RE-IMAGINE THE RE-NEWABLE

ITAA • CLEVELAND, OH • 2018

NOVEMBER 6TH – 9TH
Thank You to Organizations and Individuals Whose Support Made this Event Possible

**Event Sponsors**
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and ITAA Members who have contributed to ITAA Development Funds

Conference Chairs especially want to thank all committee chairs and volunteers!

*Conference Program Sponsored by Paris American Academy*
Welcome to the ITAA 2018 Annual Conference

Conference Meeting Space

ITAA 2018 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 – Tuesday at a Glance

Monday, November 5
9:00am – 6:00pm  ITAA Council Meeting (Cleveland Now Boardroom)

Tuesday, November 6
7:30am – 7:00pm  Registration Open
3rd Floor Lobby 1
8:30am – 4:30pm  Tours
Kent State University (Meet in first floor lobby at 8:30am)
1:00pm – 4:00pm  Downtown Cleveland Museum Tour (Meet in first floor lobby at 1:00pm)
1:00pm – 4:00pm  Downtown Cleveland National Apparel Tour (Meet in first floor lobby at 1:00pm)

Workshops
9:00am – Noon  Vermicelli Fill Techniques for Embroidery
Center St Mtg Room A
1:00pm – 5:00pm  Writing, Teaching With, and Publishing Case Studies
Center St Mtg Room A
2:30pm – 5:30pm  Preparing Your Program for TAPAC Accreditation: Understanding Standards and Self-Study Requirements
Center St Mtg Room C

Meetings
9:00am – Noon  TAPAC Board of Commissioners Meeting (Center Street Meeting Room C)
1:00pm – 2:30pm  TAPAC Assembly of Delegates
4:00pm – 5:00pm  VPs Meet with Committee Chairs (Center Street Meeting Room B)
5:00pm – 6:00pm  New Attendees and Members Welcome and Conference Orientation (Center Street Meeting Room B)
6:00pm – 8:00pm  Opening Reception
Hope Ballroom D&E  Co-Sponsored by Bloomsbury Publishing and Fairchild Books & ITAA
8:00pm – 9:30pm  Graduate Student Informal Gathering (Bar 32)
8:00pm – 9:30pm  Administrative Leadership Committee (Center Street Meeting Room A)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30am – 5:00pm</td>
<td>Registration Open</td>
<td>3rd Floor Lobby 1</td>
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<tr>
<td>All Day</td>
<td>Committee Meetings</td>
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<tr>
<td>7:45am – 9:15am</td>
<td>OPENING SESSION</td>
<td>Hope Ballroom D&amp;E</td>
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<td>Business Meeting – Town Hall – President’s Presentation</td>
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<tr>
<td>9:30am – 3:00pm</td>
<td>MOUNTED DESIGN EXHIBIT: DAY 1</td>
<td>3rd Floor Lobby 1&amp;2</td>
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<td></td>
<td>Design Exhibit Opening Sponsored by Gerber Technology</td>
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<td>9:30am – 4:30pm</td>
<td>RESOURCE EXHIBIT</td>
<td>3rd Floor Lobby &amp; Hallway</td>
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<tr>
<td>10:00am – 11:15am</td>
<td>CONCURRENT BREAKOUT SESSION #1</td>
<td>Hope Ballroom A</td>
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<td></td>
<td>Special Topic Session</td>
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<td></td>
<td>Establishing Research Action Networks to Address Challenges in a Changing Marketplace</td>
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<tr>
<td>Center St Mtg Room A</td>
<td>CB: Social Responsibility and Ethical Practice</td>
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<td>Center St Mtg Room B</td>
<td>CUL: Retail Entrepreneurship</td>
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<td>Center St Mtg Room C</td>
<td>DPD: Innovative Teaching Strategies in Design and Product Development</td>
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<tr>
<td>Center St Mtg Room D</td>
<td>PPD: Teaching Textiles</td>
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<tr>
<td>Hope Ballroom B</td>
<td>SSR: Socially Responsible Consumer Behavior</td>
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<td>Hope Ballroom C</td>
<td>TAS: Innovative Materials for Apparel and Footwear</td>
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<tr>
<td>11:30am – 1:15pm</td>
<td>LUNCH GENERAL SESSION - KEYNOTE SPEAKER</td>
<td>Hope Ballroom D&amp;E</td>
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<td></td>
<td>Marie Teike &amp; Karin Sterner, Remake, Stockholm City Mission</td>
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<tr>
<td>1:30pm – 2:45pm</td>
<td>CONCURRENT BREAKOUT SESSION #2</td>
<td>Hope Ballroom A</td>
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<td></td>
<td>Special Topic Session</td>
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<td></td>
<td>Fashion Business Innovators in Northeast Ohio – Putting Northeast Ohio on the Global Fashion Industry Map</td>
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<tr>
<td>Center St Mtg Room A</td>
<td>DPD: User Preference and Design of Performance Wear</td>
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<tr>
<td>Center St Mtg Room B</td>
<td>MB: Social Media Marketing</td>
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<tr>
<td>Center St Mtg Room C</td>
<td>PPD: Active Learning Strategies in Design</td>
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<tr>
<td>Center St Mtg Room D</td>
<td>SPA: Identity and Dress</td>
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<tr>
<td>Hope Ballroom B</td>
<td>SSR: Sustainable Apparel Consumption</td>
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<tr>
<td>Hope Ballroom C</td>
<td>TAI: New Frontiers of Research on the Textile &amp; Apparel Industry</td>
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<td>Time</td>
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<tr>
<td>3:00pm – 4:15pm</td>
<td>CONCURRENT BREAKOUT SESSION #3</td>
<td>Hope Ballroom A</td>
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<td>STS: Student Best Papers</td>
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<td></td>
<td>CB: Sustainable Consumption and Disposal</td>
<td>Center St Mtg Room A</td>
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<td></td>
<td>CUL: Consumption and Cultural Ideals</td>
<td>Center St Mtg Room B</td>
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<td></td>
<td>DPD: Conceptual Exploration of Emerging Issues in Design and Product Development</td>
<td>Center St Mtg Room C</td>
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<td></td>
<td>MB: Branding and Experiential Marketing</td>
<td>Center St Mtg Room D</td>
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<tr>
<td></td>
<td>PPD: Expanding Students’ Perspectives</td>
<td>Hope Ballroom B</td>
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<tr>
<td></td>
<td>SSR: Sustainability and Education</td>
<td>Hope Ballroom C</td>
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<tr>
<td>4:30pm – 5:30pm</td>
<td>JANET ELSE VISITING SCHOLAR/PRACTITIONER PRESENTATION</td>
<td>Center St Mtg Room A</td>
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<tr>
<td></td>
<td>Rangina Hamidi, Founder of Kandahar Treasure</td>
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<td></td>
<td>Social Enterprise and Textiles: Empowering Afghan Women</td>
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<tr>
<td>4:30pm – 5:30pm</td>
<td>TAPAC OPEN FORUM – Accreditation Updates and Q&amp;A</td>
<td>Hope Ballroom B</td>
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<tr>
<td>4:30pm – 6:30pm</td>
<td>Consultation with CTRJ Editor and Associate Editors:</td>
<td>Hope Ballroom D&amp;E</td>
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<tr>
<td></td>
<td>Hands-on Assistance with your Manuscript</td>
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<tr>
<td>4:30pm – 6:30pm</td>
<td>SPONSOR PRESENTATIONS</td>
<td>Center St Mtg Room C</td>
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<tr>
<td>4:30pm – 5:30pm</td>
<td>Tailoring in the <em>haute couture</em>, Claire Shaeffer</td>
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<tr>
<td>4:30 - 5:30pm</td>
<td>Gerber Technology Presents: Aiming Higher and Hire</td>
<td>Hope Ballroom C</td>
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<tr>
<td>4:30pm – 6:30pm</td>
<td>Teaching Textiles Online, Patty Brown, ATEXINC</td>
<td>Center St Mtg Room D</td>
</tr>
<tr>
<td>5:30pm – 6:30pm</td>
<td>Summaries &amp; Discussions of ITAA C&amp;I Tours</td>
<td>Center St Mtg Room A</td>
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<tr>
<td>6:00pm – 9:00pm</td>
<td>LEGACY FUNDRAISER – Rock &amp; Roll Hall of Fame</td>
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<td>(to walk as a group, meet in lobby at 5:45)</td>
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<tr>
<td>7:00pm – 8:30pm</td>
<td>GRADUATE STUDENT FIRESIDE CHAT</td>
<td>Hope Ballroom A</td>
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<td>Best Practices in Teaching</td>
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### Thursday, November 8, at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30am – 5:00pm</td>
<td>Registration Open</td>
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<tr>
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<td>3rd Floor Lobby 1</td>
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<tr>
<td>All Day</td>
<td>Committee Meetings</td>
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<tr>
<td>7:45am – 9:15am</td>
<td>BREAKFAST GENERAL SESSION - Distinguished Scholar Presentation</td>
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<tr>
<td>Hope Ballroom D&amp;E</td>
<td>Nancy Hodges, Ph.D., The University of North Carolina at Greensboro</td>
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<td></td>
<td>Research as a Magnificent Obsession: Encouraging Textile and Apparel</td>
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<td></td>
<td>Scholarship within a Culture of Mentoring</td>
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<tr>
<td>9:30am – 3:00pm</td>
<td>MOUNTED DESIGN EXHIBIT: DAY 2</td>
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<tr>
<td>3rd Floor Lobby 1&amp;2</td>
<td>Review of the most recent design exhibits.</td>
</tr>
<tr>
<td>9:30am – 3:30pm</td>
<td>RESOURCE EXHIBIT</td>
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<tr>
<td>3rd Floor Lobby &amp; Hallway</td>
<td>Display of various resources and equipment.</td>
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<tr>
<td>10:00am – 11:15am</td>
<td>CONCURRENT BREAKOUT SESSION #4</td>
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<tr>
<td>Hope Ballroom A</td>
<td>STS: Special Topic Session</td>
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<td></td>
<td>How Service Can Help Your Academic Career Development</td>
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<tr>
<td>Center St Mtg Room A</td>
<td>DPD: Needs Assessment and Design for Underserved Populations</td>
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<tr>
<td>Center St Mtg Room B</td>
<td>MM: Addressing Challenges and Opportunities in the Changing Retail</td>
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<tr>
<td>Center St Mtg Room C</td>
<td>SPA: Body Image and the Self</td>
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<tr>
<td>Hope Ballroom B</td>
<td>TAS: Advancements in Textile Materials</td>
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<tr>
<td>Hope Ballroom C</td>
<td>UG: Retail is Transforming</td>
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<tr>
<td>11:30pm – 1:15pm</td>
<td>LUNCH GENERAL SESSION – KEYNOTE SPEAKERS</td>
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<tr>
<td>Hope Ballroom D&amp;E</td>
<td>Sara Kozlowski, Director of Education + Professional Development at</td>
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<td>the Council of Fashion Designers of America; and Jussara Lee,</td>
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<td>President and Founder of Jussara Lee</td>
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<tr>
<td>1:30pm – 2:45pm</td>
<td>CONCURRENT BREAKOUT SESSION #5</td>
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<tr>
<td>Hope Ballroom A</td>
<td>STS: Special Topic Session</td>
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<td>3D Printing: The Renewable Digital Fabrication for the Fashion</td>
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<tr>
<td>Center St Mtg Room A</td>
<td>DPD: Anthropometry and Sizing for Apparel Enhancement</td>
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<tr>
<td>Center St Mtg Room B</td>
<td>MB: Retail Strategy and Cause-Related Marketing</td>
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<tr>
<td>Center St Mtg Room C</td>
<td>PPD: Teaching Fashion History</td>
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<tr>
<td>Center St Mtg Room D</td>
<td>TAI: Global Textile &amp; Apparel Trade, Sourcing and Supply Chain</td>
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<tr>
<td>1:30pm – 5:00pm</td>
<td>4th ITAA-KSCT BIENNIAL JOINT SYMPOSIUM – TOGETHER TOWARDS TOMORROW</td>
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<tr>
<td>Hope Ballroom B</td>
<td>Oral Session 1. Teaching, Innovation and Technology</td>
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<td>Oral Session 2. Current Issues in Merchandising</td>
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<td>4th ITAA-KSCT Biennial Joint Symposium</td>
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<td>Together Towards Tomorrow</td>
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<td>Oral Session 1. Teaching, Innovation and Technology</td>
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<td>Oral Session 2. Current Issues in Merchandising</td>
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<td>Time</td>
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<tr>
<td>4:00pm – 5:00pm</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; ITAA-KSCT BIENNIAL JOINT SYMPOSIUM</td>
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<tr>
<td>4:00pm – 5:00pm</td>
<td>Poster Session</td>
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<tr>
<td>4:00pm – 5:00pm</td>
<td>ESRAP Merchandising Competition Poster Presentations</td>
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<td>3:00pm – 5:00pm</td>
<td>In-Conference Workshop: Re-Imagining the ITAA Meta-Goals Session</td>
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<tr>
<td>3:00pm – 6:00pm</td>
<td>SPONSOR PRESENTATIONS</td>
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<tr>
<td>3:00pm – 3:30pm</td>
<td>Fiber, Fabric, and Fashion: Textile Resources for the Classroom and Beyond</td>
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<td>3:30pm – 4:30pm</td>
<td>Lectra Panel Discussion – The Digital Workforce</td>
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<td>3:30pm – 4:30pm</td>
<td>How to Get your Work Published</td>
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<tr>
<td>4:30pm – 5:30pm</td>
<td>Teaching &amp; Learning Opportunities Using Fashion Videos in a Flipped Classroom</td>
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<tr>
<td>5:00pm – 6:30pm</td>
<td>Legacy Group Meeting</td>
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<tr>
<td>6:00pm – 7:00pm</td>
<td>POSTER SESSION 1</td>
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<tr>
<td>6:00pm – 8:30pm</td>
<td>INTERNATIONAL BAZAAR</td>
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<td>6:30pm – 8:30pm</td>
<td>CAREER FAIR</td>
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<td>7:00pm – 7:30pm</td>
<td>BREAK, CO-SPONSORED BY COTTON INCORPORATED AND ITAA</td>
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<tr>
<td>7:30pm – 8:30pm</td>
<td>POSTER SESSION 2</td>
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<tr>
<td>8:00pm – 8:30pm</td>
<td>Rutherford Teaching Challenge</td>
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<td>8:30pm – 9:00pm</td>
<td>Rutherford Teaching Challenge</td>
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</table>
Friday, November 9, at a Glance

7:00am – 12:00pm
Registration Open
3rd Floor Lobby 1

7:00am – 8:30am
BOARD MEETING
Hope Ballroom A

8:30am – 9:45am
CONCURRENT BREAKOUT SESSION #6
STS: Special Topic Session
TAPAC Accreditation Site Visit Reviewers: Expectations and Responsibilities
Hope Ballroom A

Center St Mtg Room A  CB: Impacts of Social Media
Center St Mtg Room B  CUL: Fashion and Dress-Related Discourse
Center St Mtg Room C  DPD: Innovative Product Design and Development
Center St Mtg Room D  PPD: Preparing Students with Essential Industry Skills
Hope Ballroom B  PPD: Enhancing Students’ Creativity
Hope Ballroom C  SSR: Social Responsibility in the Fashion Industry

8:30am – 9:30am
CB: Impacts of Social Media
Center St Mtg Room A

8:30am – 9:30am
CUL: Fashion and Dress-Related Discourse
Center St Mtg Room B

8:30am – 9:30am
DPD: Innovative Product Design and Development
Center St Mtg Room C

8:30am – 9:30am
PPD: Preparing Students with Essential Industry Skills
Center St Mtg Room D

10:00am – 11:15am
CONCURRENT BREAKOUT SESSION #7
STS: Special Topic Session
New Configurations in Fashion: Innovative Forms Meet Engineered Textile Printing
Hope Ballroom A

Center St Mtg Room A  CB: Brand Marketing and Consumer Behavior
Center St Mtg Room B  DPD: Creative and Contemporary Design Process and its Assessment
Center St Mtg Room C  MM: Advancing Digital Retailing of Apparel Products and Brands
Center St Mtg Room D  PPD: Teaching a Sustainable Mindset
Hope Ballroom B  SSR: Social Responsibility in Supply Chain Management
Hope Ballroom C  TAS: Apparel Science: Function and Technology

11:30am – 1:30pm
AWARDS LUNCHEON
Hope Ballroom D&E

AWARDS CEREMONY

Workshops

2:00pm – 4:00pm
Knit Education – What are the Current Needs and Possibilities?
Center St Mtg Room A

2:00pm – 6:00pm
Diversity in Scholarship: Strategies for Promotion and Tenure through Creative Scholarship
Center St Mtg Room B

2:00pm – 5:00pm
ITAA Council Meeting (Cleveland Now Boardroom)
Greetings Members and Guests!

Welcome to Cleveland for the 2018 International Textile and Apparel Association Annual Conference. This year we Re-Imagine the Renewable. You will have the opportunity to learn some new things, try something different, meet old friends, and new and get outside of your comfort zone. Enjoy Re-Imagining the Renewable!

There will be several fun tour options on Tuesday: to Kent State University, to Downtown Cleveland to visit the museums, and to the Downtown Cleveland National Apparel Tour. Alternatively, you may choose to sign up for one of several pre-conference workshops.

This year there will be two days of standing exhibits for our design scholarship, with a new group of designs each day. We have an exciting poster session to share our research and teaching scholarship, and a whole bunch of concurrent breakout sessions. Our days are full with meetings and events scheduled from early morning and into the evening. And you won’t want to miss the event at the Rock-and-Roll Hall of Fame (aka, The Rock Hall)!!

Our plenary speakers are outstanding and bring unique perspectives to the ways we think and talk about our profession. Marie Teike and Karin Sterner, the team behind the design and production of Remake, Stockholm City Mission’s own fashion brand. Sara Kozlowski is Director of Education and Professional Development at the Council of Fashion Designers of America. Jussara Lee is President and Founder of Jussara Lee, a small-scale business in which luxury fashion and sustainable practices work in tandem.

A sincere thanks the conference event sponsors who directly enhance the quality of the conference: to Fairchild Books and Bloomsbury Publishing for co-sponsoring the opening reception with ITAA, to Gerber Technology for co-sponsoring the design exhibit, to Cotton Incorporated for co-sponsoring the poster session refreshment break, and to the Paris American Academy for sponsoring the online conference program and mobile event app. Please join me in a hearty thanks to Kim H. Hahn and Linda M. Ohrn-McDaniel, who have worked so hard to make this a memorable event and a rich and memorable experience for all. And, we continue to celebrate the amazing work of Nancy Rutherford, our very enthusiastic Executive Director for keeping the meetings and the organization running smoothly year after year! It is so nice to know that she is just a phone call away!

Thank you, Nancy!

I hope you enjoy what Cleveland and the conference has to offer while networking, learning, and embracing the unique people who make this organization so remarkable!

Jane Hegland
ITAA President, 2018
Welcome to Cleveland 2018! As conference co-chairs, we are pleased to introduce you, the ITAA members, to Northeast Ohio. While planning this conference, our drive to highlight the importance of sustainable practice developed into the conference theme of “Re-Imagine the Renewable.” Our hope is to keep sustainable thinking in all we do, in order to bring sustainability into all facets of our field and daily environments. Through this conference, we hope you have a chance to experience the revitalized city of Cleveland and its renewed fashion industry.

This year’s conference will begin with the opening evening reception on Tuesday, November 5th. Tour and workshop options are not to be missed. The available tours include a one-day excursion to Kent State University, the amazing KSU Fashion Museum and The Fashion School. Also, there are two half-day tours in Cleveland where members can visit a local fashion manufacturing company, National Safety Apparel or explore University Circle’s museums and historic neighbors. Within a 5-10 minute walking distance from the hotel, there are wonderful opportunities to explore the beauty and prestige of Cleveland’s urban landscape.

Our wonderful keynote speakers (Jussara Lee, Sara Kozlowski, Marie Teike, and Karin Sterner) are excited to share their insights and knowledge on how to integrate sustainability and succeed within fashion design and merchandising.

Please join us for the Legacy event at the Rock and Roll Hall of Fame. It will be a fun filled evening, with an opportunity to view the exhibits, and enjoy a light dinner with complimentary beer and wine while supporting the Legacy Group fundraising initiative, the ITAA student Award Fund. Just a short walk from the hotel, the Rock and Roll Hall of Fame is located by Lake Erie and features beautiful views of the Great Lakes Science Center and the Mather Steamship.

Supported by an overwhelming positive response from our initial survey regarding the offering of a childcare service, we are arranging for childcare services to be available for the first time in ITAA conference history. The childcare service will be offered in collaboration with the KSU Child Development Center to those members who need help with their young children.

Please do not hesitate to contact us if you have any questions. We would also love to get your feedback after the conference, so please don’t hesitate to reach out to us.

We look forward to seeing all of you in Cleveland!

Linda and Kim
ITAA Conference Meeting Space

ITAA has exclusive use of the 3rd floor meeting space of the Hilton Cleveland Downtown.

Registration, Design Exhibit, Resource Exhibit, Career Fair, and International Bazaar will be held in the large 3rd floor Lobby and Hallway.
Meals and general sessions will be held in the Hope Ballroom D & E.
Poster Session & Breakout Sessions in Hope Ballroom A, B, C
Breakout Sessions in Center Street Meeting Rooms A, B, C, D
Marianne Bickle, a Professor at the University of South Carolina, is nominated for Fellow of the International Textile and Apparel Association (ITAA). Marianne has served the organization and the textile and apparel profession in many ways. Her ITAA leadership roles have included President, Treasurer, Conference Chair, Newsletter Editor and Chair of the Administrative Leadership Committee. Marianne has reviewed abstracts for conference, reviewed manuscripts for the Clothing and Textiles Research Journal, and served on several ITAA committees. She has directed three workshops for our members, with a general theme of mentorship. She received the ITAA Service Award and the CTRJ Reviewer Award.

Marianne has served her universities in continuous leadership capacities including program coordinator, department chair, interim associate dean, and director for the Center for Retailing. She is currently the Director of Online Learning at USC.

In addition to her service, Marianne has contributed a great deal to the body of knowledge, particularly in retailing, with numerous academic and popular press articles, presentations and two textbooks.

Perhaps most important is Marianne’s commitment to mentoring. She has coached colleagues for promotion, offered constructive advice through peer review, and used her gift of encouragement liberally.
Dr. Nancy Nelson-Hodges

Nancy Hodges is the Burlington Industries Excellence Professor and Head of the Department of Consumer, Apparel, and Retail Studies (CARS) at the University of North Carolina, Greensboro (UNCG). Dr. Hodges earned her Ph.D. from the University of Minnesota in 1998 and has since been on the faculty at UNCG. Dr. Hodges has garnered more than $1 million in external grant support for her research program. She has published over 50 articles in refereed journals, including the *Clothing and Textiles Research Journal*, *Family and Consumer Sciences Research Journal*, and *Women’s Studies International Forum*. She has been awarded a total of 8 different ITAA Paper of Distinction and Best Paper awards. In 2010, she received the Outstanding Paper Award from the Emerald Literati Network for one of her articles published in the *Journal of Fashion Marketing and Management*. She was Director of Graduate Studies in CARS from 2004-2014, and has served as dissertation advisor for 21 doctoral dissertations and thesis advisor for 23 MS theses. She was the 2010 UNCG recipient of the UNC Board of Governors Teaching Excellence award and in 2012 she received the Bryan School of Business and Economics Senior Research Excellence award. Most recently, she was awarded the 2013 Outstanding Mentor Award from The Graduate School at UNCG.
2018 ITAA
Mid-Career Excellence Award

Dr. Jihyun Kim

During her career, Dr. Kim has significantly contributed to the field as a leading scholar and prolific researcher by bridging the two very distinctive areas of the expertise—creative design and fashion merchandising. She has successfully published over 32 refereed journal articles, 64 refereed conference papers/abstracts and 13 juried exhibitions of her creative work. Her research and creative scholarship has received national and international recognition through awards presented by international professional organizations and at conferences. Her body of scholarly work also been recognized for its significant impact as a part of a publication in the Clothing and Textiles Research Journal, a top-tier SSCI indexed peer-reviewed journal in the field of fashion.

In addition to her leading scholarship in the retail merchandising, Dr. Kim demonstrated her competency in the product development of wearable art as well as ready-to-wear designs by exhibiting her pieces at the international conferences. Her creative scholarship also has been well-recognized by the numerous design awards that she received for her use of cutting-edge technologies. Her recent awards include Cotton Incorporated Innovations in Cotton Design Award and ATEXINC Award for Excellence in Marketable Textile Design, awarded by International Textile and Apparel Association, the largest, premiere professional organization in the field of Fashion/Clothing and Textiles.
Dr. Chuanlan Liu is an associated professor in the Department of Textiles, Apparel Design and Merchandising at Louisiana State University (LSU). She received her MBA and Ph.D. degrees from Auburn University. Dr. Liu is passionate about scholarship development in the interdisciplinary field of textiles and apparel. Her research focuses on consumer experiences and wellbeing, slow fashion, mass customization, and sustainability, co-branding and ingredient branding, and entrepreneurship in fashion. Her research has been recognized nationally and internationally, with 70+ referred journal articles and conference proceedings. The leading journals where Dr. Liu published her research included Journal of Business Research (JBR), Journal of Interactive Marketing, International Journal of Consumer Studies, Young Consumers, Journal of Retailing and Consumer Services, etc. Her research has been frequently cited by articles appearing in reputable journals including Journal of Consumer Research, Journal of Retailing, Clothing and Textile Research Journal, etc. She was once recognized as the researcher of the year by her academic unit, and has been constantly recognized as the major professor of best thesis and dissertation at the International Textile and Apparel Association annual conferences. Dr. Liu has achieved scholarly excellence, as evidenced by receiving a total of $1,110,678 of extramural funding from federal, state agencies, and industry-sponsored projects, and $31,250 from university research and supporting foundations.
Dr. Denise Green, Assistant Professor, Department of Fiber Science & Apparel Design at Cornell University, is recognized for her outstanding teaching, research, creative scholarship, and outreach in the area of apparel design. Since obtaining her Ph.D. at the University of British Columbia in 2014, she has been an active researcher and teacher at Cornell. She has developed and taught a foundational course in art and design, a surface design course for apparel designers, and a graduate level course addressing Anthropology of the Fashioned Body, and is also the faculty director of the Cornell Costume & Textile Collection. She has curated exhibits and mentored students as curators of exhibits featuring materials from this collection. She has fostered interactions among students and faculty across many different colleges and departments. She has showcased her designs and those of her students at international juried exhibitions along with research presentations and winning student papers. She has published her research in a variety of well-regarded journals, and has made many ethnographic and documentary films, as well as educational videos. She has served on many committees and contributed greatly to the well-being of the department and college. She is an energetic and effective researcher, teacher and colleague.
Dr. Sara Marcketti, Professor, Apparel, Merchandising, and Design Program and Interim Director, Center for Excellence in Learning and Teaching has served as an instructor since 2002 when she began her doctorate work at Iowa State University. Since 2007, the time of her first appointment as a tenure-track faculty member, Dr. Marcketti has taught over 1,500 undergraduate students with end of course evaluations averaging 4.50 on a scale of 1 to 5=excellent. She has led over 18 undergraduate students in in-depth research projects, and served as major professor to 21 masters and PhD students.

Dr. Marcketti has received external and internal grant support, including those to create instructional materials to develop new courses and to help support faculty members teaching their undergraduate students. Awards received include exemplary faculty mentor award as well as teaching excellence awards.

In addition to dress history research, the scholarship of teaching and learning has formed a focal area for Dr. Marcketti. This work has included 84 pedagogy focused peer refereed presentations and 47 peer-reviewed journal articles. Additionally, two seminal textbooks include: Survey of Historic Costume (6th edition) and Textiles (12th edition).
Dr. Barbara Frazier is a Professor in the Fashion Merchandising program in the Department of Family and Consumer Economics, College of Education and Human Development at Western Michigan University. Since joining ITAA in 1997, she has provided sustained, impactful service to the organization in three categories: 1) as a committee member, committee chair, and vice president, 2) as a track chair and reviewer of conference papers and various awards, and 3) as a conference volunteer. Dr. Frazier played an instrumental role in the development of learning competencies used to guide curriculum at apparel and textile programs around the world. These meta-goals are now serving as the basis for accreditation standards for the apparel and textile discipline; an accreditation body for apparel and textile programs did not exist until 2017, so Dr. Frazier’s contribution to the discipline is significant. In addition, she served as a mentor and advocate for many undergraduate and graduate students, as well as numerous junior faculty during her time with the organization. While Barbara was nominated for her service to ITAA, it should be noted that she also made significant contributions to research and the scholarship of teaching in the apparel and textiles discipline. Barbara Frazier stands as an amazing role model for all ITAA members in terms of her sustained service to the organization in a variety of ways over the years.
Dr. Young-A Lee, an associate professor in the Department of Consumer and Design Sciences at Auburn University, has a strong passion and commitment to teaching, research, and service. Although service has always stood along with teaching and research as a key element of scholarship, it has not been recognized to the same extent as the other two in academia but she highly values service activities to her profession. Since joining as a passionate ITAA member in 2000, Dr. Lee has sustained her service to the ITAA and worked tirelessly for the organization by stepping up for various short- and long-term tasks, which include to serve as member and chair of various committees (e.g., Graduate Education Committee, Design Exhibition Committee, Conference Abstract Review Committee), track chair and reviewer for the conference papers (e.g., aesthetic/design/product development track), volunteer during the conferences (e.g., session presider, receptionist at the registration desk), and reviewer, editorial board member, and associate editor for CTRJ. Dr. Lee wishes to continuously pass along her service to the ITAA profession so young scholars can feel this organization as a disciplinary home and future of our discipline. She received M.A. and Ph.D. degrees from Michigan State University.
Rangina Hamidi was born in Afghanistan, fled with her family to Pakistan during the Soviet occupation of her country, and eventually immigrated to the United States. She attended high school in the United States and received her B.A. degree with a double major in Religion and Gender Studies at the University of Virginia. She augmented her university education with participation in two entrepreneurship programs: Project Artemis at Thunderbird School of Global Management at Arizona State University and the Business Council for Peace’s “Silk Road Fashion Training” at the Fashion Institute of Technology in New York.

In 2003, Rangina returned to Afghanistan to help rebuild her country after the fall of the Taliban and occupation by Allied forces. Using her leadership and management skills, she founded Kandahar Treasure in 2008, the first women-owned and women-run business in Kandahar Province. Kandahar Treasure grew to over 400 women who produce exquisite hand-embroidered textiles for apparel and home décor while working in a central workshop and their homes. The textiles feature Khamak embroidery, a textile art form unique to Kandahar and one of the world’s finest embroidery techniques.

Rangina has received numerous international awards and is an engaging speaker representing the voice of Afghan women on international platforms. She has also shared her story as a social entrepreneur through presentations at the Textile Society of America’s Biannual Symposium, the Museum of International Folk Art in Santa Fe, and the Clinton Global Initiative. Her co-authored book with Mary Littrell, *Embroidering within Boundaries: Afghan Women Creating a Future*, was published in 2017 by Thrums Press and received the 2018 Benjamin Franklin Silver Award for cultural books from the Independent Book Publishers Association. In addition to her continuing involvement with Kandahar Treasure, Rangina Hamidi is now Principal of the Mezan International School in Kabul, Afghanistan.
**Marie Teike** is founder and co-designer of production at REMAKE by Stockholm City Mission (Stadsmissionen). REMAKE grew from an idea Marie got when she worked as a sales associate at the City Mission in 2002. Over the years Marie’s dedication to the brand and idea of combining sustainable practice with social responsibility has grown and today REMAKE is a popular brand in Sweden. In 2017 remake signed the Swedish Fashion Ethical Charter Policy. The idea behind the policy is to work for a more diverse and socially responsible fashion industry. Through REMAKE 2.5 ton textiles are recycled in Stockholm each year.

**Karin Sterner** joined REMAKE in 2015 and has been working on the design team with Marie since then. Her dedication to the sustainable practice the act of making and interest in exploring technique pushes the brand and the design forward. Karin also teaches at Beckmans College of Design along side her work with REMAKE.
Keynote Speakers
Sara Kozlowski and Jussara Lee

**Sara Kozlowski** is the Director of Education + Professional Development at the Council of Fashion Designers of America. Kozlowski has 25 years of experience in fashion + design education with an dMBA Design Strategy, Sustainable Systems, from California College of the Arts, and BFA, Fashion Design from Parsons School of Design with the Anna Sui and Byron Lars awards of distinction.

In her current role, Kozlowski manages a program portfolio of educational, sustainable innovation and professional development initiatives. From scholarship to sustainability, as a program architect, she has collaborated to design CFDA programs providing mentorship, awards, visibility, and access to opportunity for students, early emerging and established design talent such as Elaine Gold Launch Pad, Fashion Future Graduate Showcase, CFDA+, CFDA + Lexus* Fashion Initiative, Eileen Fisher Social Innovator Award, and Kenneth Cole Footwear + Innovation Award.

Kozlowski currently serves on the following Advisory Boards: CFDA + Lexus Fashion* Initiative, CFDA Elaine Gold Launch Pad, and CCS, Accessories Design. Additionally, she is the design mentor of final collections at Polimoda, Florence. Maintaining a strong connection to fashion talent is important to Kozlowski who has served as invited advisor / juror at AAU, CCA, F.I.T, PARSONS, RISD, and Stephens College.

Prior to the CFDA, Kozlowski served as Director of External Projects/ Professor of Fashion at Parsons, teaching within the MFA and BFA programs with focus to fashion systems and thesis. External partnership collaborations included Kering, Coach, HSUS, LVMH, and NYCEDC. Previously, she held academic leadership roles at Academy of Art University, San Francisco and in Shanghai.

Kozlowski’s early life in fashion began post Parsons, working for mentor Anna Sui before launching CAKE., which during its 6 years, presented during NYFW. The brand was represented by Steven Alan and sold at over 40 stores including Barneys New York, Intermix, Browns, and United Arrows.

**Jussara Lee** is a native Brazilian of Korean heritage who has developed a small-scale business operation in which luxury fashion and sustainable practices work in tandem. Since moving to New York City in 1987 to study at the Fashion Institute of Technology, she has designed collections under her signature label that were embraced by prominent retailers such as Barneys and Bergdorf Goodman. For the past 15 years the company has evolved to a focus on hand-tailored, locally produced, custom-made clothes as a means to shift its practices to an environmentally conscious and social enterprise. Hitherto, Jussara Lee has implemented systems and adopted methods that have enabled them to make clothes with the lowest impact to the environment, leading to the formation of the Sustainable Luxury Business Model.”
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For further inquiries, please contact:

**Robin Eden**
Eden Travel International Ltd
Tel: +44 208 201 5080
Mobile +44 7785 704314
Email: robin@edentravelint.com

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- Iowa State University: Graduate Program
- Kansas State University: Apparel and Textiles Graduate Program
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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 develop, 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 go.osu.edu/fashion-retail-studies.

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 go.osu.edu/consumer-sciences-phd and go.osu.edu/consumer-sciences-ms.

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.
ARE YOU READY TO
DESIGN YOUR
FUTURE?

EARN A GRADUATE DEGREE AT
OKLAHOMA STATE UNIVERSITY

In the ever-changing, global atmosphere of retailing, the ability to merchandise the product to the consumer is a strategic advantage. The retailing industry supports 23.4% of the U.S. economy and provides 42 million American jobs (National Retail Federation, 2018). Graduate degree programs in the OSU Department of Design, Housing and Merchandising prepare retailing, apparel design or business professionals for career advancement or for new careers in merchandising.

ON CAMPUS

Our Master of Science and Doctoral programs in both Fashion Design and Merchandising are theoretically based. Functional design, fit standards, consumer research via virtual reality and eye tracking are current areas of faculty expertise. Students conduct research in their area of interest and degrees are completed with an integrated sustainability component.

ONLINE

The Great Plains Interactive Distance Education Alliance (IDEA) and OSU deliver fully-online programs in merchandising that allow students to complete coursework while maintaining their personal and professional lives. Graduates of the program are prepared to work in related fields such as product development, buying, promotions and retail management.

CONTACT US
Design, Housing and Merchandising
431 Human Sciences
Stillwater, OK 74078-6142
Email: ashley.r.williams@okstate.edu
Phone: 405-744-5049
https://humansciences.okstate.edu/dhm/
Textile Fabric Consultants Inc.
Supplier of fabric swatch kits for fashion and interior textile courses

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<table>
<thead>
<tr>
<th>Basic Textiles Swatch Kit</th>
<th>Fashion Design Swatch Kit</th>
<th>Consumer/High School Swatch Kit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Materials Kit for Interior Design</strong></td>
<td><strong>Interior Design Swatch Kit</strong></td>
<td><strong>Fiber Samples Packet</strong></td>
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What is the significance and future of clothing businesses that identify and focus only on a regional customer?

For further information or to schedule a visit, please contact us at:

Clothing, Textiles, and Interior Design
The University of Alabama
306 Doster Hall
Tuscaloosa, AL 35487-0158
205-348-6176
Graduate Program Director:
Dr. Virginia Wimberley
vwimberl@ches.ua.edu
ches.ua.edu
Fashion and apparel is a $4 trillion annual business worldwide. Across the supply chain, the U.S. fashion and apparel industry directly employs more than 4 million people, who undertake positions ranging from fashion designers, sourcing managers, merchandisers, buyers, and marketing professionals, just to name a few. As the U.S. fashion and apparel industry continues to focus on high-value parts—research & development, design and marketing, demand for professionals with a postgraduate degree in these fields is growing steadily. Graduates of our M.S. program are also highly sought for Ph.D. programs at major universities.

We are able to leverage rich resources from our collaborations with executives in the global fashion and apparel industry, successful alumni, and international advisory council members. For example, our Sustainable Apparel Initiative involves faculty, student, and industry collaboration. This initiative generates interest from around the world and has been covered in Women’s Wear Daily, just-style.com, Eco-Textile News, Apparel Magazine and other industry publications.

The University of Delaware is strategically located near world leaders in high performance textile such as DuPont, Gore, and Invista. Furthermore, the department is able to take full advantage of various opportunities in the fashion industry in New York City, Philadelphia, Washington D.C., and other major metropolitan areas due to its close proximity.

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.

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
- Cross-Cultural Research
- Functional Apparel
- Historical/Cultural Aspects of Dress
- International Trade and Policy
- Product Development and Design
- Social Responsibility
- Sustainability
- Textile Research and Development

Learn More
Apparel Studies

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

- Work with established scholars (2)
  Missy Bye, Marilyn DeLong, Lucy Dunne, Linsey Griffin, Brad Holschuh, Hyunjoo Im, Hye-Young Kim, Juanjuan Wu

- Study and conduct research at an urban landgrant university. Engage with the community! (3) The Twin Cities are a major retail and design center with a thriving business, art, theater, sports, and wellness community

- Resources, technology, and opportunities with the Goldstein Museum of Design (7), The Human Dimensioning Lab (4), The Wearable Technology Lab (5), the Virtual Reality Lab, the Digital Fabrication lab

- Interact with a cohort of 60 interdisciplinary graduate students (1, 6) and 22 faculty

- Prepare for careers in higher education and industry

We change lives through education, research, and engagement by partnering with communities to address society’s most pressing issues

Competitive research and teaching assistantships and fellowships available

Eligible applicants are encouraged to apply for our Diversity of Views and Experiences (DOVE) Fellowships

dha.design.umn.edu/programs/grad/
dhagrad@umn.edu
612-626-1219
Application Deadline: December 15, 2018
Our graduate programs let you maximize your education and prepare you for the academic and industry opportunities that await. Let our credentials help establish yours.

- Faculty members in the Consumer, Apparel, and Retail Studies (CARS) program have been nationally recognized for excellence in teaching, scholarship, and meritorious service.
- All CARS programs enjoy strong industry support from advisory board members who represent major US apparel, textile, and retailing companies.
- More than 280 undergraduate students are currently pursuing concentrations in Apparel Design, Retailing and Consumer Studies, and Global Apparel and Related Industries, with another 40 students enrolled in the CARS Master of Science and Ph.D. degree programs.

Ready to move your career forward? Applications are now being accepted for CARS MS and Ph.D. programs. Competitive funding packages are available, including assistantships, fellowships, and tuition waivers.

cars.uncg.edu
Department of Merchandising & Digital Retailing at UNT offers leading-edge, comprehensive degree programs that will prepare students for careers in the dynamic retail and fashion industries. We are a Tier One Research University with one of the most diverse student populations in the nation. Located in the Dallas-Fort Worth area, students benefit from access to leading retail companies in the DFW area and beyond.

Five Undergraduate Programs
- BS in Merchandising
- BS in Digital Retailing
- BS in Home Furnishings Merchandising
- BS in Retail
- BS in Consumer Experience Management

MS in Merchandising
- MS Thesis Option
- MS Non-thesis Option
- MS Merchandising 100% Online
- Digital Retail Merchandising certificate

PhD Program
Interdisciplinary PhD program in Information Science with a concentration in Consumer Behavior & Experience Management. Watch for other new graduate programs coming in the near future!

Research Center
Global Digital Retailing Research Center at UNT is the only center of its kind in the U.S. In collaboration with industry partners, we have the platform to shape research, knowledge discovery, and academic programs in digital retailing.

We are searching for two tenure track assistant professors in Digital Retailing/Retail in FY2018-19.

Dr. Bugao Xu, Chair and Professor
Department of Merchandising and Digital Retailing
bugao.xu@unt.edu, Office: 940-369-8915

University of North Texas
Portland, Oregon, is the world’s hub for the sports product design industry. The University of Oregon’s sports product design master’s degree program develops the next generation of innovative designers to inspire athletes around the world to play harder, run faster, and push the boundaries of their sport.

The program focuses on innovation methodologies, materials and manufacturing, apparel, footwear and equipment design, human physiology, biomechanics, sustainability, and product branding and marketing. Design students use this knowledge to help athletes reduce the risk of injuries, maximize athletic performance, and address issues related to gender and diverse body types, including children and athletes with disabilities.

The interdisciplinary program, along with critiques from industry professionals, mentorships, and internships provide students industry relevant and collaborative experiences throughout the two-year MS program.

Apply for the master of science in sports product design at artdesign.uoregon.edu/pd/graduate. Our priority application deadline is January 15, 2019.

For more information, contact
Department of Product Design | College of Design
254 Lawrence Hall, 5282 University of Oregon, Eugene, Oregon 97403-5282
541-346-6697 | pd.uoregon.edu | pdinfo@uoregon.edu

For tours, contact
College of Design | University of Oregon in Portland
70 NW Couch St., Portland, Oregon 97209
503-412-3718 | design.uoregon.edu/academics/portland | aaapdx@uoregon.edu

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Master of Science in Textiles, Fashion Merchandising and Design
The TMD department offers a Master of Science degree with thesis (30 credits) and non-thesis (33 credits) options. Additional courses may be required in either option if students are missing from the academic background. Some financial aid is available in the form of teaching assistantships and tuition fellowships.

Specializations

- **Textile Science** – This specialization offers opportunities to study dyeing and finishing, color science, environmental issues, and quality control. Students use textile science laboratory facilities for coursework and research. Possibilities exist for cooperation with Chemistry and Chemical Engineering.

- **Fashion Merchandising** – This specialization emphasizes the business perspectives of fashion and offers advanced study in retailing and consumer behavior. As part of the College of Business, graduate coursework in management and marketing supports this specialization.

- **Historic Fashion and Textiles, Textile Conservation, and Cultural Analysis** – In this specialization students develop curatorial, conservation, and research skills. Internships in museums, historical societies, and textile conservation labs are integral to this specialization. The department’s Historic Textile and Costume Collection of some 20,000 items is an outstanding resource for students. URI’s Library also houses a Commercial Pattern Archive of more than 40,000 paper patterns.

**Thesis Option**
Completion of a minimum of 30 credits, including six credits of thesis research. Thesis and the passing of an oral examination in defense of the thesis.

**Non-Thesis Option**
Completion of 33 credits including at least one course that requires a substantial paper or practicum involving significant independent study. Other requirements vary depending on the specialization selected: textile science; historic textiles and fashion, textile conservation, and cultural analysis; or fashion merchandising.

For more information, contact Dr. Linda Welters, Graduate Program Director, at 401-874-4525 or lwelters@uri.edu
2018 ITAA Annual Conference
Detailed Conference Schedule

Monday, November 5
9:00am – 6:00pm  ITAA Council Meeting (Cleveland Now Boardroom)
Registration Set Up

Tuesday, November 6
7:30am – 7:00pm  Registration Open
3rd Floor Lobby 1

Tours
8:30am – 4:30pm  Kent State University (Meet in first floor lobby at 8:30am)
This tour will include a visit to the Kent State University Museum, the Fashion School, TechStyleLAB and Fashion School Store. As well as the opportunity to visit the National Historic Landmark May 4th site. The Kent State University Museum contains important collections of fashion and decorative arts. Its eight galleries feature changing exhibitions of work by many of the world’s great artists and designers. The TechStyleLAB is a space open to anyone who is interested to explore in the intersection of fashion and technology. The TechStyleLAB houses equipment such as digital printer, laser cutter, embroidery machine and industrial knitting with a goal of integrating teaching, research and commercial business. The Fashion School Store is a live retail environment where faculty have the opportunity to conduct research and the fashion merchandising students have the opportunity to apply classroom concepts through a real-world business.
Tour Guides: Linda Ohrn-McDaniel (lorn@kent.edu), Jihyun Kim, Vince Quevedo, KSU faculty

1:00pm – 4:00pm  Downtown Cleveland Museum Tour (Meet in first floor lobby at 1:00pm)
This tour will be in university circle where you have a variety of museums (please see below list) or local shops to visit.
• Cleveland Museum of Art (http://www.clevelandart.org/): General admission- free to the public
• Cleveland Botanical Garden (http://www.cbgarden.org/): General Admission-$12
• Cleveland Museum of Natural History (https://www.cmnh.org/): General Admission-$15
• Museum of Contemporary Art Cleveland (http://www.mocacleveland.org/): General Admission-$9.50
• Western Reserve Historical Society “Mad for Plaid” (https://www.wrhs.org/explore/exhibits/mad-for-plaid/): General Admission-$10
Tour Guides: William Perrine (wperrine@kent.edu) and Edith Serkownek

1:00pm – 4:00pm  Downtown Cleveland National Apparel Tour (Meet in first floor lobby at 1:00pm)
National Safety Apparel, established in 1935, manufactures protective equipment (PPE) for flash fire and arc flash, cut protection, hi-vis work and foul weather gear. From concept to consumer, they develop mass customization products as well as ready-to-wear/stock work gear. Their facility, which is over 60,000 square feet, houses ALL components of product development: conceptualization, pattern making, cutting, sewing and finishing right in Cleveland! Check out their website -- https://www.thinknsa.com/
Tour Guides: Tameka Ellington (tellingt@kent.edu) and Ja Young Hwang
**Workshops**

**Vermicelli Fill Techniques for Embroidery**
This workshop is designed to introduce the concept of vermicelli fills and how to alter the pattern for material, space, and design. This includes tight fills, loose sparkles, fades, and mixed material (crunchy) vermicelli. Participants will spend time learning to draw different vermicelli patterns, perfect the shapes, and adjust the fill to different spaces. The presenters will demonstrate how to translate the pattern to embroidery using a variety of materials as well as show uses via finished examples. Contact: Theresa Alexander (talexand@uiwtx.edu)

**Writing, Teaching With, and Publishing Case Studies**
This workshop will provide an excellent professional development opportunity to learn how to write, teach with, and publish case studies relevant to their courses and areas of expertise. Participants will leave the workshop with 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. Sponsored by Bloomsbury Publishing. Contact: Leslie Davis Burns (leslie.d.burns@comcast.net)

**Preparing Your Program for TAPAC Accreditation: Understanding Standards and Self-Study Requirements**
The workshop will focus on the TAPAC Accreditation Standards and Guidelines. Detailed information for preparing a program for TAPAC accreditation will be presented focusing on who, what, when and how to plan for the accreditation process. TAPAC BOC members will ‘walk’ participants through each of the seven Accreditation Standards to facilitate understanding of the requirements and expectations for completing the Self-Study Report. Contact: Carol Warfield (warficl@auburn.edu)

**Meetings**

**9:00am – Noon**
**TAPAC Board of Commissioners Meeting** (Center Street Meeting Room C)

**1:00pm – 2:30pm**
**TAPAC Assembly of Delegates**

**4:00pm – 5:00pm**
**VPs Meet with Committee Chairs** (Center Street Meeting Room B)

**5:00pm – 6:00pm**
**New Attendees and Members Welcome and Conference Orientation**
(Center Street Meeting Room B)

**6:00pm – 8:00pm**
**Opening Reception**
Co-Sponsored by Bloomsbury Publishers and Fairchild Books and ITAA
**Presider: Marianne Bickle, ITAA Counselor**

**8:00pm – 9:30pm**
**Graduate Student Informal Gathering** (Bar 32)

**8:00pm – 9:30pm**
**Administrative Leadership Committee** (Center Street Meeting Room A)
Wednesday, November 7
7:30am – 5:00pm
Registration Open
3rd Floor Lobby 1
All Day

7:45am – 9:15am
OPENING SESSION
Presider: Jane Hegland, ITAA President
Business Meeting – Town Hall – President’s Presentation
Hope Ballroom D&E

9:30am – 3:00pm
MOUNTED DESIGN EXHIBIT: DAY 1
Design Exhibit Opening Sponsored by Gerber Technology
3rd Floor Lobby 1&2

Professional Designs
Functional Design Proposal for Automobile Mechanics Coverall
In Sook Ahn, New Mexico State University
Visual Perception
Rachel Anderson and Sahand Abbassi, Texas Tech University
Scar-Red
Susan Taber Avila, University of California, Davis
Sparkling Refreshment
Susan Taber Avila, University of California, Davis
Zero-what?
Melanie Carrico, University of North Carolina at Greensboro
Oxford Lattice
Chanjuan Chen and Kim Hahn, Kent State University
Transformative Bloom
Chanjuan Chen and Taryn McMahon, Kent State University
Pronounced Illusion I
Sun Young Choi, Korea National Open University
Pronounced Illusion II
Sun Young Choi, Korea National Open University
Neo Heritage Ensemble
Kelly Cobb, Belinda Orzada, and Dilia Lopez-Gydosh, University of Delaware
Mariana Arc
Amy Dorie, San Francisco State University
Jump of Icarus
Adriana Gorea, Syracuse University
It Gets Better With Age
Denise Nicole Green, Cornell University
Some Like it Hot: Naturally-dyed Yoga Apparel
Denise Nicole Green, Cornell University
Unification of Naasquuisqs and Tl’aakwakumth
Denise Nicole Green, Cornell University; and Haa’yuups Ron Hamilton, Hupacasath First Nation
Celestial Indigo
Sherry Haar, Emily Andrews, Tracey Martin, Jeannie Hankerson, and Bianca Sanford, Kansas State University
Tri-axis
Kim Hongyoun Hahn, Kent State University
Dragonflies Rising
Gwendolyn Hustvedt, Texas State University
Uist Shrug
Gwendolyn Hustvedt, Texas State University
Revive and Renew
Chanmi Hwang and Jessie Roselyn, Washington State University

Perspective Rays
Ja Young Hwang and Kim Hahn, Kent State University

Phalaenopsis Amabilis 1
Ja Young Hwang, Kent State University

Phalaenopsis Amabilis 2
Ja Young Hwang, Vince Quevedo, and Linda Ohrn-McDaniel, Kent State University

1950s Re-Imagined
Rayneld Rolak Johnson, Wayne State University

Vertebras, A Tribute to the Oregon Coast Part 3
Laura Kane, Framingham State University

Morning Glory
Hyunsoo Kim, Seoul Women’s University

Transformation of Hanbok Baji, Pants in Traditional Korean Dress
Yoo Jin Kwon, Korea National Open University

Aerial Antarctica
Claire Hider and Traci A.M. Lamar, North Carolina State University

Athleisure Hanbok
Saemee Lyu, California State Polytechnic University, Pomona

Plastic Soup
Addie Martindale, Georgia Southern University

Design for a Wasp-Loving Entomologist. Using Digital Printing and Creative Pattern Cutting to Create an Ensemble to Reflect One’s Research Interests
Ellen McKinney, Iowa State University; and Fatma Baytar, Cornell University

Argyle Reimagined - A Study in Upcycling Using Piecing Techniques
Archana Mehta, Kent State University

Pre-Consumer Fusion
Colleen Anne Moretz, West Virginia University

Spiral Into Zero-Waste
Colleen Anne Moretz, West Virginia University

Afterglow: An Equitable Approach to Design
Kristen D. Morris and Jean Parsons, University of Missouri

3rd Time is a Charm
Linda Margareta Ohrn-McDaniel, Kent State University

Strategically Knit
Linda Margareta Ohrn-McDaniel, Kent State University

Indigo Chrysanthemum
Belinda T. Orzada, University of Delaware

No Filter
Alisa Otto, University of North Texas

Water’s Edge: Theme and Variation
Jean Parsons and Kristen Morris, University of Missouri

Perfect Patola: A Memoir
Anupama Pasricha, St. Catherine University

The Power Suit: Sustainable and Stylish, an Empowering Eco-pioneer
Anupama Pasricha, St. Catherine University

What is Your Super-Power
Anne Porterfield, North Carolina State University

Metamorphosis
Mary L. Ray, Appalachian State University
Blooming Moth Dress
Della Reams, Miami University; Larry Rushing, Temple University; and Hisham Dawoud, Virginia Commonwealth University

White Privilege is Being Able to Carry a TV Down the Street at Night, White Privilege is Not Being Afraid to Call the Police
Kelly L. Reddy-Best, Iowa State University

Color Hearing: Baby it’s Cold Outside
Jessica L. Ridgway, Florida State University

Relativity of a Woman
Jessica L. Ridgway, Florida State University

Upcycling Approach to Designing to Highlight Traditional Weaving and Knitting Techniques
Carol J. Salusso and Yitan Ji, Washington State University

Upcycled Jacket
Carolyn Schactler

Allelomorph
Jooyoung Shin, Cornell University

Impression of Tweed
Mary Simpson, Western Michigan University

Fishy Finery
Casey R. Stannard, Louisiana State University; and S. M. Fijul Kabir, Louisiana State University and North Carolina State University

Polonaise Meets Zero-Waste
Casey R. Stannard, Louisiana State University

3D Printing for a Modern Bag
Lushan (Sarina) Sun, Auburn University; and Sandra Starkey, University of Nebraska

Instilled: 3D Printing Elastic Lace
Lushan (Sarina) Sun, Auburn University

Protex Active
Andre West, Jiayin Li, Lilah Halbkat, Marian McCord, and Kun Luan, North Carolina State University

From the Closet to the Street
Mia (Mikyoung) Whang, Centenary University

Nature's DNA
Ling Zhang and Li Jiang, Central Michigan University

The Fractal Geometry of Life
Ling Zhang and Su An, Central Michigan University

9:30am – 4:30pm
RESOURCE EXHIBIT
3rd Floor Lobby & Hallway

10:00am – 11:15am
CONCURRENT BREAKOUT SESSION #1
Special Topic Session
Establishing Research Action Networks to Address Challenges in a Changing Marketplace
Coordinators: Sonali Diddi, Colorado State University; and Melody LeHew, Kansas State University; Panelists: Scarlett Wesley, University of Kentucky; Juanjuan Wu, University of Minnesota; Jana Hawley, University of North Texas; Laurie Apple; University of Arkansas; and Ting Chi, Washington State University
This session will help build dynamic, action-oriented research networks that will address global challenges affecting consumer marketplace and develop sustainable and systems-oriented solutions.
Center St Mtg Room A  **CB: Social Responsibility and Ethical Practice**  
*Presider: Kacee Ross, Auburn University*  
Consumers' Financial Values and their Socially, Environmentally, and Financially Responsible Behavior  
Shuyi Huang and Jung Ha-Brookshire, University of Missouri  
**Psycho-Demographic Determinants of Young Consumers' Intention towards Purchasing Counterfeit Apparel in a U.S. Counterfeit Capital**  
Sonia Bakhshian, Iowa State University; Young-A Lee, Auburn University; and Wei Cao, California State University, Northridge  
**The Effects of Brands' Power, Practice Repetitiveness, and Response Strategy on Consumers' Responses to Sweatshop Practices**  
Md. Sanuwar Rashid and Wi-Suk Kwon, Auburn University  
Kacee Ross, Wi-Suk Kwon, and Hongjoo Woo, Auburn University

Center St Mtg Room B  **CUL: Retail Entrepreneurship**  
*Presider: Linda S. Niehm, Iowa State University*  
Black Fashion Designers Matter: A Qualitative Study Exploring the Experiences of Black Female Fashion Design Entrepreneurs  
Samii Kennedy Benson, Southern University and A&M College; and Eulanda A. Sanders, Iowa State University  
**Empowering Indigenous Mexican Groups through Fostering the Practice of Traditional Textile Crafts**  
Hoshiakari Endo Portillo and Henry Navarro, Ryerson University  
**I Promise This Is my Favorite Brand! A Digital Ethnography of the Person-as-brand as Expressed in Sponsored, Affiliate, and Non-sponsored Beauty Videos on YouTube**  
Hannah R. Upole, Tennessee Technological University; and Katie Baker Jones, West Virginia University  
**Latino Retail Entrepreneurs' Contributions to Community and Economic Development in Iowa: A Community Leader Perspective**  
Hui-Siang Tan and Linda S. Niehm, Iowa State University

Center St Mtg Room C  **DPD: Innovative Teaching Strategies in Design and Product Development**  
*Presider: Kimberly A. Phoenix, Cornell University*  
Cross Culture Education: Sustainability and Slow Fashion  
Lynn M. Boorady, SUNY Buffalo State; and Nicholas Hall, Manchester Metropolitan University  
**Fashion Collaboration for Health and Well-being**  
Mary Ruppert-Stroescu and Chelsea Walleart, Washington University in St. Louis  
**Scaffolding Fashion Design Sketchbook Practice in a Creative Design Process Class**  
Ellen McKinney and Huanjiao Dong, Iowa State University  
**Waffle Structure Display Mannequins Produced using Rhino Software**  
Kimberly A. Phoenix, Kelsie N. Doty, and Susan P. Ashdown, Cornell University

Center St Mtg Room D  **PPD: Teaching Textiles**  
*Presider: Susan Sokolowski, University of Oregon*  
**Concept Mapping as a Learning Tool for Fashion Education**  
Charity Calvin Armstead, Iowa State University  
**Innovative Pedagogy for Improved Student Learning in Textile Courses**  
Hang Liu, Washington State University  
**Pedagogical Considerations for Teaching Modern Performance Glove Design**  
Susan L. Sokolowski, University of Oregon  
**Teaching the Next Generation of Technical Designers about Cotton Performance Technologies through a Problem-Based Learning Project**  
Kristen D. Morris, University of Missouri
Hope Ballroom B

**SSR: Socially Responsible Consumer Behavior**
*Presider: Hanri Taljaard, University of Pretoria*

A Shift from Traditional Ownership to Access-based Consumption: Identifying Chinese Consumers’ Responses to Fashion Renting Business
Ruirui Zhang, Framingham State University; and Chunmin Lang, Louisiana State University

Clothing Rental at Tourist Designations: Investigating Individuals’ Attitude towards a Novel Business Model
Md Abdullahil Kafi and Laurel D. Romeo, Louisiana State University

Identifying Apparel Consumer Typologies with the Potential for Slow Fashion
RayeCarol Cavender and Min-Young Lee, University of Kentucky

The Development of a Scale for Measuring Voluntary Simplistic Clothing Consumption in the South African Emerging Market Context
Hanri Taljaard, Nadine C. Sonnenberg, and Tracey L. Reis, University of Pretoria

Hope Ballroom C

**TAS: Innovative Materials for Apparel and Footwear**
*Presider: Jennifer Harmon, University of Wyoming*

Bacterial Cellulose Yarns: Preserving Fiber Strength and Improving Performance
Jennifer Harmon, Natalie Thibault, and Logan Fairbourn, University of Wyoming

Biomechanical Effects of Men’s Dress Shoes Made with Eco-friendly Materials
Changhyun Nam, Iowa State University; and Young-A Lee, Auburn University

Development of Biodegradable Footwear Inputs from Mushroom Mycelium
Jillian Silverman, Huantian Cao, and Kelly Cobb, University of Delaware

The Effect of Enzyme Pre-treatment on Recycling Post-Consumer Cotton Waste
Ashley Wright, Tian Liu, Shuyan Liu, and Hang Liu, Washington State University

11:30am – 1:15pm

LUNCH GENERAL SESSION - KEYNOTE SPEAKERS
*Presider: Pam Ulrich, ITAA VP Publications*

Marie Teike & Karin Sterner
Team behind the design and production of Remake, Stockholm City Mission’s own fashion brand. Remake operates as a social enterprise giving people the opportunity to get back into work through job training.

1:30pm – 2:45pm

CONCURRENT BREAKOUT SESSION #2

**Special Topic Session**

Fashion Business Innovators in Northeast Ohio – Putting Northeast Ohio on the Global Fashion Industry Map
*Coordinators: Hyunjoo Im, University of Minnesota; and Hillary M. Stone, Kent State University*

Panelists: Sean Bilolvecky and Gwyn Strang, The Pattern Makers; Vlerie Mayen, Yellow Cake Shop; Calvin Brant, Alsico usa; and Jackie Wachter and Jade Steger, FOUNT

Innovative manufacturing and merchandising practices have been introduced to vitalize the Northeast Ohio area and connect globally. The presenters will share how the local fashion industry successfully streamlined product development and manufacturing process and anticipates future growth. The impact of the fashion industry in the region and their commitment to rebuild and rebrand Northeast Ohio will be highlighted.
Center St Mtg Room A  
**DPD: User Preference and Design of Performance Wear**  
*Presider: Adriana Gorea, Syracuse University*  
**3D Apparel Design for Female Boomer Activewear: A Sequential Exploratory Mixed Methods Study**  
Chanmi Hwang, Washington State University; and Eulanda A. Sanders, Iowa State University  
**Body Armor Fit and Comfort Using 3D Body Scanning: A Collaborative Industry Project**  
Brittany Conroy and Juyeon Park, Colorado State University  
**Examining Core Dysfunction in Football Athletes through Interdisciplinary Systematic Design Problem Solving**  
Nigel AR Joseph and Chanmi Hwang, Washington State University  
**Seamless Sports Bra Design: A Responsive System Design Exploration**  
Adriana Gorea, Syracuse University; Eulanda A. Sanders, Iowa State University; and Fatma Baytar, Cornell University

Center St Mtg Room B  
**MB: Social Media Marketing**  
*Presider: Alexandra Alyssa Green, Auburn University*  
**Fashion Brand Sponsored Instagram Posts: Mediated by Trust**  
Lindsey Tanoff, Kiseol Yang, and HaeJung Maria Kim, University of North Texas  
**How to Make Fashion Brands’ Instagram Sponsored Ads Effective in Driving Clicks and Purchase Intentions among Consumers: A Conceptual Framework**  
Sanaz Einollahi and Hongjoo Woo, Auburn University  
**The Influence of Mobile Application Design Features on Consumers’ Emotional Response and Stickiness Intention**  
Briana Martinez, University of Baylor; and Laura McAndrews, University of Georgia  
**Visual Execution of Brand Generated Content on Instagram and Consumers’ Brand Personality Perception**  
Alexandra Alyssa Green and Wi-Suk Kwon, Auburn University

Center St Mtg Room C  
**PPD: Active Learning Strategies in Design**  
*Presider: Kirsten Schaefer, Ryerson University*  
**Commercialization of Adaptive Clothing: Toward a Movement of Inclusive Design**  
Kelsey Kosinski, Belinda T. Orzada, and Hye-Shin Kim, University of Delaware  
**Fitting the Puzzle: Integrative Projects in the Classroom on Apparel Design Technologies**  
Adriana Petrova and Diane Limbaugh, Oklahoma State University  
**Half-Scale Dress Form as a Design and Fit Tool for Young Designers**  
Kimberly A. Phoenix and Susan P. Ashdown, Cornell University  
**Think-Pair-Share: An Active Learning Strategy for Apparel Pattern Drafting**  
Kirsten Schaefer, Shelley Haines, and Anika Kozlowski, Ryerson University

Center St Mtg Room D  
**SPA: Identity and Dress**  
*Presider: Andrew Reilly, University of Hawai’i*  
**Impression Formation of Persons Wearing Glasses or Hearing Aids: Gender Differences**  
Tammy R. Kinley, University of North Texas; Jessica Struble, University of Rhode Island; and Amyn Amlani, University of Arkansas for Medical Sciences  
**Is Crowdfunding Altruistic or Egoistic? The Influence of Prosocial Campaign on Prosocial Motives for Crowdfunding**  
Yumin Kim, University of Arizona  
**Literature Review on Nomenclatures for Clothing Targeting People Living with Disabilities**  
Kerri McBee-Black and Jung Ha-Brookshire, University of Missouri  
**Millennial Transpersons’ Gender-conforming and Non-binary Appearance Modes**  
Andrew Reilly, University of Hawai`i; and Jenifer McGuire, University of Minnesota
**WEDNESDAY, NOVEMBER 7**

**Hope Ballroom B**

**SSR: Sustainable Apparel Consumption**  
*Presider: Sonali Diddi, Colorado State University*

Exploring Mindfulness as a Means to Reimagine Sustainable Clothing Consumption  
Rebecca Maria Dias, Sonali Diddi, and Jennifer Paff Ogle, Colorado State University

Exploring Sustainability and Object Attachment with Patagonia Apparel: "I Love my Daughter, I Love my Son, I Love my Wife, I Love the Wilderness, and I Love this Hat"  
Gwendolyn M. Michel, Meegan Feori, and Mary Lynn Damhorst, Iowa State University; Young-A Lee, Auburn University, and Linda Niehm, Iowa State University

Impact of Life Cycle Assessment (LCA) Labelling on U.S. Consumers' Purchase intentions toward Sustainable Denim Jeans  
Katie Jo Engle, Audrey Nelson, Zihui Zhao, and Ting Chi, Washington State University

Why U.S. Consumers Buy Sustainable Cotton Made Collegiate Apparel? A Study of the Key Determinants  
Jenisha Gerard, Alison Dephillips, Mohan Li, Jing Sun, and Ting Chi, Washington State University

**Hope Ballroom C**

**TAI: New Frontiers of Research on the Textile & Apparel Industry**  
*Presider: Sheng Lu, University of Delaware*

A Holistic Framework of a Brand's Hierarchical Motivations for Retail Internationalization  
Danielle Sponder Testa, Iowa State University; and Young-A Lee, Auburn University

The Rise of Fashion Informatics: Data-Mining-Based Social Network Analysis in Fashion  
Li Zhao, University of Missouri; and Chao Min, Nanjing University

Will Automation Technology Shift the Patterns of World Apparel Production and Trade?  
Sheng Lu, University of Delaware

Acquiring Accurate Body Measurements on a Smartphone from Supplied Colored Garments for Online Apparel Purchasing Platforms and e-Retailers  
Sibei Xia, Cynthia Istook, Andre West, and Jiayin Li, North Carolina State University

**3:00pm – 4:15pm**

**CONCURRENT BREAKOUT SESSION #3**

**Hope Ballroom A**

**STS: Student Best Papers**  
*Presider: Minjeong Kim, Indiana University*

D-1: Conceptualization, Scale Development, and Validation of Perceived Corporate Hypocrisy  
Saheli Goswami, University of Rhode Island; Advisor, Jung Ha-Brookshire, University of Missouri

D-2: Developing Baseline Design Criteria for People with Lower Body Mobility Impairments Using Inclusive Design  
Sunhyung Cho, Iowa State University; Advisor, Kristen Morris, University of Missouri

M-1: Analyzing Twitter and Instagram Social Networks to Trace the Consumer Opinion Regarding Transparency in the Apparel Supply Chain  
Dipali Modi, University of Missouri; Advisor, Li Zhao, University of Missouri

M-2: Fashion Design, or Making Clothes: A Case-Study on Issey Miyake’s 132 5 Collection  
Krissi Riewe, University of North Texas; Advisor, Marian O’Rourke-Kaplan, University of North Texas

U-1: Exploring Wearable Technology: Design Attributes of Solar-Powered Book Bags Concerning Millennials  
Courtney Beringer, Iowa State University; Co-Advisors, Eulanda A. Sanders, Iowa State University and Chanmi Hwang, Washington State University

Tara Efobi, Iowa State University; Advisor, Eulanda A. Sanders, Iowa State University
**Center St Mtg Room A**

**CB: Sustainable Consumption and Disposal**
*Presider: Theresa Kwon, University of Tennessee*

"Buying Sustainable Clothing Helps Me Express Who I Am": The Efficacy of Changing Millennial's Sustainable Clothing Purchase Intention with Online Consumer Knowledge
Sarah Portway and Tasha Lenise Lewis, Cornell University

*Is He a Fast Fashion Consumer or Slow Fashion Consumer? Gen-Y Males' Decision-Making Styles and Perceived Value toward Fast vs. Slow Fashion*
Jihyun Sung and Hongjoo Woo, Auburn University

**The Anatomy of Fast Fashion Shopping: Channels, Incentives and Influences**
Leslie H. Simpson and Elena Karpova, Iowa State University

*Why We Feel Bored of Our Clothing and Where Does It End Up? Identification of Antecedents of Boredom and The Role of Boredom in Clothing Disposal*
Theresa Kwon, University of Tennessee; Ho Jung Choo, Seoul National University; and Youn-Kyung Kim, University of Tennessee

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**Center St Mtg Room B**

**CUL: Consumption and Cultural Ideals**
*Presider: Jaehee Jung, University of Delaware*

*Korean Fashion Media, Beauty Ideals, and Colorism: Examining the Prominence of Whiteness Between 2013 and 2017 in Céci Magazine*
Eunji Choi and Kelly L. Reddy-Best, Iowa State University

*Conceptualizing Chinese-Style Clothing: Empirical Evidence from Top Chinese Ethnic Apparel Brands*
Xiaohui Sui, Beijing Institute of Fashion Technology; and Chuanlan Liu, Louisiana State University

*Motivations for Consumption of Collaboratively Customized Ethnic Dress an Exploration of African Immigrant Woman in the US*
Jane A. Opiri and Casey R. Stannard, Louisiana State University

*Traditional and Contemporary Female Beauty Ideals in China: Focus Group Interviews with Young Chinese Women*
Jaehee Jung, University of Delaware

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**Center St Mtg Room C**

**DPD: Conceptual Exploration of Emerging Issues in Design and Product Development**
*Presider: Mir Salahuddin, Louisiana State University*

*Holistic Integration of Product Attributes with Consumer Behavioral Aspects for the Use of Wearable Technology*
Sonia Bakhshian, Iowa State University; and Young-A. Lee, Auburn University

*Kuroguro Presence: A Conceptual Design Collaboration*
Adriana Gorea, Jeffrey Mayer, and Todd Conover, Syracuse University

*The Preference for the Aesthetic Middle: A Perceived Risks Based Explanation*
Alina Braun, McLaren Automotive Ltd.; and Veena Chattaraman, Auburn University

*Quality Function Deployment Method and its Application on Wearable Technology Product Development*
Mir Salahuddin and Laurel Romeo, Louisiana State University

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**Center St Mtg Room D**

**MB: Branding and Experiential Marketing**
*Presider: Christin Seifert, Georgia Southern University*

*An Investigation of Brand and Retailer Collaboration in Evaluating Brand Category Extension*
Hyo Jin Eom, Korea University; and Patricia Hunt-Hurst, University of Georgia

*Modern Product Placement: An Understanding of Consumers' Responses to Fashion Brand Advertisements Featuring a Destination*
Julie (EunKyeong) Jung and Michelle Childs, University of Tennessee

*The Effect of Online Visual Merchandising Cues on Consumers' Flow Experience, Satisfaction, and Approach/Avoidance Behavior.*
Ahmad Saquib Sina and Juanjuan Wu, University of Minnesota

*The Role of Type of Visual Design Stories on Consumers' Cognitive Processing*
Christin Seifert, Georgia Southern University; and Veena Chattaraman, Auburn University
Hope Ballroom B

**PPD: Expanding Students’ Perspectives**
*President: Jewon Lyu, Kent State University*

**Exposing 3D Printing to Undergraduate Fashion Merchandising Students**
Erica Spurgeon and Melissa Abner, University of Central Missouri

**How I Got My Students Excited About Reading**
Ashley Brooke Hasty, Indiana University

**Promoting Positive Experiences: Student Perceptions and Future Intentions from Attending a Student Organization and Competition Fair**
Jewon Lyu, Tameka Ellington, and Catherine Amoroso Leslie, Kent State University

**Queering the Classroom: Intersections of Fashion and the LGBTQ+ Community**
Kelly L. Reddy-Best, Iowa State University; and Michael Mamp, Central Michigan University

Hope Ballroom C

**SSR: Sustainability and Education**
*President: Chanjuan Chen, Kent State University*

**Consumers' Knowledge Gain of Environmental Sustainability Issue Pertaining to Textile and Apparel Industry through Social Networking Site Engagement**
Sarif Ullah Patwary and Melody LeHew, Kansas State University

**How Do Fashion Leaders Respond to Trade-Offs between Eco-Friendliness and Hedonic/Utilitarian Attributes?**
Jonghan Hyun and Jihyun Kim, Kent State University

**Outcomes of Implementing Zero-Waste Pattern Cutting in Fashion Design Courses**
Hae Jin Gam, University of North Texas; and Jennifer Banning; Illinois State University

**Stitched Together: Community Engagement for Undergraduate Student Learning in Apparel Design**
Chanjuan Chen, Kendra Lapolla, and Archana Mehta, Kent State University

**4:30pm – 5:30pm**

**JANET ELSE VISITING SCHOLAR/PRACTITIONER PRESENTATION**
*Presented by the TAPAC Executive Committee: Rinn Cloud, Baylor University; Elena Karpova, Iowa State University; Kathleen Rees, Texas A&M University-Kingsville; Sherry Schofield, Florida State University; and Carol Warfield, TAPAC Executive Director*

**Center St Mtg Room A**

**Rangina Hamidi, Founder of Kandahar Treasure**

**Social Enterprise and Textiles: Empowering Afghan Women**
A society faced with more than four-decades of violence and destruction is slowly building itself through textiles. The women of Kandahar province have built a social enterprise to help their children and their families using traditional embroidery techniques in textiles. Through their work with Kandahar Treasure, the women are not only financially advancing themselves but also reviving the rare and unique *khamak* embroidery of southern Afghanistan, a trademark of Kandahar province. Through textiles, Afghan women are empowering themselves and changing the future of their children and their country.

4:30pm – 5:30pm

**TAPAC OPEN FORUM – Accreditation Updates and Q&A**

Presented by the TAPAC Executive Committee: Rinn Cloud, Baylor University; Elena Karpova, Iowa State University; Kathleen Rees, Texas A&M University-Kingsville; Sherry Schofield, Florida State University; and Carol Warfield, TAPAC Executive Director
Consultation with CTRJ Editor and Associate Editors:

Hands-on Assistance with your Manuscript

Coordinator: Elaine L. Pedersen, Editor, CTRJ; Presenters: Pamela Ulrich, Auburn University; Huantian Cao, University of Delaware; Nancy Hodges, University of North Carolina at Greensboro; Karen Hyllegard, Colorado State University; Byoungho Jin, North Carolina State University; Sara Marketti, Iowa State University; Young-A Lee, Auburn University; Jung Ha-Brookshire, University of Missouri; Sherry Haar Kansas State University; Wi-Suk Kwon, University of Auburn; Ajoy Sarkar, Fashion Institute of Technology; and Hae Jung Kim, University of North Texas

The purpose of the CTRJ special session at the 2018 ITAA conference is to have the editor, associate editors, members of the Publication Policy Committee and the VP for Publication available to answer questions for ITAA members who have manuscripts in process that they wish to submit to CTRJ. The audience is invited to read “Writing quality manuscripts” (CTRJ, 2018, Issue 1) prior to the session so they will be able to ask specific questions regarding their work.

SPONSOR PRESENTATIONS

4:30pm – 6:30pm  
SPONSOR PRESENTATIONS

Tailoring in the haute couture, Claire Shaeffer

Center St Mtg Room C

Claire will explore the art of tailoring in the haute couture--it's importance, design ideas, and applications for ready-to-wear. She will focus on couture and rtw jackets from her personal collection as well as techniques she has learned from various workrooms.

Gerber Technology Presents: Aiming Higher and Hire

Hope Ballroom C

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.

Teaching Textiles Online, Patty Brown, ATEXINC

Center St Mtg Room D

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!

Summaries & Discussions of ITAA C&I Tours

Center St Mtg Room A

President: Jana Hawley, University of North Texas

Legacies Fundraiser – Rock & Roll Hall of Fame (to walk as a group, meet in lobby at 5:45)

Graduate Student Fireside Chat

Best Practices in Teaching

Coordinator: Sergio Bedford, University of Tennessee; Panelists: Lynn Boorady, SUNY – Buffalo State; Catherine Leslie, Kent State University; Tara Konya, Southern New Hampshire University; and Amber Chatelain, Eastern Kentucky University

Join a panel of expert teachers as they guide us through best practices in teaching. This informal conversation will help you navigate your first time in the classroom as a teaching assistant, instructor of record, and your first tenure-track position!
**Thursday, November 8**

7:30am – 5:00pm  
Registration Open  
3rd Floor Lobby 1

All Day  
Committee Meetings (meeting times/rooms scheduled in advance of conference)

7:45am – 9:15am  
BREAKFAST GENERAL SESSION - Distinguished Scholar Presentation  
*Presider: Jane Hegland, ITAA President*

Nancy Hodges, Ph.D., The University of North Carolina at Greensboro  
Research as a Magnificent Obsession:  
Encouraging Textile and Apparel Scholarship within a Culture of Mentoring

In 1935, the movie *Magnificent Obsession* was released in the United States to widespread critical acclaim. Based on a 1929 book of the same name, the story is that of a surgeon who embarks on a career in medicine to provide service to others that he himself needed and received after he was critically injured in an accident. The idea of a “magnificent obsession” is that one person can make a difference through a determined act of giving, in whatever form it takes, when there is no expectation of anything in return. In this presentation, I discuss how the same idea is embodied in the act of scholarship—when scholarship occurs through mentoring. This perspective recognizes that while the “doing” of mentoring involves an immediate and obvious pay forward for the mentee, for the mentor, any pay back that occurs is often not that immediate or obvious. This presentation includes an overview of the role that mentoring has played within my scholarship over the course of my academic career and in the context of the major themes comprising my research program. Specifically, I share how mentors have and continue to shape my research, as well as the unexpected outcomes I have experienced from mentoring others in research. This overview serves as the foundation for discussion of how a culture of mentoring, and the scholarship that emerges from it, can help us to manage the uncertainties of being a discipline that is in transition, including how such a culture can ultimately help us to forge our collective future.

9:30am – 3:00pm  
MOUNTED DESIGN EXHIBIT: DAY 2  
3rd Floor Lobby 1&2

**Graduate Student Designs**

**Conventional but Contemporary**  
Samirah Mohammed Ali Alotaib, University of Nebraska-Lincoln  
*Advisor: Sandra Starkey*

**Glass Garden: Chihuly Blown Glass Translated as Wearable Art**  
Charity Calvin Armstead, Iowa State University  
*Advisor: Eulanda A. Sanders*

**Reinterpretation of Hanbok**  
Sunhyung Cho, Iowa State University  
*Advisor: Ellen McKinney*

**The Structure of Truth**  
YooJin Chung, Cornell University  
*Advisor: Susan Ashdown*

**Color Play: An Exploration of Color Theory and Three-Dimensional Printing for Fashion**  
Holly Marie Conner, Central Michigan University  
*Advisor: Michael Mamp*

**Hybrid Comfort: 3D Printing Interwoven**  
Tianyu Cui and Lushan Sun, Auburn University  
**Bonded**  
Kelsie Nicole Doty, Cornell University  
*Advisor: Denise Green*
Gratitude
Kelsie Nicole Doty, Cornell University
Advisor: Denise Green

Nebrio Bra: Sports Bra for Treadmill Running on the International Space Station
Olivia Anne Echols, University of Oregon
Advisor: Susan Sokolowski

El Vestido Charro
Jessica Guadalupe Estrada, Cornell University
Advisor: Denise N. Green

Mother’s Desire
Damilola Tomiwa Fasinu and Colleen Moretz, West Virginia University

Nature/Neutrality: An Exploration of Eye Tracking for Innovative Textile Design
Jason Phillip Gagnon, Central Michigan University
Advisor: Su Kyoung An

AfterLife
Sanjay Guria and Yoojin Chung, Cornell University
Advisor: Susan Ashdown

Window of Blessing
Okhee Han, Nanghee Park, and Yoonmi Choi, Chungnam University

Resilience: Activewear for Lower Limb Amputees who Utilize Prosthetic Limbs
Halimat Ipaye and Nicole Eckerson, University of Missouri
Advisor: Kristen Morris

Color Motion
Li Jiang, Central Michigan University
Advisor: Ling Zhang

Let the "Mighty" Rise Track and Field Performance Top
Nigel AR Joseph, Washington State University

Love Postoperative ECG Shell (I)
Ching I Lai, National Yunlin University of Science & Technology; Shu Hwa Lin, University of Hawai‘i at Manoa; Chang-Franw Lee, National Yunlin University of Science & Technology; and Jih-Liang Juang and Chao-Ping Chung, Vitalsigns Technology Co., Ltd

Love Postoperative ECG T-shirt (II)
Ching I Lai and Chang-Franw Lee, National Yunlin University of Science & Technology; Shu Hwa Lin, University of Hawai‘i at Manoa; and Jih-Liang Juang and Chao-Ping Chung, Vitalsigns Technology Co., Ltd

The Corset Algorithm
Jie Pei, Katherine Celia Greder, and Yixiao Wang, Cornell University
Advisor: Jooyoung Shin

A Suit for H.G. Wells: Subtraction Cutting and a Time Machine
Brianna Plummer, Iowa State University

Wearing a Steampunk Costume Illustration
Brianna Plummer, Iowa State University

Denim Lace
Krissi Rae Riewe, University of North Texas
Advisor: Janie Stidham

Assembling Creativity
Krissi Rae Riewe, University of North Texas
Advisor: Janie Stidham

Lost Beauty
Liping Shu, Nanghee Park, and Yoonmi Choi, Chungnam University

Sight Unseen
Angela Uriyo, University of Missouri
Advisor: Kristen Morris
Design for Your Day: 3D Printing in Bridal Shape Wear
Tashina Walp and Lushan Sun, Auburn University

Undergraduate Student Designs

Sugar Coated
Alex Champagne and Susan P. Ashdown, Cornell University

Ellis Raincoat
Stephanie Wang and Elizabeth Bye, University of Minnesota

Unbalanced Contrast
Se Jung Oh, Montclair State University
Design Mentor: May Chae

April 8th
Katelyn Schmidt and Julia Sorboro, Kent State University
Design Mentor: Chanjuan Chen

Diffraction
Rebecca Mainger, Kent State University
Design Mentor: Chanjuan Chen

Flux and Flowering
Carol Li and Elizabeth Schneider, Kent State University
Design Mentor: Chanjuan Chen

Living Together
Narisara Saelim and Jessica Hokes, Kent State University
Design Mentor: Chanjuan Chen

Transmutation
Morgan Manuel and Noelle Armitage, Kent State University
Design Mentor: Chanjuan Chen

Mycelium Afoot: Fashioning Sustainable Footwear
Wing Tang, Jillian Silverman, Kelly Cobb, and Huantian Cao, University of Delaware
Design Mentor: Kelly Cobb

My Girl Friday
Lawren Cappelletti, Syracuse University
Design Mentor: Adriana Gorea

Skeptic
Helena Kate Elston, Syracuse University
Design Mentor: Adriana Gorea

World Wore II
Lawren Cappelletti, Syracuse University
Design Mentor: Adriana Gorea

Stratified
Katherine Williams, Cornell University
Design Mentor: Denise Green

Icescape
Abigail Mitchell and Linsey Griffin, University of Minnesota

Subject of the Western Gaze
Alejandro N. Gutierrez, University of Cincinnati
Design Mentor: Ashley Kubley

Plastic City
Michelle Ann Domingo Nino, University of Hawai‘i at Manoa
Design Mentor: Minako McCarthy

Plastic Paradise
Kaycee Naomi Yoshioka, University of Hawai‘i at Manoa
Design Mentor: Minako McCarthy
Black Coffee Gossip
Carolyn Simon, Iowa State University
*Design Mentor: Ellen McKinney*

Homesick
Tara Efobi, Iowa State University
*Design Mentor: Ellen McKinney*

Absence and Presence
Michael Courtney, Kent State University
*Design Mentor: Archana Mehta*

Ethereal
Mananchaya Phisphahutharn, Cornell University
*Design Mentor: Huiju Park*

Glacial Fracture
Kaya Middleton, Cornell University
*Design Mentor: Huiju Park*

Lava Rock Recyclables Dress
Brooke Connolly, North Carolina State University
*Design Mentor: Anne Porterfield*

Queen Conch
Kiana Bonollo, North Carolina State University
*Design Mentor: Anne Porterfield*

Afterglow
Cheyenne Smith and Katya Roelse, University of Delaware

Creative Conduct
Eliza Lesser, Cornell University
*Design Mentor: Jooyoung Shin*

Doyenné
Grace Lawson, Cornell University
*Design Mentor: Jooyoung Shin*

Yinyang
Grace Lawson, Cornell University
*Design Mentor: Jooyoung Shin*

Clowning Around
Kaimipono Kajiyama, University of Hawai`i-Manoa
*Design Mentor: Cynthia Tsark*

Yuuki Shorts and Matching Blouse
Isabel Hines, North Carolina State University
*Design Mentor: Andre West*

Metamorphosis: A Transformative Evolution in Shape, Silhouette, and Attitude.
Mihaela Roxana Stoica, Ryerson University
*Design Mentor: Joshua Williams*

9:30am – 3:30pm
3rd Floor Lobby & Hallway

**RESOURCE EXHIBIT**
10:00am – 11:15am
Hope Ballroom A

**CONCURRENT BREAKOUT SESSION #4**

**STS: Special Topic Session**

**How Service Can Help Your Academic Career Development**

*Coordinator:* Lynn M. Boorady, SUNY-Buffalo State; *Panelists:* Jung Ha-Brookshire, University of Missouri; Jana Hawley, University of North Texas; Eulanda Sanders, Iowa State University; Kathleen Rees, Texas A&M University-Kingsville; Pam Norum, University of Missouri; and Pam Ulrich, Auburn University

This panel will discuss strategizing the academic professional career beyond teaching and research to include service and leadership roles. Developing an academic career plan that focuses the individual’s energy, resources and finances towards personal goals and achievements will be emphasized.

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Center St Mtg Room A

**DPD: Needs Assessment and Design for Underserved Populations**

*Presider:* Lida Aflatoony, University of Missouri

**Development of Tactile Garment Design Strategies for Women with Visual Impairments**

Sunhyung Cho, Iowa State University; and Lida Aflatoony, Angela Uriyo, and Kristen Morris, University of Missouri

**Hope: A Co-creative Design Approach for Improving Well-being in Women at a Local Shelter**

Kendra Lapolla, Kent State University

**One Size Does Not Fit All: An Exploration of Integrating the User-orientated Design Process to Develop Apparel for People on Dialysis**

Laura McAndrews and Elise Brooks, University of Georgia

**Size Adaptive Garments for Toddlers as an Approach to Maximize Fit and Durability.**

Lida Aflatoony and Jean Parsons, University of Missouri

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Center St Mtg Room B

**MM: Addressing Challenges and Opportunities in the Changing Retail Environment**

*Presider:* Rachel LoMonaco-Benzing, University of Missouri

**"I Quit": Retail Employees’ Perceived Corporate Hypocrisy and Their Turnover Intentions**

Saheli Goswami, University of Rhode Island; and Jung Ha-Brookshire, University of Missouri

**Challenges, Opportunities, and Business Needs in the Changing Retail Environment: Assisting Underserved Retail Entrepreneurs through Business Networks**

Linda Niehm, Steven McKinney, Sonia Bakhshian, Jessica Hurst, Te-Lin Chung, and Ann Marie Fiore, Iowa State University

**Locally-Owned Retail Stores and Downtown Revitalization: Investigating the Role of Place Attachment**

Jennifer L. Wilson and Nancy J. Hodges, University of North Carolina at Greensboro

**The Changing Face of Brick and Mortar Retail: Collective Retailers Create Small Business Incubators**

Rachel LoMonaco-Benzing and Pamela Norum, University of Missouri

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Center St Mtg Room C

**PPD: Learning the Technology of Tomorrow**

*Presider:* Jessica L. Ridgway, Florida State University

**Creating a Virtual Retail Store Using The Sims™ Programs in a Visual Merchandising Course**

April Elisha Stanley, Iowa State University; and Corissa Hite and Jennifer Wood, Kirkwood Community College

**Curriculum Development Using Virtual Reality In An Experimental Apparel Design Classroom**

Sandra L. Starkey, University of Nebraska

**Integration of 3 Dimensional Modeling and Printing into Fashion Design Curriculum: Opportunities and Challenges.**

Nicole Eckerson and Li Zhao, University of Missouri

**Teaching Technology: Project Based Learning to Develop Industry Specific Skills**

Jessica L. Ridgway, Florida State University
Center St Mtg Room D

SPA: Body Image and the Self
Presider: Laura Kane, Framingham State University
Achieving Confidence While Avoiding Heartbreak: An Exploration of Plus-Size Apparel Consumption Experiences Among Mothers of Young Girls
Youngji Lee and Nancy Hodges, University of North Carolina at Greensboro
Self-sewn Identity: How Female Home Sewers Use Garment Sewing to Control Self Presentation
Addie Martindale, Georgia Southern University; and Ellen McKinney, Iowa State University
The Influence of Body Image, Sociocultural Attitudes, Appearance Anxiety, and Depression On Disordered Eating: A Gender Comparison
Tacibaht Turel, Youngstown State University; Molly Jameson, University of Northern Colorado; and Priscilla Gitimu, Zara Rowlands, and Jeanine Mincher, Youngstown State University
Laura Kane, Framingham State University; and Brigitte Cluver, Oregon State University

Hope Ballroom B

TAS: Advancements in Textile Materials
Presider: Virginia Wimberly, University of Alabama
Investigating the Effluent of Aluminum Acetate as a Pre-Mordant on Cotton Print Cloth
Kowshik Saha, Sarif Ullah Patwary, and Sherry Haar, Kansas State University
Investigation of the Extraction Processes and Performance Properties of Kudzu Fibers
Bahrum Prang Rocky and Virginia Schreffler Wimberley, University of Alabama
Launherability of Stitched Surface-Mount E-Textiles
Md. Tahmidul Islam Molla, Crystal Compton, and Lucy E. Dunne, University of Minnesota
Moisture Responsiveness of Seamless Knitted Wool Fabrics
Adriana Gorea, Syracuse University; Fatma Baytar, Cornell University; and Eulanda Sanders, Iowa State University

Hope Ballroom C

UG: Retail is Transforming
Presider: Denise Nicole Green, Cornell University
Out from Under(wear) the Gender Binary: Gauging Trans* Undergarment Needs
Kyra Streck and Denise Nicole Green, Cornell University
The Effects of Country-of-Origin and Attitude Functions on Luxury Brand Purchase
Katherine Williams, Eunjoo Cho, and Kathleen R. Smith, University of Arkansas
The Rise of Athleisure and its Impact on Lululemon
Shelby Kim Smith, Mollye Stephens Ownby, and Youn-Kyung Kim, University of Tennessee
The Strengths and Weaknesses of Amazon.com and Macy’s as Fashion Retailers
Ashley Simmons and Ji Hye Kang, University of Rhode Island

11:30am – 1:15pm
Hope Ballroom D&E

LUNCH GENERAL SESSION – KEYNOTE SPEAKERS
Presider: Barbara Frazier, ITAA VP Education

Sara Kozlowski, Director of Education + Professional Development at the Council of Fashion Designers of America; and
Jussara Lee, President and Founder of Jussara Lee, a small-scale business operation in which luxury fashion and sustainable practices work in tandem.
CONCURRENT BREAKOUT SESSION #5

STS: Special Topic Session

3D Printing: The Renewable Digital Fabrication for the Fashion Industry

Coordinators: Lushan Sun, Auburn University and Li Zhao, University of Missouri; Panelists: Jianzhong Sun, Jiangsu University, China; and Jeffery Smith, Autodesk

Session will present the potential impact of 3DP technology in fashion from four critical perspectives: design and development; sourcing and manufacturing; retail, distribution, and consumer; and sustainability optimization.

Center St Mtg Room A

DDP: Anthropometry and Sizing for Apparel Enhancement

Presider: Robin Carufel, University of Minnesota

A Low-Cost 3D Design Process: Exploring Alternatives to Capture, Process, and Design using 3D Data

Kristen D. Morris, Lida Aflatoony, and Abby Romine, University of Missouri

A Predictive Model Estimating Anthropometric Measurement Changes in Pregnant Women

Mahendran Balasubramanian, University of Arkansas; and Kathleen Robinette, Fitmetrix LLC

A Sizing System for Big & Tall: Comparison between Proportional Sizing System and Linear Regression Model Approach

Su-Jeong Hwang Shin and Hyo Jung Julie Chang, Texas Tech University; and Cynthia L. Istook, North Carolina State University

Dimensions of the Dynamic Hand: An In-Depth Analysis of Dorsal vs. Palmar Lengths and Palmar Breadth

Robin Carufel and Heajoo Lee, University of Minnesota; Nokyeon Kim, University of Delaware; and Emily Seifert and Linsey Griffin, University of Minnesota

Center St Mtg Room B

MB: Retail Strategy and Cause-Related Marketing

Presider: Lauren Copeland, Kent State University

Predictors of Purchase Intention, Price Willing to Pay, and Willingness to Pay a Premium for Men's Mass-Customized Dress Shirts

Jessie H. Chen-Yu, Virginia Tech; and Jung-ha Yang, Jefferson University

Sincerity or Ploy? The Effects of Brand Image and Message Source on Consumers' Perceptions toward Brand-Cause Campaigns

Michelle Childs, University of Tennessee; and Hongjoo Woo and Seeun Kim, Auburn University

The New Face of Retailing: The Impact of the Small, Inventory-Free Store Experience on Brand Equity and Ordering Behavior

Kelcie Slaton, Danielle Testa, Sonia Bakhshian, Shantell Reid, and Ann Marie Fiore, Iowa State University

What to Expect for Unfamiliar Brands? Role of Schema, Transparency and Skepticism for Apparel Brands' Pro-Environmental Messages

Gargi Bhaduri and Lauren Copeland, Kent State University

Center St Mtg Room C

PPD: Teaching Fashion History

Presider: Diana Saiki, Ball State University

Engaging Students to Create a Mural Inspired by a Museum Visit: A Creative Approach to Teach Textiles

Mila Shahani and Mittu Gupta, George Brown College

Initiating Relevant Discussion through Current Events: The Comparison of an Online Graduate Course and a Traditional Undergraduate Classroom

Jennifer Jorgensen, University of Nebraska

Using the PEST Framework to Facilitate Active Learning in Fashion History Class

Melissa Abner and Erica Spurgeon, University of Central Missouri

Utilizing a Historic Costume Collection for a Synergistic Educational Experience

Diana Saiki, Valerie Birk, and JahShar Hardy-Brown, Ball State University
Center St Mtg Room D  

**TAL: Global Textile & Apparel Trade, Sourcing and Supply Chain Management**
- **Presider: Jin Su, University of North Carolina at Greensboro**
- Evaluation of the Potential Impact of CPTPP and EVFTA on Vietnam’s Apparel Exports: Are We Over-optimistic about Vietnam’s Export Potential?
  - Sheng Lu, University of Delaware
- Fostering Global Sourcing Connections between University Students and the Textile and Apparel Production Industry through the Sourcing Americas Project
  - Anna A. Magie, Deborah D. Young, and Sheri L. Dragoo, Texas Woman's University
- Carrot or Stick? Examination of the Role of Buyers’ Coercive and Reward Power on Suppliers Job Satisfaction and Turnover Intention
  - Md. Rafiqul Islam Rana and Jung Ha-Brookshire, University of Missouri
- Investigating Supply Chain Management in the Chinese Textile and Apparel Industry
  - Jin Su, Nancy Nelson Hodges, and Huicheng Jeff Wu, University of North Carolina at Greensboro; and Xiaofen Ji and Haina Shen, Zhejiang Sci-Tech University

1:30pm – 5:00pm
Hope Ballroom B

**4th ITAA-KSCT BIENNIAL JOINT SYMPOSIUM – TOGETHER TOWARDS TOMORROW**

**Oral Session 1. Teaching, Innovation and Technology**
- **Presider: Muditha Senanayake, California State Polytechnic University, Pomona**
- Teaching English-Medium Lectures in Korea: Recommendations for Foreign Faculty
  - Eva Babicheva and Kyu-Hye Lee*, Hanyang University
- Evaluation of Entrepreneurial Skills among Clothing and Textiles Undergraduates in Abia State Tertiary Institutions, Nigeria
  - Anthonia O. Obeta*, Michael Okpara University of Agriculture Umudike; and Taibat Tunrayo Adebisi, University of Ilorin
- Body Image: Development of a Course
  - Sharron J. Lennon, Indiana University
- Technical and Scale Efficiency of Chinese Textile and Apparel Firms: A Nonparametric Analysis
  - Baolu Wang* and Theodoros Skevas, University of Missouri
- Ecofriendly and Colorful Superhydrophobic Fabric Fabricated by Disperse Dyeing Process
  - Ji-Hyun Oh and Chung Hee Park*, Seoul National University

**Oral Session 2. Current Issues in Merchandising**
- **Presider: Kyu-Hye Lee, Hanyang University**
- A Study on the Comparison between Two Approached on Fashion Trend Analysis
  - Hyosun An and Minjung Park*, Ewha Woman’s University
- Consumer Orientations of Second-Hand Shoppers by Store Type: A profile Analysis
  - Mostafa Zaman and Youn-Kyung Kim*, University of Tennessee; and Soo-Hee Park, University of Tennessee Department of Education
- Online Platforms as Consumer Service Channels
  - Ran Huang*, Indiana University; and Sejin Ha, University of Tennessee
- Good or Better: The Effect of Comparative Mindset with Recommended Products on Product Evaluation and Purchase Decision
  - Do Yuon Kim* and Hyunjoo Im, University of Minnesota

4:00pm – 5:00pm
Hope Ballroom C

**4th ITAA-KSCT BIENNIAL JOINT SYMPOSIUM – TOGETHER TOWARDS TOMORROW**

**Poster Session**
- Continuity of Retail Therapy of Fashion Product Shopping: A Daily Diary Analysis
  - Ga Young Ahn, Yea Jin Song, Songmee Kim, and Yuri Lee*, Seoul National University
- Green with Envy at Your Kid: The Effects of Two Different Types of Envy on Purchase Intention
  - Suh Young Ahn, Yeun Wook Shin, Jeong Soon Lee, and Ae-Ran Koh*, Yonsei University
Development for Ties Product with Ocean Images: Collaboration Project with Mokpo Marine Culture Tourism
Kyoung Hee Cho, Mokpo National University

A Study on the Cultural Role of Walking Court Ladies’ Hat in Queen Jeongsun’s Wedding Parade Illustration of Oegyujanggak Uigwe
Jeong Choi, Wonkwang University

An Analysis on Size Suitability of Protective Masks
Jin Choi, Sun mi Sin, and Wolhee Do*, Chonnam National University

Research on the Actual Condition of Working Clothes of Construction Workers by Work Environment and Job Rank
Ran-i Eom, Chungnam National University; Hyojeong Lee, Kongju National University; and Yejin Lee*, Chungnam National University

Acceptance of VR Shopping: Examining the Role of Technical Characteristics and Consumer Fashion Involvement
Hee Jin Hur, Ju Yeun Jang, and Ho Jung Choo*, Seoul National University

Transitioning in Life: Early Retiree's Apparel Shopping Values in Internet Era
Tun-Min (Catherine) Jai*, Alexandra Kuehler, and Jingxue (Jessica) Yuan, Texas Tech University

A Study on Apparel Design for Chiropractic Training
Yeon Ah Jang, Kyunghi Hong, Jung Soon Lee, Yoonmi Choi, and Hanna Kim*, Chungnam National University

Who Shares the Ads? Diffusion of Innovation on Social Media
Bo Ra Joo* and Hyunjoo Im, University of Minnesota

The Circular Economy: Take-Back System for Textile Recycling
Naan Ju, Kyu-Hye Lee, and Jihyun Bae*, Hanyang University

A Comparison of Domestic and Self-Nail Tip Sizes
Haeun Kim, Namsoon Kim, and Wolhee Do*, Chonnam National University

Key Success Factors in Professional Laundry Service: A Korean Case Study
Ji-Yeon Kim and Kyu-Hye Lee*, Hanyang University

Mental Imagery in an In-store Apparel Shopping Context: Do Women and Men Differ?
Jung-Hwan Kim, University of South Carolina; Minjeong Kim,* Indiana University; Jungmin Yoo, Duksuma Women's University; and Minjung Park, Ewha Womans University

Using the Color Change Characteristics of a Polydiacetylene Embedded Polyurethane Nanoweb to Detect the Presence of Escherichia Coli (E. coli)
Myoung Ok Kim and Jung Soon Lee*, Chungnam National University

Designing the Business Model for Sustainable Consumption: Toward the Managing Consumption Habit
Seong Eun Kim, Yujin Oh, Kyu-Hye Lee, and Jihyun Bae*, Hanyang University

Analysis of Tall Sized Women’s Figures Based on Sizeusa Data: An Assessment of Tall Sizing Systems Used in the U.S. Apparel Industry
Youngsook Kim and Hwa Kyung Song*, Kyung Hee University

The Emergence of K-beauty: Rituals and Myths of Korean Skin Care Practice
Youngsook Kim and Hwa Kyung Song*, Kyung Hee University

A Network Analysis of Cited and Citing Articles in JKSCT
Hyun-Jung Lee and Kyu-Hye Lee*, Hanyang University

The Effects of Asian Model Placement in Fashion Advertisements on Asian Consumers
HeejinAn Lim* and Hyunjoo Im, University of Minnesota

Exploration of Students’ Design Process with Browzwear V-stitcher, 3D CAD Program
Seoha Min* and Melanie Carrico, University of North Carolina at Greensboro

Effect of Natural Dyeing Using Flos Sophora Japonica L. on the UV Protection of Cotton Fabric
Lkhagva Narantuya and Cheunsoon Ahn*, Incheon National University
New World, New Wardrobe Project: A Civic Engagement Project Involving Refugee Neighborhood
Keunyoung Oh, SUNY Buffalo State

2D Pattern Development of Cycle Wear from 3D Human Body Scan Data for Male High School Cyclists
Hyunjeong Park and Wolhee Do*, Chonnam National University

Simplicity Characteristics Analysis of 20th Century Women’s Clothing Using S-Polygon
Nanghee Park and Yoonmi Choi*, Chungnam National University

A Comparative Analysis on Properties of Retroreflective Materials for Road Traffic Warning Clothing
Soonja Park* and Changwoo Choi, Inha University

Clothing Pressure Measurement and Subjective Wear Test of Commercial Bra Tops for The Development of Active Senior’s Yoga Wear
Soyoung Park, Namhyim Kim, Kyunghi Hong, and Yejin Lee*, Chungnam National University

The Impact of Brand-Endorser Image Congruence on Chinese Consumers’ Attitudes and Behavioral Intentions toward Luxury Fashion Brands
Jiayu Quian and Jee-Sun Park*, Incheon National University

Issues and Trends in Cross-border E-commerce in Korea
Hyun-Jin Seo and Kyu-Hye Lee*, Hanyang University

The Influence of Korean Instagram Users’ Cultural Disposition, Social Capital, and Instagram Usage Propensity on their Evaluation Attributes for Fashion Influencers
EunJung Shin, SoYeong Lee, Su Yeon Kim, and Ae-Ran Koh*, Yonsei University

A Study on the Development Status and Type Classification of Global Smart Healthcare Wearable Device
Kayoung Shin, Jeongeun Lee, and Wolhee Do*, Chonnam National University

Voice Shopping: User-Voice Assistant Parasocial Relationship Perspective
Claire Haesung Whang*, California State Polytechnic University, Pomona; and Hyunjoo Im, University of Minnesota

ESRAP Merchandising Competition Poster Presentations

**Presider: Tara Konya, Southern New Hampshire University**

**Undergraduate Student Finalist**

**Green Handle**
Kasandra Lambranu, Drexel University
*ITAA Sponsors: Alphonso McClendon and Joseph Hancock*

**Well Suited**
Addison Jonas, Drexel University
*ITAA Sponsors: Alphonso McClendon and Joseph Hancock*

**Sneaker Bar NY**
Amarissa Imoukhuede, Drexel University
*ITAA Sponsors: Christine Baeza and Alphonso McClendon*

**Aphrodite**
Liza Levi, Drexel University
*ITAA Sponsors: Christine Baeza and Alphonso McClendon*

**Jeans and a T-Shirt**
Alexis McEnroe and Francesca Cara, Indiana University
*ITAA Sponsor: Mary Embry*

**Reach for the Green**
Aine Mattera and Caitlyn Carney, Indiana University
*ITAA Sponsor: Mary Embry*

**The Clothing Library**
Joie Li and Eden Schwartz, Indiana University
*ITAA Sponsor: Mary Embry*
Less
Elizabeth Cordi, Balyen Edwards-Miller, Sabrina Floccuzio, and Olivia Bell, LIM College
ITAA Sponsors: Andrea Kennedy and Michael Londrigan

Cove
Jill Mueller, Summer Palmer, Kendra Steffes, and Jazmin Fugere, North Dakota State University
ITAA Sponsors: Linda Manikowske and Jaeha Lee

Blue Ridge
Paige Holman, Kayla Moe, Ashlyn Boehm, and Emily Wotzka, North Dakota State University
ITAA Sponsor: Jaeha Lee and Linda Manikowske

Sincerely, Indigo
Martha Baker, Ryley Berzinski, Kaylie Peterson, and Jessica Bledsoe, North Dakota State University
ITAA Sponsor: Jaeha Lee and Linda Manikowske

The Hive
Melissa Riggle, University of Missouri
ITAA Sponsor: Li Zhao

Graduate Student Finalist
Aspire
Aileen Lai, North Dakota State University

3:00pm – 5:00pm
In-Conference Workshop: Re-Imagining the ITAA Meta-Goals Session
Center St Mtg Room A

Coordinators: Mariana Mitova, Bowling Green State University; and Barbara Frazier, Western Michigan University; Facilitators: Amanda Muhammad, Indiana State University; Anupama Pasricha, St. Catherine University; and Virginia Wimberley, University of Alabama

The purpose of the session is to gather ideas and opinions from ITAA members as part of a comprehensive review of the ITAA Meta-goals. The ITAA Meta-goals were adopted in 1995 and represent a general framework of knowledge, skills, and behaviors that ITAA members believe are necessary to competently and ethically perform the activities necessary for success in the textile and apparel industry. The Meta-goals were last revised in 2008. A comprehensive review is needed again to assess whether revision is needed to align the Meta-goals with current industry and discipline standards and to assure that the Meta-goals are understandable, interpretable and actionable in curricular development, assessment and accreditation activities. All ITAA members are invited to participate in this interactive session to gather input for the revision process.

3:00pm – 6:00pm
SPONSOR PRESENTATIONS
3:00pm – 3:30pm
Center St Mtg Room B

Fiber, Fabric, and Fashion: Textile Resources for the Classroom and Beyond
Christiann Listor, a marketing specialist from Cotton Incorporated, will dive into the organization’s latest free resource, CottonWorks™. Whether you’re teaching the next wave of textile professionals or entering the industry yourself, discover how to develop expertise for every stage of the product development and marketing process.

3:00pm – 4:30pm
Lectra Panel Discussion – The Digital Workforce
Lectra is honored to join forces with the ITAA for over 15 years. As we nurture the future generations of industry professionals with training in digital fashion design and product development solutions, Lectra’s global education partnerships has grown to over 950 colleges and universities. For over 45 years, Lectra has been a leading provider of integrated technology solutions, helping the world’s most iconic fashion brands improve their design, product development and manufacturing processes. Please join us for “The Digital Workforce” panel discussion with Professors from NCSU, UGA and CCAD as we explore challenges, ideas and concepts to prepare Generation Z for fashion industry and find out what the industry is looking for in grads with digital experience.
3:30pm – 4:30pm
How to Get your Work Published
Center St Mtg Room D
James Campbell (Head of Commissioning) from Intellect Books will be discussing the dos and don’ts of book and journal publishing. The session will involve a Q&A, so please come armed with questions.

4:30pm – 5:30pm
Teaching & Learning Opportunities Using Fashion Videos in a Flipped Classroom
Center St Mtg Room B
Francesca Sterlacci, Founder/CEO of University of Fashion, will discuss the top 5 benefits of using the flipped learning experience in today’s media savvy classroom. The lecture will involve a demonstration and a Q & A session.

5:00pm – 6:30pm
Legacy Group Meeting

6:00pm – 7:00pm
POSTER SESSION 1 – authors to remain with posters
Hope Ballroom A, B, C

Presider: Sheri Dragoo, Texas Women’s University
CB: Consumer Behavior
Fast Fashion Shoppers: Do They Participate in Sustainable Divestment?
Sergio C. Bedford and Youn-Kyung Kim, University of Tennessee
Clothing Selection Motivations and Challenges for Individuals with Alzheimer's Disease: A Qualitative Exploration of Caregivers’ Viewpoints
Hyo Jung (Julie) Chang and Su-Jeong Hwang Shin, Texas Tech University
Modified Consumer Decision Making Model to Explain Social Media Information Search Behavior for Consumption Decisions
Jae Youn Chang and Wi-Suk Kwon, Auburn University
How Do You Connect? Comparing Word-of-mouth and Electronic Word-of-mouth Communication Channel Choice amongst Generational Cohorts
Amy Dorie, San Francisco State University; and David Loranger, University of Minnesota
Purchase Intention for Luxury Wellness Brands: Assessing the Predictive Value of Brand Awareness versus Brand Attachment
Jennifer Huh and Hye-Young Kim, University of Minnesota
Generational Cohort Comparisons of Clothing Disposal and Hoarding Behaviors
Hyun-Mee Joung, Northern Illinois University; and Jihyun Kim, Kent State University
Consumers’ Perceived Risks Associated with Wearable Device Adoption
Mohammad Shahidul Kader, Sanaz Einollahi, and Wi-Suk Kwon, Auburn University
Quality Dimensions Affecting Online Luxury Consumers: Does Gender Matter?
Jung-Hwan Kim, University of South Carolina
Why Buy New When One Can Share? Uncovering Dimensions of Collaborative Consumption of Consumer Goods
Naeun Kim and Byoungho Jin, North Carolina State University
Classification of Virtual Fitting Room (VFR) Technology in the Fashion Industry: From the Perspective of Customer Experience
Hanna Lee and Yingjiao Xu, North Carolina State University
Chanel's Invitation to Backstage: The Effects of Visual Storytelling and Content Ephemerality on VIP emotions
Heejein Lim, Michelle Childs, and Leslie Cuevas, University of Tennessee; and Jewon Lyu, Kent State University
Does the Purpose of Using Social Media Platforms Affect Relations between Consumers and Brand?
Jewon Lyu and Jihyun Kim, Kent State University
Consumer Attitudes and Purchase Intentions toward Second-hand Clothing Online and through Social Media Platforms: Does Gender and Income Matter?
Ivana Markova and Julia Grajeda, San Francisco State University
The Influence of Social Media and Fashion Magazines on Body Image of Culturally and Racially Diverse Young Women
Ivana Markova and Cristina Azocar, San Francisco State University

Moderating Effect of Self-Esteem on Relationships between Financial Education and Experience, Compulsive Buying and Compulsive Hoarding
Mijeong Noh, Ohio University; and Minjung Cha, Sungkyunkwan University

Reading Cognitively Consistent Product Reviews Increases my Attention to Apparel Products: An Event-related Potentials (ERPs) Study
Keunyoung Oh, SUNY Buffalo State

Are Innovative People More Likely To Share?: A Comparison of Four Types of Collaborative Apparel Consumption
Hyejune Park, Oklahoma State University

Why Buy When You Can Share?: Consumer Attitude and Likelihood of Adoption of Collaborative Apparel Consumption
Hyejune Park, Oklahoma State University

An Investigation of Fashion Brands' Social Media Marketing: How Young Women's Photographic Image Preferences effect eWOM behaviors and Purchase Intention based on VALS
Jericho Parrett, Amy J. Harden, and Chih-Lun (Alan) Yen, Ball State University

Fitness Wearables: Usage Experiences and Repurchase
Anna Perry, Colorado State University; Juyoung Lee, Mississippi State University; Jihyeong Son, Washington State University; and Morgan Brubaker, Colorado State University

Consumer Behavior toward Luxury Fashion Rental: A Hierarchical Motivations Approach
Yanwen Xu Ruan, Shanghai University of Engineering Science; and Yingjiao Xu, North Carolina State University

Examining Collaborative Consumption of Fashion Goods
Diana Saiki, Ball State University; Alyssa D. Adomaitis, The New York College of Technology, CUNY; and Caroline Kobia, University of Mississippi

Developing a Scale to Measure Problems in Finding a Good Fit
Eonyou Shin, Virginia Tech; Te-Lin Chung, Mary Lynn Damhorst, and Daniel W. Russell, Iowa State University

Tourists' Purchase Behavior: Motivations and Attitudes towards Cultural Souvenirs
Pauline Sullivan, Tennessee State University; and Wei Wang, Gallayaneey Yaoyuneyong, and Brigitte Burgess, The University of Southern Mississippi

Getting Ready for a New Life: Saudi Bride-To-Be Shopping Experiences
Wijdan Tawfiq, Mary Lynn Damhorst, and Eulanda A. Sanders, Iowa State University

CUL: Culture
Dress, Gender, and Identity: An Inclusion of Many
Alyssa Adomaitis and Eleazer Espinosa, Jr., The New York College of Technology, CUNY; and Diana Saiki, Ball State University

Classic Design: From Cultural Knowledge to Individual Experience
Mary Alice Casto, University of Nebraska; and Marilyn R. DeLong, University of Minnesota

Apparel Consumption and Experiences of Gay Men and Transgender Women in India
Vishakha Chauhan, Indian Institute of Technology Delhi; Kelly L. Reddy-Best, Iowa State University; and Mahim Sagar, Indian Institute of Technology Delhi

The Moderating Role of Identity Expressiveness in Building Global Brand Equity
Eunjoo Cho, University of Arkansas

A Cross-cultural Study of Proximity of Clothing to Self between South Korea and Mongolia
Sun Young Choi, Korea National Open University; Joen Lee and Jeyeon Jo, Mongolia International University; and Jisoo Ha and Yuri Lee, Seoul National University

Coloring the Community through Tattooed Identities
Sarah Frankel, Michelle Childs, and Youn-Kyung Kim, University of Tennessee
Costume Evolution During the Development of Romantic Relationships and its Impact on the Positions of Power in the Star Wars Prequel and Original Trilogies
Mary Caryne King and Jessica Lee Ridgway, Florida State University

Effect of Social Capital on Attitude towards Fitness Apparel in Online Shopping
Changhyun Nam, Iowa State University; Jihyeong Son, Washington State University; and Jeagu Yu, Chung-Ang University

Same Time, Next Year: Evolution of the Pussyhat's Symbolism
V. Ann Paulins, Ohio University; Julie L. Hillery, Ohio State University; Alexandra L. Howell, Meredith College; and Nancy L. Malcom and Addie Martindale, Georgia Southern University

Usage of Twitter in a Global Context: A Qualitative Analysis
Sanjukta Pookulangara and Demetria White, University of North Texas

The Fashion System and Material Analysis: Issey Miyake's 132 5 Collection
Krissi Riewe, University of North Texas

Wakanda: A Postmodern Study of Structural and Surface Textile Design via The Black Panther Movie
Eulanda Sanders, Iowa State University

HIS: Historic
Artifacts Improve Learning in a Fashion History Course
Jennifer Banning, Illinois State University; and Hae Jin Gam, University of North Texas

Elegance in Abstract: The Conservation of a 2800 lb. Modernist Tapestry
Katherine Celia Greder and Lynette Pohlman, Cornell University

Regional Cultural Differences in China Reflected on Men's Traditional Costumes
Leilei Jia, Jiangnan University, P.R. China; Yingjiao Xu, North Carolina State University; and Hui'e Liang, Jiangnan University, P.R. China

Amelia Gayle Gorgas: A Study of the Woman and Her Dress
Chalise Ludlow and Virginia Schreffler Wimberley, University of Alabama

MB: Merchandising/Marketing/Retailing - Branding
Building Positive Customer Store Experience in the Stage of Retail Risk
Su Yun Bae, Bowling Green State University; and Milos Bujisic, Ohio State University

'Just for you': Unveiling the Traits of the Mass-Customized Clothing Shoppers
Gargi Bhaduri and Jihyun Kim, Kent State University

How Brand Empowerment Strategies Affect Consumer Behavior: A Psychological Ownership Perspective
Songyee Hur and Sejin Ha, University of Tennessee

Advertising Effectiveness by Social Media Influencer Type: The Moderating Role of Consumer Social Comparison Orientation
Do Yuon Kim and Hye-Young Kim, University of Minnesota

Examining the Pop-up Store Experience in the Omni-Channel Retail Environment: Antecedents and Outcomes of Pop-up Stores and the Hosted Brand
Kyuree Kim and Linda S. Niehm, Iowa State University

Telepresence and Aesthetic Experiences on Online Stores: A Brand-Website Image Congruence Perspective
Wi-Suk Kwon, Auburn University; and Hyejeong Kim, California State University, Long Beach

Technology Attitudes and Gender Differences in Perceived Risk and Impressions of a New Fashion Technology Product
Seung-Hee Lee, Jane Workman, and Yuli Liang, Southern Illinois University

InBranding American Alligator Leather with a Fashion Apparel Brand: Examining the Effects of the Ingredient Attributes
Chuanlan Liu, Louisiana State University

Influencer Marketing: Influentials’ Authenticity, Likeability and Authority in Social Media
Aslyn Moore, Kiseol Yang, and HaeJung Maria Kim, University of North Texas
Objectification of Women in Sportswear Brands' Instagram Accounts
Dennis Wenzhao Mu and Sharron J. Lennon, Indiana University

How Does Price and Familiarity of a Smartwatch Brand Affect Consumers' Perception of Quality, Risk, Value for Money, Brand Image and Purchase Intention? A Value-Based View
Bharath Ramkumar, State University of New York at Oneonta; and Yuli Liang, Southern Illinois University

Walking off the Runway to Find One's Place in the Fashion Market-Developing New Curriculum to Enable Fashion Students to Gain Real-world Experience Outside the Runway
Jenifer Roberts, Cathy Starr, and Sandra Bailey, Missouri State University

Slogan Word Count and Cosmetics Purchase Behavior
Paige Kinley Scro, Tammy R. Kinley, Lynn Brandon, and Sanjukta Pookulangara, University of North Texas

Best Practices for Targeted Marketing for Fashion Entrepreneurs
Kelcie Slaton, Tammy R. Kinley, Lynn Brandon, and Priscilla Connors, University of North Texas

Popular Advertising Advice for Fashion Entrepreneurs: A Summative Content Analysis
Kelcie Slaton, Tammy R Kinley, Lynn Brandon, and Priscilla Connors, University of North Texas

Environmental Psychology and Retail Atmospherics
Cathryn Mary Studak and Diana Allison, University of the Incarnate Word

Exploring T-shirt Slogans by Content Analysis
Xiao Tong, University of Alabama; and Jin Su, University of North Carolina at Greensboro

An Accessible Fashion Show -- Parameters and Possibilities for Creation and Promotion
Connie B Ulasewicz, Stephanie Currie, and Danette Scheib, San Francisco State University

How Far Can Brands Go To Defend Themselves?: The Extent of Fashion Brand Negative Publicity Impact on Brand Equity
Hongjoo Woo, Auburn University; Sojin Jung, Kyung Hee University; and Byoungho Jin, North Carolina State University

Fashion Trendsetting, Vanity, and Purchase Intention toward a Technological Innovation
Jane Workman, Yuli Liang, and Seung-Hee Lee, Southern Illinois University

MM: Merchandising/Marketing/Retailing - Management
The Interplay of Cultural and Behavioral Capabilities in a Market-Oriented Organization
Kelly Green Atkins and Joel Ryman, East Tennessee State University; and David Roach, Dalhousie University

Is 3-D Virtual Product Display Always Effective? The Moderating Role of Cognitive Load
Seeun Kim and Jong-Geun Lee, Auburn University

Competitive Analyses for Shoes Retailers: A Correspondence Analysis
Youn-Kyung Kim, Mostafa Zaman, Sejin Ha, and Ann Fairhurst, University of Tennessee

Curriculum Strategy for Markdown Management
Cathryn Mary Studak, University of the Incarnate Word

Mobile Commerce and Organizational Performance: Develop a Model of Mobile Commerce Business Value
Jing Sun and Ting Chi, Washington State University

Consumer Adoption of Fashion Subscription Retailing: The Moderating Effect of Experiment with Appearance
Qiong Tao and Yingjiao Xu, North Carolina State University

Academic Research Use in Strategic Decision-Making: Barriers and Opportunities within the Apparel Retail Industry
Danielle Sponder Testa and Elena Karpova, Iowa State University

Yanan Yu and Hye-Shin Kim, University of Delaware
Fashion Sustainability in a Sharing Economy: A Text Mining Approach
Li Zhao, University of Missouri; Bin Shen, Donghua University; and Peng Sun, University of Missouri

SPA: Social/Psychological Aspects
What are the Meanings Behind Clothing Attachment? A Product Experience Investigation in Baby Boomers
Lina Ceballos and Seoha Min, University of North Carolina at Greensboro
Development of a Self-Sexualization Scale
Dooyoung Choi, Old Dominion University; and Marilyn DeLong, University of Minnesota
Female Millennials Wearing Workout Wear as Daily Wear in the U.S.
Sooah Choi, Dankook University; and Kim Hongyoun Hahn, Kent State University
Brand Sentiment Analysis for the Successful Brand Portfolio Strategy adopting Affect Control Theory of Self
Hyo Jin Eom, Korea University; and Young-Ryeol Park, Yonsei University; and Seock-Ho Kim, University of Georgia
Does Tattooing Lead to Alternative Hedonism?
Sarah Frankel, Michelle Childs, and Youn-Kyung Kim, University of Tennessee
Style Your Fit: Transgender/Maternity Clothing Needs, Fit Challenges, and Solutions
Magdalena Kincaid, Anna Yaworski, and Sandra Tullio-Pow, Ryerson University
The Role of Dress in Objectification Research: An Opportunity for Dress Researchers
Sharron J. Lennon, Indiana University; and Kim K. P. Johnson, University of Minnesota
The Implications of 3D Body Scanning on State Self-Objectification
Kristen D. Morris, Virginia Ramseyer-Winter, Antionette Landor, Michelle Teti, and Emily Pekarek, University of Missouri
The Impact of Body Satisfaction on Fitness Apparel Online Shopping According to Culture
Changhyun Nam, Iowa State University; Jihyeong Son, Washington State University; and Jeagu Yu, Chung-Ang University
Ballistic-Resistant Body Armor: Problems and Coping Strategies
Anna Perry, Colorado State University
Dress Rules and Body Perceptions of Mature, Plus Size Women
Megan Romans and Casey Stannard, Louisiana State University

UG: Undergraduate Research
How to Predict Consumers' Visual Attention towards Fashion Advertisements: A Multidisciplinary Study
Katherine Boedecker, Seung-Hee Lee, Yuli Liang, Jun Qin, and Ali Mahdi, Southern Illinois University
Analysis of Station Wear Selection Worn Underneath a Structural Firefighter Turnout Ensemble
Garringer Brooke, Riedy Reannan, and Meredith McQuerry, Florida State University
How ‘Body Appreciation’ is Impacted by Helping Attitudes and Family Quality of Life
Megan Crees and Priscilla Gitimu, Youngstown State University
Representation of Aging Women in Fashion and Non-fashion Advertisements
Abby DeWane, Marissa Wuethrich, Katie Cavanaugh, Emma Walton, and Ui-Jeen Yu, Illinois State University
Shift in Preferred Model Size Among the Fashion Industry
Amanda Loffredo and Seunghye Cho, Framingham State University
Zipping Through Time: Extending the Life of Children’s Wear with Transformable Design
Michelle Park, Ja Young Hwang, Haviet Huong, Shalia Johnson, and Yuhan Quing, Kent State University
Online and In-Store Shopping: Consumer Shopping Behavior When Deciding How and Where to Shop
Alison Pisciotta and Md. Imranul Islam, Framingham State University

Natural vs. relaxed: How African American women believe they are perceived in the workplace
Debriana Smith and Amber Chatelain, Eastern Kentucky University

Anti-Assault Clothing for Women
Katie Stoller, Ja Young Hwang, Nicole Goodson, Rita Guevara, and Hana McAdam, Kent State University

Basic Bodice Blocks Development for Fitting Large-Breasted Women
Yiya Wang, Charlslie Fowler, and Yingying Wu, Kansas State University; and Carol McDonald, Gneiss Concept

6:00pm – 8:30pm
3rd Floor Lobby 2
INTERNATIONAL BAZAAR

6:30pm – 8:30pm
3rd Floor Hallway
CAREER FAIR

7:00pm – 7:30pm
3rd Floor Lobby 1
BREAK, CO-SPONSORED BY COTTON INCORPORATED AND ITAA

7:30pm – 8:30pm
Hope Ballroom A, B, C
POSTER SESSION 2 – authors to remain with posters
Presider: Melanie Carrico, University of North Carolina at Greensboro
DPD: Design/Product Development
Alternative Pattern-making 3D Design Software
Lida Aflatoony and Abby Christina Romine, University of Missouri
Perceived Cultural Variations in the Body-Garment Relationship: Modesty in Activewear
Elizabeth Bye and Robin Carufel, University of Minnesota
Sourcing Fabrics for New Designs from Post-Consumer Textiles
Melanie Carrico, University of North Carolina at Greensboro
Comfort Assessment of Law Enforcement Officers: Moving Toward an Alternative Carriage Method
Mercan Derafshi, Indiana University of Pennsylvania
Scent of Permanence: Application of Fibonacci rose for a Naturally Dyed, Zero Waste Design
Sahar Ejeimi and Sherry Haar, Kansas State University
Chanmi Hwang, Manal Shaheen, and Jyoti Chawla, Washington State University
Life Satisfaction and Depression Associated with a Fashion Designer’s Creative Design Process
Ja Young Hwang and Kim Hahn, Kent State University
Development of Design Criteria for Mastectomy Bra: Human-Centered Design (Part I)
Heajoo Lee and Emily Seifert, University of Minnesota
Hanfu Rising: The Simulation and Evaluation of Chinese Cultural Garments: A Multi-dimensional Comparison Study
Bai Li, Kelly Cobb, Huantian Cao, and Belinda Orzada, University of Delaware; and Ping Xiao, Donghua University
Using Historic Costume Collection Artifacts for Active Learning of Strapless Eveningwear Internal Structure
Ellen McKinney and Sunhyung Cho, Iowa State University

Exploring Design Factors in Designing Horticultural Garments for Older Adults
Seoha Min, University of North Carolina at Greensboro; Helen Koo, KonKuk University; and Jennifer Wilson, University of North Carolina at Greensboro

Transformative Innovative Pattern Cutting and Draping
Colleen Moretz, West Virginia University

Wearers’ Perception and Acceptance of Shoes Made with Eco-friendly Materials
Changhyun Nam, Iowa State University; and Young-A Lee, Auburn University

Interconnect: A Double Collaboration
Brianna Plummer, Lynn M Boorady, and Carol Townsend, SUNY Buffalo State

PPD: Pedagogy and Professional Development
A "Widening the Circle: Diversity and Inclusion in Design Thinking Process" Project in Fashion Design Curriculum
Seunghye Cho, Framingham State University

Redesign Fashion Project Based on Eco-Tech: Collaborative Process with PBL
Kyung-Hee Choi, Hansung University

Re-interpretation of an Athleisure Young Casual Wear Line through an Industry-academia Cooperation Project
Sooah Choi, Dankook University

Incorporating Big Data Analytics into Graduate and Undergraduate Curriculum: A Needs Assessment
Te-Lin (Doreen) Chung and Kyuree Kim, Iowa State University

Witchcraft and Photoshop: Teaching Representation through Fashion and Manuscript Exhibitions
Amanda Joyce Denham, Athanasiou Geolas, and Andrea Stevenson Won, Cornell University

Creativity Curriculum and Personality
Jennifer Harmon, University of Wyoming

New Framework Proposal for Sustainable Textile and Apparel Education
Md. Rafiqul Islam Rana, and Jung Ha-Brookshire, University of Missouri

Assessment of Peer Presentations as an Instructional Tool in an Introductory Fashion Course
Sara Jablon-Roberts and Diane McCrohan, Johnson & Wales University; and Amrut Sadachar, Auburn University

What Do They Need to Succeed? Development of an Apparel Merchandising Competency Framework
Bertha Jacobs and Elena Karpova, Iowa State University

Operating a Non-profit Fashion Boutique as one of School’s Signature Educational Facilities: From Multiple Stakeholder Management and Social Capital Theoretical Perspectives
Jihyun Kim, Kent State University

Omnichannel Innovation Lab: Incorporating Design Thinking into a Merchandising Course
Minjeong Kim, Indiana University

Revitalizing Rural Development through Cultivating Fashion Entrepreneurship: An Exploratory Study on Small Fashion Retail Businesses in Mississippi, USA
Caroline Makena Kobia, Mississippi State University; and Chunmin Lang and Chuanlan Liu, Louisiana State University

Conceptualizing Fashion Entrepreneurship Self-efficacy: A Qualitative Inquiry
Chunmin Lang and Chuanlan Liu, Louisiana State University; and Caroline Kobia, Mississippi State University
Commonly Reported Statistics Techniques in Textiles and Apparel Research
Yoon Jin Ma and Myoung Jin Kim, Illinois State University

Incorporation of an Online Fashion News Publication into a Fashion Merchandising Course: Perceived Benefits and Educational Impact
Addie Martindale and Beth Myers, Georgia Southern University

Active Learning Spaces: Student Perceptions of Engagement, Space, and Instructor Involvement in an Apparel Production and Merchandising Course
Dawn M. Michaelson, Nigar Sultana, and Karla P. Teel, Auburn University

Educational and Social Psychological Outcomes of a STEM Program for Adolescent Girls
Jennifer Paff Ogle, Karen H. Hyllegard, and Juyeon Park, Colorado State University

Creativity in the Classroom: The Implementation of Critical Thinking
Shantell M. Reid and Eulanda Sander, Iowa State University

Does Integrating Sustainability Content into an Online Introductory Fashion Curriculum Improve Student Learning?
Virginia Rolling, Auburn University

The Impact of a Short-Term Fashion Study Abroad Trip on Undergraduates’ Cultural Intelligence and Career Perceptions as Future Global Fashion Change Agents
Virginia Rolling, Ann Beth Presley, and Mary Katherine Thornton, Auburn University

Graduate Seminar in Hospitality and Retail Management: Reinvention
Nancy A. Rudd and Julie Johnson Hillery, Ohio State University

Understanding Textiles through Active Learning: The Wardrobe Project
Arlesa J. Shephard, SUNY-Buffalo State

Teamwork and the Design Process Put into Action
Mary E. Simpson, Western Michigan University

Creative Teaching of Engaged Visual Merchandising Courses with Limited Resources
April Elisha Stanley and Charity Armstead, Iowa State University

Learning in a Multidisciplinary Collaboration: A Case Study of Digital Textile Co-design for Apparel and Interior Designers
Lushan Sun, Virginia Rolling, Lauren Howard, and Paula Peek, Auburn University

The Visual and Abstract Minded: Exploring Spatial Visualization in Apparel Design and Product Development
Lushan Sun, Auburn University; and Sandra Starkey, University of Nebraska

Small Group Development: Transitioning from the Classroom to a Short-Term Study Abroad Experience in Merchandising, Apparel and Retailing
Scarlett C. Wesley and Katherine Dale, University of Kentucky

Advancing Textiles and Apparel Scholarship of Teaching and Learning: A Call for Teaching Materials
Gallayanee Yaoyuneyon, University of Southern Mississippi; Amber Chatelain, Eastern Kentucky University; Andrea Eklund, Central Washington University; and Lombuso S. Khoza, University of Maryland Eastern Shore (ITAA Teaching and Innovative Committee Members)

SSR: Sustainability/Social Responsibility

Building a Green Store: A Case Study of Kohl’s
Lauren Agnew and Seung-Eun Lee, Central Michigan University

A Collaborative, Problem-based Learning Approach to Textile and Apparel Sustainability Education
Reece Allen and Ashley Kim, State University of New York College at Oneonta

Assessing the Sustainability Measures of Apparel Industry
Lance Cheramie and Mahendran Balasubramanian, University of Arkansas

Young Consumers Motivations and Barriers to Engage in Sustainable Clothing Consumption Practices: An Exploratory Study
Sonali Diddi, Ruoh-Nan Yan, Brittany Bloodhart, Katie McShane, and Vickie Bajtelsmit, Colorado State University
Key Factors Influencing Consumer Intent to Recycle Denim Apparel: A Study of U.S. Millennials
Jessica Ganak, Yini Chen, Ting Chi, and Dan Liang Washington State University

Shared Responsibility Values, Solidarity, and Tolerance and Sustainable Behaviors
Shuyi Huang and Jung E. Ha-Brookshire, University of Missouri

A Sustainable Fashion Company’s Transition from Home to Mass Production: An Exploratory Study
Sara Jablon-Roberts and Diane McCrohan, Johnson & Wales University

Differing Expectations for Corporate Moral Responsibility: A Product Category Analysis
Sojin Jung, Kyung Hee University; Stacy H.N. Lee, Hong Kong Polytechnic University; and Jung Ha-Brookshire, University of Missouri

The risk or Fun: Identifying the Motivations and Barriers to Clothing Swap for Chinese Consumers
Chunmin Lang, Louisiana State University; and Ruirui Zhang, Framingham State University

From One Outfit to More Looks: Identifying the Factors Influencing Consumers’ Purchase Intention of Transformable Apparel Products
Chunmin Lang, Louisiana State University; and Bingyue Wei, Iowa State University

Conference Giveaway Items, Useful or Wasteful?
Kendra Lapolla, Chanjuan Chen, Kim Hahn, and Linda Ohrn-McDaniel, Kent State University

Why Purchase Fair-Trade Goods? Differences in Ethical Consumer Behavior between Mature and Emerging Fair Trade Markets
Yoon Jin Ma, Illinois State University; and Yeun Wook Shin and Ae-Ran Koh, Yonsei University

An Action Agenda for Supporting Opportunity-Driven Retailing Entrepreneurs: An Analysis of External Informal Environmental Factors - A Case Study Approach
Amanda Jayne Muhammad, Indiana State University

Investigating The Relationship of Sustainability Consciousness to Choice Intention of College Students’ Future Sustainable Handmade Wedding Dress
Mijeong Noh, Ohio University; and Carmen Keist, Bradley University

Factors Influencing Adoption of Sustainable Smart Clothing
Anna Perry, Colorado State University

Developing a Framework for Sustainable Apparel Design: Upcycling Knitwear
Jessie Roselyn and Chanmi Hwang, Washington State University

Social Responsibility Initiative: A Multi-Class Project for Developing Reusable Food Bags
Carol J. Salusso, Hang Liu, and Chanmi Hwang, Washington State University

Pastoral Dreams and Heritage Fiber: An Analysis of Fiber Farmer Selling Strategies on Etsy
Casey R. Stannard, Louisiana State University

How Do Gen-Y Male Consumers Perceive Slow Fashion? Investigating Their Lifestyle of Health and Sustainability (LOHAS) and Decision-Making Styles
Jihyun Sung and Hongjoo Woo, Auburn University

Slow the Fashion: Teaching Handcraft Techniques in Fashion and Textile Design in Higher Education
Liwen Wang, Ellen McKinney, and Huanjiao Dong, Iowa State University

The Effects of Fashion Brands’ Negative Publicity Recovery Strategies on Anti-Brand Behavioral Intentions According to Consumers’ Proactive Personality
Hongjoo Woo, Auburn University; Sojin Jung, Kyung Hee University; and Byoungho Jin, North Carolina State University

TAI: Textile & Apparel Industries
An Investigation of Work-Related Risk Factors Among Sewing Machine Operators in Bangladesh
Md. Tahmidul Islam Molla, University of Minnesota; and Mazed Islam, Bangladesh University of Textiles
Influence of Work Experience and Job Stressor on Textile and Apparel Factory Managers' Negative Workplace Behavior
Md. Rafiqul Islam Rana and Jung Ha-Brookshire, University of Missouri

A Team-based Experiential Learning in Supply Chain Management: Production Location
Soo Hyun Kim, University of Arizona

Factors Affecting Fashion Retail Employees' Workplace Behavior and their Relationship with Employer
Stacy H.N. Lee, Hong Kong Polytechnic University; and Jung Ha-Brookshire, University of Missouri

Tasha Lewis, Helen Trejo, Kelsie Doty, Micah Baclig, and Schuyler Duffy, Cornell University

Analyzing Twitter and Instagram Social Networks to Trace the Consumer Opinion Regarding Transparency in the Apparel Supply Chain
 Dipali Modi and Li Zhao, University of Missouri

Perceived Usefulness and Perceived Ease of Use of New Technologies Described by Chinese Textile and Apparel Firm Owners and Managers
Baolu Wang and Jung Ha-Brookshire, University of Missouri

TAS: Textile/Apparel Science

Performance Evaluation of the Children's Sleepwear against Hot Water Splash
AKM Mashud Alam, Yulin Wu, and Chunhui Xiang, Iowa State University

Using Thrifted Garments as a Learning Tool in an Introductory Textiles Course
Charity Calvin Armstead, Iowa State University

Creating Garment Simulations: Effectiveness of Traditional Textile Testing Equipment versus KES and FAST Systems
Evrimum Buyukaslan, Istanbul Technical University; Fatma Baytar, Cornell University; and Fatma Kalaoglu, Istanbul Technical University

Natural Dyes for Volume Dyeing: Colorfastness to Laundering
Sherry Haar and Sarif Patwary, Kansas State University; and Kelsie Doty and Denise Nicole Green, Cornell University

Objective Quantitative Assessment of Worn Clothing Soils
Mourad Krifa, Kent State University

Investigation of Female versus Male Firefighter Anthropometrics and Ergonomic Mobility
Meredith McQuerry, Florida State University

Wash Life Analysis of Printed Cooling Technology for Agricultural Work Applications
Meredith McQuerry, Florida State University

Are Compression Garments Worth It?: Investigating Compression Garment Functionality and Identity in Women Athletes
Dawn M. Michaelson, Sarah Gascon, and Karla P. Teel, Auburn University

Rate of Heat Transfer: Consideration for Design and Safety of Household Oven Mitts
Adriana Petrova, Semra Peksoz, Aditya Jayadas, and James Brandenburg, Oklahoma State University

Investigating Marigolds as a Dyestuff for a Small Business: Extraction, Colorfastness, and Care of Silk and Linen
Kowshik Saha, Md. Mayedul Islam, and Sherry Haar, Kansas State University

A User-Centered Approach for New PPE Development: Case Study iWomen
Susan Sokolowski, University of Oregon; and Linsey Griffin, University of Minnesota

Development of a Posture Detector Using a Flex Sensor
Sibei Xia, Meghna Hada, Jiliang Yan, and H. Troy Nagle, North Carolina State University
Investigation of the Convective Heat Transfer Coefficient of the Hand and Fingers in Firefighter Gloves Using a Thermal Hand
Jie Yang, Iowa State University; Li Wang’ Tianjin University of Technology, China; Weiwei Chen, Jiangsu College of Engineering and Technology, China; and Rui Li and Liwen Wang, Iowa State University

Rutherford Teaching Challenge
1st Place. Gaining Competitive Advantages through Innovative Technologies
Dawn Michaelson, Auburn University
2nd Place. STEAM Digital Inspiration Boards Assignment
Janet A. Blood, Indiana University of Pennsylvania
3rd Place. Make it Wearable Project – When Physics and Fashion Collide
Anupama Pasricha and Kaye Smith, St. Catherine University
Friday, November 9

7:00am – 12:00pm
Registration Open
3rd Floor Lobby 1

7:00am – 8:30am
BOARD MEETING
Hope Ballroom A

8:30am – 9:45am
CONCURRENT BREAKOUT SESSION #6
Hope Ballroom A

STS: Special Topic Session
TAPAC Accreditation Site Visit Reviewers: Expectations and Responsibilities
Coordinators: Elena Karpova, Iowa State University, TAPAC President; and Carol Warfield, TAPAC Executive Director; Panelists: Rinn Cloud, Baylor University; Tammy Kinley, University of North Texas; Kathleen Rees, Texas A&M University-Kingsville; and Sherry Schofield, Florida State University

Accreditation site visit reviewers play a central role in establishing a strong and credible accrediting body. This session will provide an overview of roles, requirements, expectations and responsibilities of accreditation reviewers. It is designed for ITAA members who have volunteered, or who might be interested in volunteering to become reviewers.

Center St Mtg Room A
CB: Impacts of Social Media
Presider: Claire McClure, University of Georgia

An Integrated Model of Chinese Older Adults’ Acceptance of Social Networking Technology
Jin Su, University of North Carolina at Greensboro; and Xiao Tong, University of Alabama

Responding to Sustainability with Sentimental Messages Disseminated through Social Media
Stacy H.N. Lee, Hong Kong Polytechnic University; and Li Zhao, University of Missouri

Small Business and Social Media: How Using Social Media Impacts Customer-based Store Equity, Store Preference, and Purchase Intention for Fashion Boutiques
Clair McClure and Yoo-Kyoung Seock, University of Georgia

Valenced Fit Reviews in the Online Apparel Retailing Purchase Decision Process
Eonyou Shin, Virginia Tech; and Te-Lin Chung and Mary Lynn Damhorst, Iowa State University

Center St Mtg Room B
CUL: Fashion and Dress-Related Discourse
Presider: Katie Baker Jones, West Virginia University

Denise Nicole Green, Cornell University; Susan B. Kaiser, University of California-Davis; and Kyra Streck and Kelsie N. Doty, Cornell University

"Slip into your Nicest Lightweight Summer Sleuthing Outfit and Find that Poodlenapper": Queering 1950s Style in Mabel Maney’s Lesbian Mystery Novels, Starring Cherry Aimless, Nancy Clue, and the Hardly Boys
Gwendolyn M. Michel, Iowa State University

Queer Histories of Style in the Midwest from the 1970s to the Present: Entangled Epistemologies of Images, Memories, and Artifacts
Kelly L. Reddy-Best and Dana Goodin, Iowa State University

The Fashionable New Yorker: Style, Criticism, and the Dressed Body in Print
Katie Baker Jones, West Virginia University
Center St Mtg Room C  **DPD: Innovative Product Design and Development**  
*Presider: Belinda T. Orzada, University of Delaware*

Adapting Lindqvist's Kinetic Garment Method for an Upcycled, Zero-Waste Childrenswear Romper  
April Stanley Stanley and Ellen McKinney, Iowa State University  

Exploration of the Body-Garment Relationship Theory through the Analysis of a Sheath Dress  
Robin Carufel and Elizabeth Bye, University of Minnesota  

**Neighbourhood Police Officers: An Assessment of Needs for Uniform Renewal**  
Sandra Tullio-Pow, Kirsten Schaefer, Lucia Dell'Agnese, Pui Yee Chau, Tanya White, Jennifer Dares, Diana Lee, and Nanhee Kim, Ryerson University  

**Warmie Onesie - Thermal Protection for Peruvian Infants**  
Belinda T. Orzada, Patience Ankomah, Sheiron Crawford, ChaCha Hudson, Leah Jackson, Stephanie Joseph, Kelsey Kosinski, Ashley Paintsil, Cheyenne Smith, and Natalie Dipopolo, University of Delaware

Center St Mtg Room D  **PPD: Preparing Students with Essential Industry Skills**  
*Presider: Ting Chi, Washington State University*

A Fashion Buyer's Role in the 21st Century: A Data-Mining-Based Content Analysis Approach  
Md. Rafiqul Islam Rana and Li Zhao, University of Missouri  

Big-Data Labs: Merchandising Informatics by Using Hyperlinks and Network Analysis Visualization Approaches  
HaeJung Maria Kim, University of North Texas  

Developing and Measuring Decision-Support Tools to Positively Impact Apparel Focused Entrepreneurs' Success Rates through Academic Programs Incubator Centers in Southern Africa  
Amanda Muhammad, Indiana State University; Caroline Makena Kobia, Mississippi State University; Lombuso Khoza, University of Maryland Eastern Shore; and Julie Davis, Indiana State University  

Understanding the Essential Employability Knowledge and Skills Needed for Textile and Apparel College Graduates: A Triangular Design Approach  
Ting Chi, Hang Liu, Carol Salusso, and Vicki McCracken, Washington State University

Hope Ballroom B  **PPD: Enhancing Students' Creativity**  
*Presider: Jennifer Harmon, University of Wyoming*

A Student-Designed Project: Allowing for Student Creativity and Flexibility in the Classroom  
Ashley Brooke Hasty, Indiana University  

Can Creativity be Taught?: Exploring the Impact of Creative Thinking Challenges  
Jennifer Louise Harmon, University of Wyoming  

Engaging Students in the Grading Process  
Semra Peksoz, Oklahoma State University  

Get Out of the Classroom! 10 Tips for Successful Teaching Outside of the Classroom  
Ashley Brooke Hasty, Indiana University

Hope Ballroom C  **SSR: Social Responsibility in the Fashion Industry**  
*Presider: Tara Jennifer Konya, Southern New Hampshire University*

Buyers' Power on Suppliers' Motivation to Engage in Managing their Compliance Mechanisms: Case of Indian Apparel Export Firms.  
Geetika Jaiswal and Jung Ha-Brookshire, University of Missouri  

Can Fear Stop Animal Cruelty in Fashion Industry? The Effect of Negative Arousal in a Nonprofit Organization's Social Media Campaigns  
Heejin Lim, Moonhee Cho, and Sergio Cesar Bedford, University of Tennessee
Relationship with the Unfamiliar: Extension of Social Exchange Theory as Applied to Unfamiliar Apparel Brands' Pro-environmental Messages
Lauren Copeland and Gargi Bhaduri, Kent State University

Rise Up! An Investigation of Stakeholder Motivation to Engage in Philanthropy through Firm-Led Activism
Tara Jennifer Konya, Southern New Hampshire University; and Nancy Hodges, The University of North Carolina at Greensboro

10:00am – 11:15am  
CONCURRENT BREAKOUT SESSION #7  
Hope Ballroom A

STS: Special Topic Session  
New Configurations in Fashion: Innovative Forms Meet Engineered Textile Printing  
Coordinator: Eulanda A. Sanders, Iowa State University; Panelists: Fatma Baytar, Cornell University; Ellen McKinney and Ashney Williams, Iowa State University; Casey Stannard, Louisiana State University; Jessica Ridgeway, Florida State University; Susan Hannel, University of Rhode Island; Brianna Plummer and Rachel Eike, Iowa State University; and Kristen Morris, University of Missouri  
Panel presentation will detail: the grant writing process to obtain the National Endowment for the Arts (NEA) grant; the recruitment method for participants; the year-long development and coordination of the workshop; delivery of the workshop mentoring processing examples of participants’ “fashion looks”; future plans; and overview of workshop outcomes.

Center St Mtg Room A  
CB: Brand Marketing and Consumer Behavior  
Presider: Hye-Shin Kim, University of Delaware  
Perceived Value and Intention to Purchase a Smartwatch: Understanding the Role of Brand Trust, Perceived Quality, and Perceived Risk  
Yuli Liang, University of Southern Illinois; and Bharath Ramkumar, SUNY Oneonta  
Yini Chen and Ting Chi, Washington State University  
The Effects of Plot Diversity in Digital Storytelling by Fashion Brands: An Anthropomorphic Perspective  
Heejin An Lim and Hyunjoo Im, University of Minnesota  
The Excitement of the Surprise: Motivations of the Subscription Shoppers  
Dipti Bhatt and Hye-Shin Kim, University of Delaware

Center St Mtg Room B  
DPD: Creative and Contemporary Design Process and its Assessment  
Presider: David Loranger, University of Minnesota  
Assessment of Digitally Printed Jacquard Woven Fabrics  
Claire Hider and Traci A.M. Lamar, North Carolina State University  
Fashion, Forward! A Qualitative Exploration into the Incorporation of Traditional Techniques with Contemporary Technologies in Fashion and Making  
Jenny Leigh Du Puis and Karla Teel, Auburn University  
Perspectives of Design Professionals in the Fashion Industry with respect to the Creative Design Process  
Ja Young Hwang and Kim Hahn, Kent State University  
Scottish Kiltmaking Design Process  
David Loranger, University of Minnesota; and Eulanda A. Sanders, Iowa State University
Center St Mtg Room C  **MM: Advancing Digital Retailing of Apparel Products and Brands**  
*Presider: Sharron J. Lennon, Indiana University*  
An Analysis of Social Media Activity in Sustainable Apparel Brands: A Visual Data Mining Approach  
Li Zhao and Peng Sun, University of Missouri  
**Online Sizing: An Exploratory Study of True Fit® Technology Using Adapted TAM Model**  
Sanjukta Pookulangara, Jacqueline Parr, Tammy Kinley, and Bharath Josiam, University of North Texas  
**Top Online Luxury Apparel and Accessories Retailers: What are They Doing Right?**  
Dennis Wenzhao Mu, Indiana University; Wenqiao Liu, Zhejiang University of Science and Technology, PRC; and Sharron J. Lennon, Indiana University  
**Extending the Technology Acceptance Model to Consumer Perceptions of Fashion AI**  
Yuli Liang, Seung-Hee Lee, and Jane E. Workman, Southern Illinois University

Center St Mtg Room D  **PPD: Teaching a Sustainable Mindset**  
*Presider: Kelly Cobb, University of Delaware*  
Coming to Our Senses: The 21st Century Tactile  
Kelly Cobb and Belinda Orzada, University of Delaware  
**Designing a Zero-Waste Pattern Cutting Project for Fashion Design Courses**  
Jennifer Banning, Illinois State University; and Hae Jin Gam, University of North Texas  
**Implementing an Upcycled/Redesign Project in a Dress Theory Course**  
April Elisha Stanley, Iowa State University  
"Re-design" Fashion Project Based on the Eco-Tech Concept: Using a Problem-Based Learning Approach  
Kyung-Hee Choi, Hunsung University; and Jihyun Kim, Kent State University

Hope Ballroom B  **SSR: Social Responsibility in Supply Chain Management**  
*Presider: Iva Jestratijevic, Ohio State University*  
A Comparative Analysis of Second-Hand Clothing Retailers  
Theresa Kwon and Youn-Kyung Kim, University of Tennessee; and Soo-Hee Park, Tennessee Department of Education  
**Policies Versus Practices: Transparency of Supply Chain Disclosures among Luxury and Mass Market Fashion Brands**  
Iva Jestratijevic, James Unhoro, and Nancy A. Rudd, Ohio State University  
**Responsible Sourcing: A Perspective from Small Apparel Business Owners**  
Jin Su and Anne Mitchell Wood, University of North Carolina at Greensboro  
**Truly Sustainable or Not? An Assessment on China’s Textile and Apparel Corporations’ Sustainability Performance from the Moral Responsibility Perspective**  
Nannan Yang, Beijing Institute of Fashion Technology; and Jung E. Ha-Brookshire, University of Missouri

Hope Ballroom C  **TAS: Apparel Science: Function and Technology**  
*Presider: Mengyun Shi, Cornell University*  
Different Impacts of Boot Height and Air Bottles on the Mobility of Tall and Short Firefighters  
Huiju Park, Cornell University; Rumit Singh Kakar, Ithaca College; Hyunjee Lee, Cornell University; Joshua Tome, Ithaca College; and Jeffrey Stull, International Personnel Protection Investigating the Effects of Size on Glove Thermal Insulation Using a Thermal Hand  
Weiwai Chen, Jiangsu College of Engineering and Technology; Jie Yang; Iowa State University; Li Wang, Tianjin University of Technology; and Rui Li and Chunhui Xiang, Iowa State University
Thermal Comfort Performance of Active Cooling T-Shirt in Agricultural Protective Clothing
Meredith McQuerry, Naomi Brownstein, Joseph Grzywacz, and Alexis Chavez, Florida State University

Using Artificial Intelligence to Analyze Fashion Images
Mengyun Shi, Menglin Jia, and Huiju Park, Cornell University

11:30am – 1:30pm
AWARDS LUNCHEON
Hope Ballroom D&E
President: Byoungho Jin, ITAA VP Planning

AWARDS CEREMONY
President: Lynn Boorady, ITAA VP Operations

2:00pm – 4:00pm
Workshops
Knit Education – What are the Current Needs and Possibilities?
Center St Mtg Room A
This session is intended to stimulate conversation about knit education, what are the current needs and possibilities? How can we find ways to work together to further knit education at the different starting points? The idea for the proposal developed from a need for attention to the textiles component of the organization voiced during the town hall meeting at the 2017 conference. Further discussions lead the focus to knitting as it is an area of textiles on the rise that relates directly to the two areas that are constantly discussed in academia today; sustainability and technology.
Contact: Linda Ohrn-McDaniel (lorn@kent.edu)

Diversity in Scholarship: Strategies for Promotion and Tenure through Creative Scholarship
Center St Mtg Room B
The workshop will have following purposes: (a) foster respectful conversation about the definition of creative scholarship in our discipline and the definition in each participant’s institution, (b) review and analysis of each participant’s promotion and tenure documents to ascertain the value and definition of creative scholarship (c) discuss and develop strategies for documenting and communicating the scholarly contributions of creative scholarships, and (d) review the presenter’s examples for documenting.
Contact: Eulanda a. Sanders (sanderse@iastate.edu)

2:00pm – 5:00pm
ITAA Council Meeting (Cleveland Now Boardroom)
Awards Ceremony
Presider: Lynn Boorady, ITAA VP Operations

Fellowships, Scholarships, Distinguished Awards

Faculty Awards
Fellow
Marianne Bickle, University of South Carolina

Mid-Career Excellence Award
Jihyun Kim, Kent State University
Chuanlan Liu, Louisiana State University

ITAA Rising Star
Denise Nicole Green, Cornell University

Teaching Excellence Award
Sara Marcketti, Iowa State University

Service Excellence Award
Barbara Frazier, Western Michigan University
Young-A Lee, Auburn University

Janet Else International Visiting Scholar/Practitioner
Rangina Hamidi, Kandahar Treasure

CTRJ Outstanding Reviewer Award

Graduate Student Fellowships
Sara Douglas Fellowship for Professional Promise – Doctoral
Naeun (Lauren) Kim, North Carolina State University
MD Rashaduzzaman, University of Nebraska

Sara Douglas Fellowship for Professional Promise – Masters
Lauren Agnew, Central Michigan University
Jessica G. Estrada, Cornell University

Marjorie Joseph Fellowship: Outstanding Beginning Doctoral Student
Danielle Sponder Testa, Iowa State University

Oris Glisson Fellowship: Outstanding Beginning Masters Student
Jessica Shaver, Colorado State University

Lois Dickey Fellowship: Outstanding Continuing Doctoral Student
MD Rashaduzzaman, University of Nebraska

Joan Laughlin Fellowship: Outstanding Continuing Doctoral Student
AMK Bahrum Prang Rocky, University of Alabama

Robert C. Hillestad Outstanding Student in the Study of Historic Textiles or Costume Award
Rachel Getman, Cornell University
Undergraduate Student Awards

Regent’s University London, Will Conard Scholarship for Fashion Design
Avery Green, Western Michigan University

Regent’s University London, Will Conard Scholarship for Fashion Merchandising
Sydney Hope Bernhardt, University of South Carolina

Eden Travel International Award
Jordan Stover, SUNY-Buffalo State

Blanche Payne Award
Michaela Courtney, Kent State University
Isabel Hines, North Carolina State University
Carolyn Simon, Iowa State University
Mihaela Stoica, Ryerson University
Kaycee Yoshioka, University of Hawai‘i at Manoa

Scholarship Awards
Research and Teaching

Student Best Paper Awards
Doctoral Level 1st Place: Kim Johnson Best Doctoral Student Paper Award
Saheli Goswami, University of Rhode Island
Advisor: Jung Ha-Brookshire, University of Missouri

Doctoral Level 2nd Place: Sunhyung Cho, Iowa State University
Advisor: Kristen Morris, University of Missouri

Master Level 1st Place: Dipali Modi, University of Missouri
Advisor: Li Zhao, University of Missouri

Master Level 2nd Place: Krissi Riewe, University of North Texas
Advisor: Marian O’Rourke-Kaplan, University of North Texas

Undergraduate Level 1st Place: Courtney Beringer, Iowa State University
Co-Advisors: Eulanda A. Sanders, Iowa State University; and Chanmi Hwang, Washington State University

Undergraduate Level 2nd Place: Tara Efobi, Iowa State University
Advisor: Eulanda A. Sanders, Iowa State University

Rutherford Teaching Challenge
1st Place: Dawn Michaelson, Auburn University

2nd Place: Janet A. Blood, Indiana University of Pennsylvania

3rd Place: Anupama Pasricha and Kaye Smith, St. Catherine University

Papers of Distinction

ESRAP Best Paper Award – Research

ESRAP Best Paper Award – Teaching

ESRAP Merchandising Competition

ATEXINC Award for Innovation in Textile Instruction

Intellect Books Research Award
Scholarship Awards
Creative Design

University of Fashion/Laurence King Publishing Award
Gerber Technology Fashion Tech Professional Award
EFI Optitex Design in Technology 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 2018 Annual Conference
Resource Exhibitors

3dMD
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Phone: 770-612-8002
www.3dMD.com
Contact: Jesse Knowles
Sales Director
jknowles@3dmd.com

3dMD has flexible, modular 3D body capture system configurations designed for poses outside of the standard A-pose for the corporate innovation center, as well as more transportable systems designed for use at public events or deployment in retail centers. Subjects can be scanned in a variety of poses with sub-millimeter accuracy to create precise avatars. 3dMD data and images can be exported in industry-standard formats to all open third party software environments supporting the design, testing and manufacturing phases of the apparel world.

ATEXINC, Corporation
17738 Vintage Oak Dr
Wildwood, MO 63038 USA
Phone: 6362736414
http://thetextilekit.com/,
http://atexinc.com/
Contact: Patty Brown
President
patty.brown@atexinc.com
Additional Representatives:
Kathi Cook cook.atexinc@gmail.com

We are a textile and apparel education exchange supplying textile kits, e-textbooks, textbooks and other supplies to colleges and universities. Our educational supplies are perfect for textile, fashion merchandising, and fashion design schools. Please stop by our booth at the Resource Exhibit for a free gift, or come to the Teaching Textiles Online Workshop we are hosting on Wednesday afternoon.

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Senior Marketing Manager
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As the world's foremost higher education publisher in fashion and a market leader in interior design, Fairchild Books understands the needs of students and instructors. At the Fairchild Books store, students can find everything they need for their studies, to suit all budgets: rent or buy; digital or print. Educators will find a wealth of materials to help plan their courses and lessons. Bloomsbury Publishing is a leading independent publishing house established in 1986. It has companies in London, New York, Sydney and New Delhi. Its four divisions include Bloomsbury Academic and Professional, Bloomsbury Information, Bloomsbury Adult Publishing and Bloomsbury Children's Publishing.

Citi-Style Programs
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www.citi-style.com
Contact: Joan Roland
President/CEO
joan@citi-style.com

Citi-Style is a company dedicated to enhancing students fashion study by supplying customized, tailor-made programs in New York, Paris, Florence and Rome. Utilizing Joan Roland’s vast industry network and relationships built over years, students are able to visit showrooms, retailers and related fashion industry sources. Not only does this provide ‘real world’ exposure but students have multiple opportunities to apply for internships. Over 10% of the students that are part of these programs get internships. Valuable, personalized, customized and tailor-made fashion study programs. We enhance the student experience and make the professor’s lives easier.
Internationally recognized for her knowledge of construction techniques at all price points from haute couture to inexpensive ready-to-wear, Claire designs the Custom Couture Collection for Vogue Patterns. She is the author of more than 20 books and videos including Sewing for the Apparel Industry (Pearson), Couture Sewing Techniques (Taunton Press), and Couture Techniques Workshop Basics (DVD).

Cotton Incorporated’s CottonWorks™ program is your industry resource as a professional or emerging professional in the apparel and textile industry. Develop expertise for every stage of the product development and marketing process by diving into our comprehensive resource with data and research, market and trend analysis, timely webinars, and informative videos. With hundreds of easily searchable resources at your fingertips, CottonWorks™ is your go-to textile tool for discovering what’s possible with cotton.

Eden Travel International specializes in providing customized educational study tours and academic study abroad programmes. Founded over 20 years ago in London, we now work with over 50 American Universities creating unique study tours to Europe and the Far East. Due to popular demand, we have opened operations in Hong Kong and are currently organising a number of tours for US college students on retail and fashion-related courses (including Retail Management, Fashion Management and Fashion Merchandising). In certain Advanced Study Programs, students are required to travel abroad as a component of their education. Study tours are an opportunity for these students to integrate their career development goals with academic learning, while being introduced to the global world of fashion and retail. Tour itineraries are designed in coordination with each university’s international programme director and faculty, and customized to meet their specific academic requirements.

EFI Optitex is the world’s leading provider of integrated 2D/3D software solutions that enable customers to quickly create true-to-life 3D digital garments. EFI Optitex empowers apparel and textile companies to revolutionize the way they develop, produce, and market their products. Brands, retailers, and manufacturers can now view their collections in all styles and colors months earlier, and leverage digital garments to collaborate, market, and sell better than ever before. Since its founding in 1988, EFI Optitex has been working to keep thousands of companies and tens of thousands of users at the forefront of technology, enabling them to greatly reduce their time to market and costs, and increase their competitive advantage.
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: https://gerbersoftware.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.

Come explore all of study away opportunities at The Fashion School at Kent State!

KEI, founded in 1997, is a study abroad organization offering fashion design, styling, communications, merchandising and textile programs during the semester and summer in Florence, Italy; London, England; Paris, France; and Edinburgh, Scotland. KEI also organizes customized faculty-led programs in Europe, Asia, Latin America, Australia and Africa.
Established in London in 1991, Laurence King Publishing is now recognised as one of the world’s leading publishers of books on the creative arts. Our books are acclaimed for their beautiful design and authoritative text as well as the quality and care taken over their production. We publish books for students, professionals, and the general consumer in the following subject areas: advertising, architecture, art, the decorative arts, fashion, film & animation, graphic design, interior design, photography, and product design.

For over 45 years, Lectra has been a leading provider of integrated technology solutions, helping the world’s most iconic fashion brands improve their design, product development and manufacturing processes. Lectra is honored to join forces with the ITAA for over 15 years. Whether you are a seasoned user or new to our Design and Product Development solutions, sign up online for a personalized demo of Kaledo Design Suite, Modaris Pattern Making and Diamino marker making with Carlos Jimenez, Professional Services Manager at Lectra during the Resource hours. Future generations of industry professionals with training in digital fashion design and product development solutions are in big demand. Lectra’s global education partnerships has grown to over 950 colleges and universities.

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.

Regent’s University London is London’s only independent, not-for-profit university, with a highly cosmopolitan community based in royal Regent’s Park and Marylebone. Our campus in Regent’s Park, set in 11 acres of secluded private garden, is in easy reach of all that this exciting European city has to offer. Our students study in a supportive, personal environment and go on to enter the world of work as entrepreneurs and leaders who think and operate globally. Regent’s is small and intimate enough to feel like a home away from home, and we are proud to welcome students of more than 140 nationalities.
TAPAC (Textile and Apparel Programs Accreditation Commission)
28 Port Road, P.O. Box 353
Dadeville, AL  36853  USA
Phone: 334-750-6679
www.itaaonline.org/mpage/TAPAC15
Contact: Carol Warfield
Executive Director
executive_directory@tapac-online.org
Additional Representatives:
Drs. Elena Karpova, Kathleen Rees, Tammy Kinley, Rinn Cloud, Sherry Schofield, Andy Reilly, Leigh Southward, Marianne Bickle, Cynthia Istook

TAPAC’s mission is to provide quality assessment and quality enhancement of collegiate programs in textiles, apparel, and related areas. The Purpose of TAPAC is to serve as the accrediting body for collegiate programs in textiles, apparel and related areas. The Commission, through its Board of Commissioners and Assembly of Delegates, establishes standards for the recognition of programs. ITAA members volunteer to serve as TAPAC reviewers to evaluate program characteristics and performance against the established accreditation standards. The ITAA Meta-Goals provided the foundation for the TAPAC accreditation standard focused on Curriculum and Student Learning Outcomes. Through peer review of academic programs and educational outcomes assessment TAPAC provides an objective assessment of program quality and makes accreditation decisions based on this assessment. The Vision of TAPAC is to ensure outstanding college education that advances excellence of the textile and apparel profession.

Textile Fabric Consultants, Inc.
521 Huntley Industrial Drive
Smyrna, TN  37167  US
Phone: 6154597510
www.textilefabric.com
Contact: Amy Willbanks
General Manager
amywillbanks@textilefabric.com
Additional Representatives:
Debbie Rowland, Accounts Manager

Textile Fabric Consultants, Inc. produces textile education materials that can be customized to meet the needs of any textiles course. The kits are designed to educate students about textiles from fiber to finish. The Basic Textiles and Interior Design Swatch Kits correspond with any textiles textbook and are great options for semester long textile courses. The newly developed Fashion Design Swatch Kit and Materials Kit for Interior Design are excellent selections for courses that have limited time to study textiles. Instructor materials now include a detailed Power Point and textbook cross reference pages. These new additions coupled with the detailed instructor manual save instructors valuable class preparation time. Stop by our booth and see the new products and learn about the many ways they can be customized to meet your course needs. You will also want to pick up one of our handmade felted pins.

University of Fashion
220 Madison Ave PhH
New York, NY  10016  USA
Phone: 650 380-1036
www.UniversityOfFashion.com
Contact: Francesca Sterlacci
CEO
fsterlacci@universityoffashion.com
Additional Representatives:
Jeffrey Purvin

The University of Fashion (UoF) offers individual and group subscriptions, as well as licensing opportunities, for schools and students to access UoF’s popular, on-demand fashion education video library. The library consists of over 400 streaming video lessons taught by fashion college professors and fashion industry professionals. UoF’s library covers 13 fashion disciplines, including Draping, Pattern Making, Sewing, Fashion Art, Knits, Product Development, CAD Fashion Art, CAD Pattern Making, Accessories, Childrenswear, Menswear and Fashion Business, as well as Fashion Lectures covering topics such as Color Theory, Costume History, Trend Forecasting, Textiles, Fashion Entrepreneurship and Fashion Law. At ITAA this year, the University of Fashion and Laurence King Publishing will announce UoF’s exciting, new 3-volume book series featuring UoF beginner draping, pattern making and sewing lessons.
POSITION: Tenure-track, nine-month Assistant Professor position in the Department of Applied Design beginning August 2019.

QUALIFICATIONS: Earned terminal degree from an accredited institution in apparel design, merchandising or a related field preferred. ABD considered with degree completion for all doctoral requirements by August 2020; if candidate is ABD, rank will be instructor until doctoral requirements are complete.

Knowledge and experience with apparel design and product development (from initial concept to consumer acquisition), computer aided design (illustration applications, 2D and 3D patterning), Adobe Creative Suite. Knowledge and experience in design, merchandising and marketing of apparel and textile products. Evidence of or potential for effective curriculum development and commitment to teaching of upper and lower level studios and classes in a college/university environment. Industry experience preferred but not required. Evidence of or potential for productive research/creative scholarship. Evidence of or potential for program, department, university and professional service.

Baylor University seeks outstanding candidates for two positions: (1) tenure-track, assistant professor in apparel design, and (2) chair, Department of Family and Consumer Sciences. Tenure-track hire is expected to establish and maintain a focused, productive research program, teach design courses at lower and upper levels, and contribute to development of the program, community and profession. Chair administers the department’s programs of education, research, service, and outreach and works to enhance relationships within the College of Health and Human Sciences, the University, and the professions. Applications will be reviewed beginning November 12 and 16, respectively, and will be accepted until positions are filled. Please visit us to learn more about 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.

The Fashion Merchandising & Design Program at Central Michigan University seeks applicants for the following positions: Full-time, 10-month tenure track Assistant Professor position in Fashion Merchandising and Design. Teach undergraduate and graduate courses in fashion design including but not limited to: pattern making, digital pattern design, illustration, product development, 3D prototyping and virtual fit. Establish a strong program of research/scholarship in apparel design and product development. Demonstrate continuous efforts of scholarly contributions that may include peer-reviewed publications, juried exhibitions, and extramural funding. Full-time, 10-month fixed term fashion design lecturer position. Teaching areas may include at least two of the following: apparel design/product development, 3D virtual prototyping/CAD, flat pattern, beginning and intermediate studios. We look forward to speaking with you regarding these employment opportunities. 

https://www.cmich.edu/colleges/ehs/program/fmd/Pages/default.aspx
Framingham State University
Fashion Design and Retailing Department
Framingham, MA USA
Phone: 508-626-4752
Contact: Ruirui Zhang
rzhang@framingham.edu

Illinois State University
Department of Family & Consumer Sciences
Normal, IL USA
Phone: 309-438-5960
https://fcs.illinoisstate.edu/
Contact: Jennifer Banning
Associate Professor
jbannin@ilstu.edu

Indiana University
School of Art, Architecture + Design
Bloomington, IN USA
Phone: 812.856.7448
https://soaad.indiana.edu/index.html
Contact: Megan Tansley
Human Resources Manager
mtansley@iu.edu

The Framingham State University Fashion Design and Retailing Department seeks applications for a tenure track faculty position at the rank of assistant professor to begin September 1, 2019. The position involves undergraduate teaching, undergraduate advising, curriculum development, service to the University and department, and scholarly endeavors. The ideal candidate possesses expertise in textiles and industry applications, and interest to teach several of the department’s core courses such as designer to consumer, consumer textiles, research methodology, and trend and fashion forecasting. Framingham State University is dedicated to effective teaching. The candidate should show evidence of a strong commitment to excellence in teaching, scholarship, and professional growth. The Fashion Design and Retailing Department, enrolling over 150 undergraduate students, offers a Bachelor of Science degree, with concentrations in Apparel Design and Fashion Merchandising.
https://www.framingham.edu/academics/colleges/arts-and-humanities/fashion-design-and-retailing/index

The Department of Family and Consumer Sciences at Illinois State University seeks team-oriented candidates for a tenure-track assistant/associate professor in Fashion Design and Merchandising beginning fall 2019. The expected appointment is a 3/3 teaching load with expectations for scholarly activities leading to peer-reviewed outcomes as well as service to the Department, College, University and profession. Applicants must hold a doctoral degree in Apparel and Textiles or closely related field. ABD with expected completion of doctoral degree before May 1, 2020 considered. Candidates must demonstrate the potential to teach courses in one or more of the following areas: merchandising, textiles, and apparel construction, as well as have a record of or potential for research and publication in scholarly peer-reviewed journals in the discipline. Initial review of applications will begin on November 12, 2018.

The School of Art, Architecture, and Design (SoAAD) at Indiana University, Bloomington invites applications for a full-time Assistant/Associate Professor position to begin fall 2019 in Fashion Design. We seek a forward-thinking colleague who wishes to be part of an innovative program in the art, design, and study of fashion, who is committed to interdisciplinary engagement, both within SoAAD, the College of Arts + Sciences, and across campus. The successful candidate will help to educate emerging leaders in higher education, museums, and the fashion industry of tomorrow. We seek candidates who can provide collegial leadership in a team-based environment. We are especially interested in scholars who can help prepare students to thrive in both the academic study of fashion and the global fashion industry. A strong candidate will have demonstrated an ability to work successfully with students, faculty, administrators, and the community.
https://indiana.peopleadmin.com/postings/6597
The Master of Fashion Industry Studies is a 30-credit, initial masters level degree for academic advancement applicable to the fashion industry. The M.F.I.S. Thesis, accompanied by a visual presentation/representation will robustly address the highly interdisciplinary character of fashion and propose an innovative and pragmatic research-based solution for the fashion industry. FULL TIME, TWO-YEAR PROGRAM FEATURING FASHION INDUSTRY PRACTICUM

Kent State University's Fashion School is ranked among the top schools nationally and among the top 20 schools worldwide. ASSISTANTSHIPS AVAILABLE - APPLICATIONS DUE FEBRUARY 1st

Masters and Doctoral programming in Apparel Design and in Merchandising.

The mission of the Department of Design encompassed the "5-Es," and is to... Educate highly motivated, passionate, creative thinking individuals. Empower people to seek excellence and be perpetually curious. Engage minds through self-directed processes, active- and "hands-on" learning. Enrich experiences both academically and professionally. Enable graduates to obtain careers in top-level design and industry firms. We offer a variety of concentrations: Fashion Design, Interior Design (accredited by CIDA), Merchandising which encompasses both Interior Merchandising & Fashion Merchandising, and Design Management. We were ranked one of the Top 10 programs in 2011 by Design Intelligence. The MFA in Design Thinking, a 100% online graduate, terminal degree program focuses on: theories & methods relative to creative cognition; historical & political contact of design; science of design grounded in research & scholarship; teamwork dynamics; experimental opportunities in virtual studios.

The Textiles, Merchandising & Interiors program at UGA prepares students for a career in retail, residential interior design, and the manufacturing industry. Our expertise ranges from merchandising and interior design to polymer, fiber, and textile science. We offer a variety of experiential learning opportunities including internships, education abroad, research, and service learning. We have many specialties to choose from: Kitchen and Bath Design.
The Design Graduate Program focuses on the study of relationships between humans and their designed environments. The program addresses theory, research, and application, using a shared disciplinary base from the arts and social and behavioral sciences. The goal of the program is for students to analyze, evaluate, and integrate theoretical frameworks related to humans and their designed environments.

Apparel Studies Track: choose one of three concentrations: Dress, History, and Culture, which focuses upon understanding and conducting research on material culture, historic trends, and psychological and social behaviors related to dress. Product Development focuses upon theories and processes used in developing wearable soft goods products, including Wearable Technology. Retail Merchandising and Consumer Studies emphasizes understanding and conducting research on individuals, groups, organizations, and the processes they use to select, secure, use, and dispose of apparel products.

Assistant Professor in Textile and Apparel Management depending on qualifications; 9-month academic year; tenure track. 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 education in merchandising/retailing including mentoring of graduate students.

Department of Merchandising and Digital Retailing at University of North Texas is one of the top merchandising programs in the nation, with over 500 undergraduate students and nearly 30 graduate students majoring in the programs. Its five innovative degrees include the nation's first bachelor's degree in digital retailing, merchandising, retailing, home furnishings merchandising and consumer experience management. The mission of the department is to develop talent for careers in the dynamic global marketplace through innovative research, strong industry connections and diverse coursework that includes internship and study tours. The department is searching for two full-time tenure track Assistant Professor in merchandising/digital retailing or aligned field with expertise in cutting-edge retailing technology. Positions are available beginning Spring 2019.
Thank You!! Members for Contributing to the Conference through ITAA Committee Work

Reviewers for Teaching, Research, and Concept Paper Submissions

Review Chairs:
Jessie Chen-Yu, Virginia Tech
Jin Su, University of North Carolina at Greensboro

*Reviewed both abstracts and one or more full papers
b Reviewed one or more full papers
c Reviewed abstracts

Consumer Behavior

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Srikant Manchiraju, Florida State University
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Jessica Ridgeway, Florida State University
Amrut Sadachar, Auburn University
Xiao Tong, University of Alabama
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Hae Won Ju, Framingham University
Kendra Lapolla, Kent State University
Jaeha Lee, North Dakota State University
Linda Manikowske, North Dakota State University
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First Review

Review Chair: Belinda Orzada, University of Delaware

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Elizabeth Bye, University of Minnesota
Melanie Carrico, University of North Carolina at Greensboro
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Bridgett Clinton-Scott, University of Maryland Eastern Shore
Andrea Eklund, Central Washington University
Adriana Gorea, Syracuse University
Denise Green, Cornell University
Bora Han, Fashion Institute of Design and Merchandising
Susan Hannel, University of Rhode Island
Cynthia Istook, North Carolina State University
Sandra Keiser, Mount Mary University
Eundeok Kim, Florida State University
Helen Koo, Konkuk University
Traci Lamar, North Carolina State University
Jung Soo Lee, Hongik University
YoungJoo Lee, Georgia Southern University
Addie Martindale, Georgia Southern University
Ellen McKinney, Iowa State University
Seoha Min, University of North Carolina at Greensboro
Kristen Morris, University of Missouri
Kathy Mullet, Oregon State University
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Mallory Prucha, California State University, Chico
Peggy Quesenberry, Virginia Tech
Della Reams, Miami University of Ohio
Kelly Reddy-Best, Iowa State University
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Rebecca Robinson, Columbus College of Art and Design
Katya Roelse, University of Delaware
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Susan Sokolowski, University of Oregon
Casey Stannard, Louisiana State University
Lisa Steinberg, Rowan College Burlington County
Lushan (Sarina) Sun, Auburn University
Andre West, North Carolina State University
Mia Whang, Centenary University
Anthony Wilson, Appalachian State University
Virginia Wimberly, University of Alabama
Eunyoung Yang, Meredith College

Apparel Industry Professionals
Julia Andrews, Sportswear Designer - Mens Classic Owned Brands, Hudson's Bay Company
Kathleen Clark, Head Designer, Warp + Weft
Marla Dill, Owner, M.A. Dill Associates, LLC
Lauren Phelps, Owner, Phelps Studio, New York
Lindsay Schwartz, Vice President of Product Management, HATCH Collection
Tavia Sharp, Founder, Styled Sharp
Abbie Small, Former Executive Vice-President (retired), Simplicity Creative Group
Francesca Sterlacci, Founder/CEO. University of Fashion
Elizabeth Way, Assistant Curator, The Museum at the Fashion Institute of Technology

Awards Committees

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Ting Chi, Washington State University
Michelle Childs, University of Tennessee
Hyeon Jeong Cho, Southeast Missouri State University
Kim Hahn, Kent State University
Sharron Lennon, Indiana University
Yuli Liang, Southern Illinois University
Keunyoung Oh, SUNY- Buffalo State
Jin Su, University of North Carolina at Greensboro

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Saheli Goswami, University of Rhode Island
Gill Stark, Regent’s University London
Ruirui Zhang, Framingham State University

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Minjeong Kim, Indiana University
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Young-A Lee, Iowa State University
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Kristen Morris, University of Missouri
Beth Myers, Georgia Southern University
Mijeong Noh, Ohio University

Xiao (Michelle) Tong, University of Alabama
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RayeCarol Cavender, University of Kentucky
Hyeon Jeong Cho, Southeast Missouri State University
Hae Won Ju, Framingham State University
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Yoon Ma, Illinois State University
Addie Martindale, Georgia Southern University
Meredith McQuerry, Florida State University
Jinhee Nam, Ball State University
Shweta Reddy, Texas Christian University
Arlesa Shephard, SUNY-Buffalo State
Amanda Thompson, University of Alabama
Kiseol Yang, University of North Texas

ESRAP Merchandising Competition
Chairs: Tara Konya, Southern New Hampshire University
Virginia Noon, Framingham State University
Tiffy Blanchflower, Eastern Carolina University
Victoria Brown, High Point University
Michelle Childs, University of Tennessee
Imran Islam, Framingham State University
HaeWon Ju, Framingham State University
Sophia Koustas, Southern New Hampshire University
Rachel Lomonaco-Benzing, Kent State University
Srikant Manchiraju, Florida State University
Lorraine Martinez, Marymount Manhattan University
Anu Parsicha, St. Catherine University
Bharath Ramkumar, SUNY-Oneonta
Pam Sebor-Cable, Framingham State University
Connie Ulasewicz, San Francisco State University
Areti Vogel, Stetson University
Jennifer Wilson, Georgia Southern University
Jay Yoo, Baylor University

Rutherford Teaching Challenge
Chair: Gallayanee Yooyuneyong, Southern Mississippi University
Rachel Anderson, Texas Tech University
Amber Chatelain, Eastern Kentucky University
Runying Chen, East Carolina University
Andrea Eklund, Central Washington University
Amanda Muhammad, Indiana State University
Jane A. Opiri, Louisiana State University
Leigh Southward, University of Arkansas
Jane Swinney, Oklahoma State University
Kelly Weathers, Western Michigan University

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Anne Bissonnette, University of Alberta
Kim Hahn, Kent State University
Jennifer Harmon, University of Wyoming
Kendra Lapolla, Kent State University
Lisa McRoberts, Louisiana State University
Linda Ohn-McDaniel, Kent State University
Huiju Park, Cornell University
Anna Perry, Colorado State University
Rebecca Robinson, Columbus College of Art and Design
Onsite Judges
Patty Edmonson, Museum Advisory Council Curator of Costume and Textiles for the Western Reserve Historical Society in Cleveland
Karin Sterner, Designer, REMAKE
Marie Teike, Founder & Co-designer, REMAKE
Mary Ruppert-Stroescu, Washington University in St. Louis

Design Exhibit Committee
Chairs: Laura Kane, Framingham State University
Ashley Rougeaux-Burnes, Texas Tech University
Chanjuan Chen, Kent State University
Lorynn Divita, Baylor University
Archana Edmond, Iowa State University
Ellen McKinney, Iowa State University
Mary Simpson, Western Michigan University

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VP Publications    Pamela Ulrich, Auburn University
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# 2018 Conference Planning Committee

<table>
<thead>
<tr>
<th>Role</th>
<th>Members/Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Planning Chairs</td>
<td>Co-chairs Kim Hahn and Linda Ohrn-McDaniel with help from the Kent State University Fashion School's faculty, staff and graduate students</td>
</tr>
<tr>
<td>Cleveland Tours</td>
<td>Tameka Ellington, William Perrine, and Edith Serkownek, Kent State University</td>
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<tr>
<td>Photographers</td>
<td>Li-Fen Anny Chang, University of North Texas; Cynthia Istook, North Carolina State University; Brittani Peterson, Michelle Park, Kent State University</td>
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<tr>
<td>Promotion/ Marketing</td>
<td>Kendra Lapolla and Chanjuan Chen, Kent State University</td>
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<tr>
<td>Registration Coordination</td>
<td>Juan Du, Beijing Institute of Fashion Technology</td>
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<tr>
<td>Resource Exhibit</td>
<td>Jihyun Kim, Kent State University</td>
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<tr>
<td>Career Fair</td>
<td>Kendra Lapolla, Kent State University</td>
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<tr>
<td>Legacy Fundraising Event</td>
<td>Marianne Bickle, University of South Carolina; Betsy Carr and Harriet McLeod, Kent State University</td>
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<tr>
<td>Poster Session Presiders</td>
<td>Sherri Dragoo, Texas Woman’s University; Melanie Carrico, University of North Carolina at Greensboro</td>
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