Illinois University
[c]Jaeha Lee, North Dakota State University
[a]Ji Young Lee, State University of New York at Oneonta
[a]Yuri Lee, Seoul National University
[b]Dana Legette-Traylor, Virginia State University
[a]Jeanie Lim, University of Tennessee
[c]Jun Mee Mun, California State University, Long Beach
[c]Junghwa Son, Sejong University
[b]Leigh Southward, University of Arkansas
[b]Yun Wang, National Ping Tung University
[c]Jungha (Jennifer) Yang, West Virginia University
[b]Kiseol Yang, University of North Texas
[c]Deborah Young, Texas Woman's University

### Culture

*Chair:* Genna Reeves-DeArmond, Kansas State University
[c]Tameka Ellington, Kent State University
[c]Amy Hughes, Washington State University
[a]Kimberly Miller-Spillman, University of Kentucky
[c]Amanda Muhammad, Bowling Green State University
[c]Ashley Kubler Newsome, University of Cincinnati
[c]Amanda Thompson, University of Alabama

### Fashion Studies

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[a]Hyo Jung (Julie) Chang, Texas Tech University
[c]Kim Hahn, Kent State University
[a]Ja Young Hwang, Kent State University
[b]Tun-Min (Catherine) Jai, Texas Tech University
[a]Kim K. P. Johnson, University of Minnesota
[a]Hae Won Ju, Framingham State University
[a]Kendra Lapolla, Kent State University

### History

*Chair:* Arlesa Shephard, SUNY Buffalo State
[a]Denise Green, Cornell University
[a]Ashley Hasty, Indiana University
[a]Nancy Hodges, University of North Carolina at Greensboro
[a]Michael Mamp, Central Michigan University
[a]Sara Marcketti, Iowa State University
[a]Virginia Wimberley, University of Alabama

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[a]Tun-Min (Catherine) Jai, Texas Tech University
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[a]Sheng Lu, University of Rhode Island
[c]Anna Magie, Texas Woman's University
[c]Bharath Ramkumar, SUNY Oneonta
[c]Hongjoo Woo, Auburn University
[c]Li Zhao, University of Missouri

### Merchandising/Retail Management

*Chair:* Min-Young Lee, University of Kentucky
[c]Barbara Frazier, Western Michigan University
[c]Seung-Hee Lee, Southern Illinois University
[c]Anna Magie, Texas Woman's University
[a]Amrat Sadachar, Auburn University
[c]Hongjoo Woo, Auburn University

## Reviewers for Teaching, Research, and Concept Paper Submissions

### Merchandising/Visual Promotion

*Chair:* Hyejeong Kim, California State University -Long Beach
[a]Marina Alexander, East Carolina University
[a]Michelle Childs, University of Tennessee
[a]Eunjoo Cho, University of Arkansas
[a]Telin (Doreen) Chung, Iowa State University
[a]Sejin Ha, University of Tennessee
[a]Hyunjoo Im, University of Minnesota
[a]Hyun-Mee Joung, Northern Illinois University
[a]Hae Won Ju, Framingham State University
[a]Angella Kim, California State Polytechnic University-Pomona
[a]Jung-Hwan Kim, University of South Carolina
[b]Wi-suk Kwon, Auburn University
[a]Beth Myers, Georgia Southern University
[a]Amrut Sadachar, Auburn university
[a]Soo In Shim, Chonbuk National University
[b]Jihyeong Son, Washington State University

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Yoon Jin Ma, Illinois State University
[a]Alyssa Adomaitis, New York City College of Technology, CUNY
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[c]Amy Harden, Ball State University
[a]Ashley Hasty, Indiana University
[a]Julie Hillery, Ohio State University
[a]Ja Young Hwang, Kent State University
[a]Jonghan Hyun, Kent State University
[a]Hae Won Ju, Framingham State University
[a]Yhe-Young Lee, Korea University
[a]Youngjoo Lee, Georgia Southern University
[c]Catherine Amoroso Leslie, Kent State University
[a]Jewon Lyu, Kent State University
[a]Kerri McBee-Black, University of Missouri
[c]Seoha Min, University of North Carolina at Greensboro
[c]Ann Paulins, Ohio University
[a]Mary Ruppert-Stroescu, Washington University in St. Louis
[c]Amrut Sadachar, Auburn University
[a]Deborah Young, Texas Woman's University

### Popular Culture

*Chair:* RayeCarol Cavender, University of Kentucky
[b]Andrea Eklund, Central Washington University
[c]Charles Freeman, Mississippi State University
[c]Sarah Glover, Bradley University
[c]Katie Jones, West Virginia University
[b]Lombuso Khoza, University of Maryland Eastern Shore
[b]Henry Navarro, Ryerson University
[b]Nancy Ann Oliver, Appalachian State University
[c]Andrew Reilly, University of Hawai`i at Manoa

### Professional Development/General

*Chair:* Kelly Reddy-Best, Iowa State University
[a]Fatma Baytar, Iowa State University
[a]Susan Hannel, University of Rhode Island
[a]Alexandra Howell, Meredith College
[a]Laura Kane, Framingham State University
[a]David Loranger, University of Minnesota
[a]Michael Mamp, Central Michigan University
[a]Kristen Morris, University of Missouri
[a]Jessica Ridgway, Florida State University
[a]Amrut Sadachar, Auburn University
[a]Casey Stannard, Louisiana State University

### Social/Psychological Aspects

*Chair:* Andrea Eklund, Central Washington University
[c]Julie Becker, Eastern Michigan University
[c]Kim Johnson, University of Minnesota
[a]Ju-Young M. Kang, University of Hawaii
[c]Lombuso Khoza, University of Maryland Eastern Shore
[c]Sharron Lennon, Indiana University
[a]Srikant Manchiraju, Florida State University
[a]Nuper Sharma, Harper College
[c]Leigh Southward, University of Arkansas

### Sustainability/Social Responsibility

*Chairs:* Hae Jin Gam, Illinois State University
Chunmin Lang, Louisiana State University
[a]Insook Ahn, Chung-Ang University
[c]Jennifer Banning, Illinois State University
[c]Marsha Dickson, University of Delaware
[c]Ji Hye Kang, University of Rhode Island
[c]Seung Bong Ko, Texas A&M University – Kingsville
[c]Jaeha Lee, North Dakota State University
[c]Ji Young Lee, State University of New York at Oneonta
[c]Seung-Hee Lee, Southern Illinois University-Carbondale
[c]Yuli Liang, Southern Illinois University-Carbondale
[a]Chuanlan Liu, Louisiana State University
[a]Srikant Manchiraju, Florida State University
[c]Cathy Starr, Missouri State University

### Technical Design

*Chair:* Tameka Ellington, Kent State University
[a]Kelly Cobb, University of Delaware
[a]Lori Faulkner, Ferris State University
[a]Linsey Griffen, University of Minnesota
[a]Kendra Lapolla, Kent State University
[a]Ellen McKinney, Iowa State University

### Textile and Apparel Industries

*Chair:* Sheng Lu, University of Delaware
[c]Gargi Bhaduri, Kent State University
[a]Nancy Hodges, University of North Carolina at Greensboro
[a]Elena Karpova, Iowa State University
[a]Michael Londrigan, LIM college
[a]Srikant Manchiraju, Florida State University
[a]Jessica Ridgway, Florida State University
[a]Amrut Sadachar, Auburn University
[a]Xiao Tong, University of Alabama
[c]Li Zhao, University of Missouri

## Reviewers for Teaching, Research, and Concept Paper Submissions

### Textile and Apparel Science

*Chair:* Huantian Cao, University of Delaware
[a]Su Kyoung An, Central Michigan University
[a]Billie Collier, Florida State University
[b]Rachel Eike, Baylor University
[b]Yan Li, Colorado State University
[c]Hang Liu, Washington State University
[a]Meredith McQuerry, Florida State University
[c]Mary Ruppert-Stroescu, Washington University in St. Louis
[a]Chunhui Xiang, Iowa State University

### Undergraduate

*Chair:* Jongeun (Joan) Rhee, University of Wisconsin - Stout
[c]Hyo Jung (Julie) Chang, Texas Tech University
[a]Kim Hahn, Kent State University,
[c]Ja Young Hwang, Kent State University
[c]Tun-Min (Catherine) Jai, Texas Tech University
[c]Kim Johnson, University of Minnesota
[a]Hae Won Ju, Framingham University
[a]Linda Manikowske, North Dakota State University

## Reviewers for Creative Design Submissions

### First Review

*Review Chair:* Belinda Orzada, University of Delaware

**Apparel Industry Professionals**

Katie Coble, Lead Patternmaker & Fabricator, Final Frontier Design
Tim Eads, Designer & Artist, Tim Eads Designs
Brandy Godsil, Artist/Designer, Saori Arts NYC/Co-Founder
Abby Lutz, Senior Design Manager, Urban Outfitters
John Paul Morabito, Fiber Artist
Nga Nguyen, Head of User Experience-Wearable Technology, Principled Design
Amanda Perna, Fashion Designer/Creative Director of The House of Perna
Megan Stein, Senior Designer-Special Occasion Dresses, Free People
Elizabeth Way, Assistant Curator, The Museum at the Fashion Institute of Technology

**ITAA Members**

Melinda Adams, University of the Incarnate Word
Su Kyoung An, Central Michigan University
Laurie Apple, University of Arkansas
Lynn Blake, Lasell College
Lynn Boorady, SUNY Buffalo State
Melanie Carrico, University of North Carolina at Greensboro
Chanjuan Chen, Kent State University
Kelly Cobb, University of Delaware
Sheri Dragoo, Texas Women's University
Rachel Eike, Baylor University
Andrea Eklund, Central Washington University
Jennifer Harmon, University of Wyoming
Erin Irick, University of Wyoming
Ashley Kim, SUNY ONEONTA
Eundeok Kim, Florida State University
Helen Koo, Konkuk University
Ashley Kubley, University of Cincinnati
Jung Eun Lee, Virginia Tech
YoungJoo Lee, Georgia Southern University
Diane Limbaugh, Oklahoma State University
Shu Hwa Lin, University of Hawai`i at Manoa
Michael Mamp, Central Michigan University
Elen McKinney, Iowa State University
Seoha Min, University of North Carolina at Greensboro
Colleen Moretz, West Virginia University
Kristen Morris, University of Missouri
Marian O'Rourke-Kaplan, University of North Texas
Belinda Orzada, University of Delaware
Anne Porterfield, North Carolina State University
Peggy Quesenberry, Virginia Tech
Della Reams, Miami University of Ohio
Rebecca Robinson, Columbus College of Art and Design
Katya Roelse, University of Delaware
Carol Salusso, Washington State University
Paula Sampson, Ball State University
Jooyoung Shin, Cornell University
Susan Sokolowski, University of Oregon
Nupur Sharma, Harper College
Sandra Tullio-Pow, Ryerson University
Casey Stannard, Louisiana State University
Janie Stidham, University of North Texas
Mia Whang, Centenary University
Yingying Wu, Kansas State University
Eunyoung Yang, Meredith College

## Design Exhibit Committee

*Chairs:* Laura Kane, Framingham State University
Ashley Rougeaux-Burnes, Texas Tech University
Chanjuan Chen, Kent State University
Lorynn Divita, Baylor University
Ellen McKinney, Iowa State University
Brianna Plummer, SUNY-Buffalo State
Rebecca Robinson, Columbus College of Art and Design
Casey Stannard, Louisiana State University
Sandra Starkey, University of Nebraska-Lincoln

## Awards Committees

### Student Best Paper Awards

*Chair:* Minjeong Kim, Indiana University
Melinda Adams, University of the Incarnate Word
Huantian Cao, University of Delaware
Lauren Copeland, Kent State University
Sonali Diddi, Colorado State University
Kim Hiller Connell, Kansas State University
Alexandra Howell, Meredith College
Jung-Hwan Kim, University of South Carolina
Ashley Kubley, University of Cincinnati
Seung-Eun (Joy) Lee, Central Michigan University
Young-A Lee, Iowa State University
Heejin (Jeanie) Lim, University of Tennessee
Beth Myers, Georgia Southern University
Belinda Orzada, University of Delaware
Laurel Romeo, Louisiana State University
Diana Saiki, Ball State University
Xiao (Michelle) Tong, University of Alabama
Linda Welters, University of Rhode Island
Li Zhao, University of Missouri

### Student Fellowships and Scholarships

*Chair:* K. Annette Burnsed, University of South Carolina
RayeCarol Cavender, University of Kentucky
Hae Won Ju, Framingham State University
Hyeon Jeong Cho, Southeast Missouri State University
Jiyoung Kim, University of North Texas
Kiseol Yang, University of North Texas
Yoon Ma, Illinois State University
Meredith McQuerry, Florida State University
Jinhee Nam, Ball State University
Shweta Reddy, Texas Christian University
Arlesa Shephard, Texas A&M University – Kingsville
Amanda Thompson, University of Alabama

### Faculty Fellowships and Awards

*Chair:* Yingjiao Xu, North Carolina State University
Gargi Bhaduri, Kent State University
Michelle Childs, University of Tennessee
Haejung Kim, University of North Texas
Seung-Hee Lee, Southern Illinois University-Carbondale
Sharron Lennon, Indiana University
Keunyoung Oh, SUNY Buffalo State
Jin Su, University of North Carolina at Greensboro

### Janet Else Visiting Scholar

*Chair:* Gill Stark, Regent's University London
Hyo Jung (Julie) Chung, Texas Tech University
Su-Jeong Hwang Shin, Texas Tech University
Ruirui Zhang, Framingham State University

### Rutherford Teaching Challenge

Lombuso Khoza, University of Maryland-Eastern Shore
Caroline Kobia, Mississippi State University
Leigh Southward, University of Arkansas
Kathy Smith, University of Arkansas
Kelly Weathers, Western Michigan University

### Design Awards Committee

*Chair*: Erin Irick, University of Wyoming
Anne Bissonnette, University of Alberta
Kim Hahn, Kent State University
Jennifer Harmon, University of Wyoming
Kendra Lapolla, Kent State University
Linda Ohrn-McDaniel, Kent State University
Huiju Park, Cornell University
Rebecca Robinson, Columbus College of Art and Design

Onsite Judges
Elizabeth Carson Racker, Owner & Designer, Elizabeth Carson Racker Fashion Design Boutique
Madison Perez, Head Designer & Stylist, Solimar Collection
Melinda K. Adams, University of the Incarnate Word

## 2017 ITAA Council

| | |
|---|---|
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| Executive Director | Nancy Rutherford |

**Conference Planning Chairs**
Sherry Schofield, Florida State University
Melody LeHew, Kansas State University

**Sherry and Melody would like to thank the following individuals for their dedication to this effort.**

**Design Exhibit Review:** Belinda Orzada, University of Delaware

**HSN Tour Coordinator:** Srikant Manchiraju, Florida State University

**Legacy Fundraiser:** Jana Hawley, University of Arizona

**Mounted Design Exhibit:** Laura Kane, Framingham State University; and Ashley Rougeaux-Burnes, Texas Tech University

**Photographers**: Genna Reeves-Ormand, Kansas State University; and Cynthia Istook, North Carolina State University

**Poster Sessions:** Harriet McLeod, Kent State University

**Registration Coordinator:** Gill Stark, Regent's University London

**Research /Teaching Presentation Review:**
Jessie Chen-Yu, Virginia Tech; and Jin Su, University of North Carolina at Greensboro

**Resource Exhibit Coordinator:** Jihyun Kim, Kent State University

## Become Involved! Participate in an ITAA Committee

- **Pursue your Interests**
- **Network with ITAA Colleagues**
- **Contribute to the Textile and Apparel Field**
- **Build your Professional Record**
- **Contact a Committee Chair and Attend a Committee Meeting during the Conference**

## 2018 ITAA Annual Conference

**Hilton Cleveland Downtown Hotel**
**Cleveland, Ohio**
**November 6-9, 2018**