2019 ITAA Annual Conference

October 25 - 29, 2019
Las Vegas, Nevada
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Conference Chairs especially want to thank all committee chairs and volunteers!

*Conference Program Sponsored by Paris American Academy*
Introduction

WELCOME TO THE ITAA 2019 ANNUAL CONFERENCE

CONFERENCE MEETING SPACE

ITAA 2019 DISTINGUISHED FACULTY AWARD WINNERS AND KEYNOTE LECTURERS

ITAA SPONSOR PAGES

ITAA 2020 ANNUAL CONFERENCE

ITAA PROGRAM PAGES

CONFERENCE SCHEDULE (details on following pages)

AWARDS CEREMONY

RESOURCE EXHIBITOR LIST

CAREER FAIR PARTICIPANT LIST

COMMITTEE MEETINGS SCHEDULE

REVIEW, PLANNING, & AWARDS COMMITTEES
## Friday and Saturday at a Glance

### Friday, October 25
- **9:00am – 5:00pm**
  - ITAA Council Meeting
  - **Crown Room**
- **6:00pm – 10:00pm**
  - TAPAC Board of Commissioners Meeting
  - **Crown Room**
- **TOURS**
  - **Grand Canyon Tour** – (Meet in Lobby at ITAA sign)
  - **Zappos Headquarters** – (Meet in Lobby at ITAA sign)
  - **6:00am – 9:00pm**
  - **12:30pm – 3:00pm**

### Saturday, October 26
- **7:30am – 7:00pm**
  - REGISTRATION OPEN
  - **Ballroom Foyer**
- **9:00am – 11:00am**
  - Guiding Faculty in Creative Scholarship
  - **Ballroom G**
- **9:00am – 12:30pm**
  - Exploring the Future of Fashion Design Curricula for a New Generation of Learners
  - **Ballroom E**
- **1:00pm – 3:30pm**
  - Understanding the Requirements and Expectations for Preparing the Self-Study Report for Textiles and Apparel Programs Accreditation (TAPAC) Accreditation Review
  - **Ballroom G**
- **1:30pm – 5:30pm**
  - Creating Custom Half-Scale Dress Forms From 3D Body Scans
  - **Ballroom E**
- **11:00am – 3:30pm**
  - Shopping Shuttle – (Meet in Lobby at ITAA sign)
- **9:30pm →**
  - Cirque de Soleil’s KA – performance only – (Meet in Lobby at ITAA sign)
- **9:30pm →**
  - Cirque de Soleil’s KA – performance PLUS Backstage Tour
- **4:00pm – 5:00pm**
  - VPs Meet with Committee Chairs
  - **Ballroom D**
- **4:00pm – 6:30pm**
  - TAPAC Assembly of Delegates Meeting
  - **Ballroom G**
- **5:00pm – 6:00pm**
  - New Attendees and Members Welcome and Conference Orientation
  - **President’s Suite**
- **6:00pm – 8:30pm**
  - OPENING RECEPTION Co-Sponsored by Fairchild-Bloomsbury and ITAA
  - **Pool Deck**
- **8:00pm – 9:30pm**
  - Administrative Leadership Committee
  - **Ballroom D**
Sunday, October 27, at a Glance

7:30am – 7:00pm
REGISTRATION OPEN
Ballroom Foyer
Before 8:00am
Breakfast on your own
All Day
Committee Meetings (see meetings schedule)

8:00am – 9:15am
OPENING SESSION
Ballroom A/B
President’s Presentation and Business Meeting

9:15am – 4:30pm
RESOURCE EXHIBIT: DAY 1
Ballroom C
9:15am – 3:00pm
MOUNTED DESIGN EXHIBIT: DAY 1 (Designers with designs 9:15-10:00)
Professional Designs

10:00am – 11:15am
CONCURRENT BREAKOUT SESSION #1
Ballroom E
STS: Adaptive Clothing: Breaking Barriers in the Fashion Industry
Conference Room 5
Student Best Papers
Ballroom G
CB: Personal and Behavioral Consumer Characteristics
Conference Room 1
DPD: Teaching Strategies to Foster Innovative Design Educators
Conference Room 2
MRK: Fashion Marketing and Education in Social Media
Conference Room 4
PED: Revamping the Skillset and Curriculum
Ballroom D
PED: Teaching with Global and Pop Culture Topics
Conference Room 5
HIS: New Methods for Historical Studies
Conference Room 4
PED: Sourcing, Supply Chain, and Profitability
Conference Room 2
SPA: Dress and the Body
Ballroom F
SSR: Sustainable Fashion Consumption
Conference Room 3
TAI: International Trade and Trade Policy in Textiles and Apparel

11:30am – 1:15pm
LUNCH GENERAL SESSION - Keynote Speaker
Ballroom A/B
Ruth Crowley, Vice President, Customer Experience Design, Lowe’s

1:30pm – 2:45pm
CONCURRENT BREAKOUT SESSION #2
Ballroom D
STS: Inter-generational Mentorship
Ballroom G
DPD: Sustainable Apparel Design and Practices
Conference Room 5
HIS: New Methods for Historical Studies
Conference Room 4
PED: Embedding Technology into Instruction
Conference Room 2
PED: Sourcing, Supply Chain, and Profitability
Ballroom E
SPA: Dress and the Body
Ballroom F
SSR: Brand and Sustainability
Conference Room 3
TAI: Management Skills and Ethics
Conference Room 1
TAS: Innovative Methods in Textiles and Apparel Making
3:00pm – 4:15pm
CONCURRENT BREAKOUT SESSION #3
Ballroom D
STS: An Exploration of the Fashion System in Transition: A Parisian Salon, The Soul of Fashion
Ballroom G
STS: Assessment of Student Learning Outcomes for Textile and Apparel Programs Accreditation Commission (TAPAC) Accreditation
Conference Room 4
Salon: Interdisciplinary Research: Leveraging Clothing and Textiles to Build Research Collaborations Outside our Discipline
Ballroom E
CB: AR, VR, and Smart Shopping
Conference Room 3
CUL: Culture-Driven Brands
Conference Room 1
DPD: Innovative Wearable Technologies
Conference Room 2
MGT: Big Data and Digital Interaction
Ballroom F
SSR: Sustainability Education in Fashion
Conference Room 5
TAS: Printing and Body Scanning

Ballroom D
JANET ELSE VISITING SCHOLAR/PRACTITIONER LECTURE
Limitations in the Design and Development of the Apparel Needs of the Physically Challenged: A Case Study of Wheel Chair Users from Selected Institutions in Zimbabwe
Dr. Edlight, Mutungwe, Chinhoyi University of Technology, Zimbabwe

4:30pm – 6:00pm
GRADUATE STUDENT FIRESIDE CHAT
Conference Room 1
TAPAC Open Forum
Ballroom G

4:30pm – 6:00pm
SPONSOR PRESENTATIONS

6:00pm – 6:50pm
POSTER SESSION 1 – authors to remain with posters
Ballroom A/B
Consumer Behavior
Culture
Historic
Merchandising/Retailing I. Management
Merchandising/Retailing II. Marketing
Social/Psychological Aspects

6:00pm – 8:30pm
INTERNATIONAL BAZAAR
Ballroom A/B

6:00pm – 8:30pm
CAREER FAIR
Ballroom A/B

6:30pm – 7:30pm
REFRESHMENT BREAK
Ballroom A/B
Co-sponsored by Cotton, Inc. and ITAA
POSTER SESSION 2 – authors to remain with posters
- Design/Product Development
- Pedagogy and Professional Development
- Sustainability/Social Responsibility
- Textile and Apparel Industries
- Textile/Apparel Science
- Undergraduate Research
- 2019 ESRAP Merchandising Poster Competition

Monday, October 28, at a Glance

7:30am – 7:00pm
Ballroom Foyer
REGISTRATION OPEN

Breakfast on your own
Committee Meetings (see meetings schedule)

8:00am – 9:15am
Ballroom A/B
GENERAL SESSION - DISTINGUISHED SCHOLAR PRESENTATION
AND TOWN Hall
The Apparel Industry in the Midst of Disruptive Changes: How Can
We Prepare Together for What’s Next?
Byoungho (Ellie) Jin, North Carolina State University

9:15am – 4:30pm
Ballroom C
MOUNTED DESIGN EXHIBIT: DAY 2 (Designers with designs 9:15-10:00)
- Graduate Student Designs
- Undergraduate Student Designs

10:00am – 11:15am
Ballroom D
CONCURRENT BREAKOUT SESSION #4
- STS: Case Study Teaching Method: Bringing Concepts to Life
- CB: Diverse Consumers and Data Privacy
- DPD: Aesthetics and Analysis in Apparel Design
- MGT: Fashion Entrepreneurship
- PED: Advancing Scholarship and Curriculum
- PED: Industry-oriented Experiential Learning
- SPA: Consumer Behavior and Dress
- SSR: Social Media and Sustainability
- TAI: Evolving Business Strategies of U.S. Apparel Brands

11:30am – 1:15pm
Ballroom A/B
LUNCH GENERAL SESSION – Keynote Speaker
Dana Zumbo, Zappos Adaptive Business Development Manager – Human
Connector
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 1:30pm – 2:45pm | **CONCURRENT BREAKOUT SESSION #5**  
Ballroom D  
Ballroom E  
Salon: Performance and Interpretive Expressions of Creative Scholarship  
Ballroom G  
CB: Mobile and Online Purchase Decisions  
Conference Room 5  
CUL: Women in Consumer Culture  
Conference Room 1  
DPD: Emerging Issues on Design and Product Development  
Conference Room 4  
PED: Teaching Design and Textiles to Diverse Students  
Ballroom F  
SSR: Corporate Social Responsibility  
Conference Room 2  
TAI: New Manufacturing Technologies in the Apparel Industry  
Conference Room 3  
TAS: Textile Science |
| 3:00pm – 4:30pm | **WORKSHOPS**  
Ballroom G  
Advancing Your Scholarly Teaching in Scholarship of Teaching and Learning |
| 3:00pm – 5:30pm | **TOURS**  
Ballroom F  
Knowledge and Skills for Preparing a Competitive 21st Century Workforce in the U.S. Fiber, Textile and Apparel (FTA) Industry: A Triangular Design Approach |
| 2:30pm – 5:00pm | **TOURS**  
Zappos Headquarters (Meet in Lobby at ITAA sign) |
| 4:30pm – 6:00pm | **LEGACY MEETING**  
President’s Suite |
| 7:00pm – 9:00pm | **LEGACY FUNDRAISING EVENT**  
Westgate Cabaret  
*Fly Me to the Moon!* |
Tuesday, October 29, at a Glance

7:30am – 12:00pm
REGISTRATION OPEN
Ballroom Foyer
Breakfast on your own

7:00am – 8:30am
BOARD MEETING
Ballroom D

8:30am – 9:45am
CONCURRENT BREAKOUT SESSION #6
STS: Establishing a Retail Footprint - "How-to" Session for Opening a Program-specific Retail Store in your Community
Ballroom E
CB: Sustainable and Collaborative Consumption
Conference Room 3
CUL: The Social Perspectives of Fashion and Bodies
Conference Room 1
DPD: Technologies for Apparel Design
Conference Room 2
MRK: New Insights into Retail and Brand Experiences
Conference Room 4
PED: Sustainable Approaches to Curriculum
Ballroom F
SSR: Sustainability and Corporate Social Responsibility
Conference Room 6
TAI: Supply Chain, Global Sourcing, and Free Trade
Conference Room 5
TAS: Functional Clothing

10:00am – 11:15am
CONCURRENT BREAKOUT SESSION #7
CB: Social Media: Attributes and Influencers
Ballroom G
CUL: Art, Artisans and Cultural Diffusion
Conference Room 3
DPD: Functional Apparel for Special Populations
Conference Room 1
MGT: Challenges in Fashion Retail Business Models
Conference Room 2
PED: Social Changes in Education
Conference Room 4
SSR: Extending the Lifespan of Garments
Ballroom F
SSR: Sustainability in Education
Ballroom E
TAI: Textile and Apparel Industry in Asia
Conference Room 6
UG: Undergraduate Research: From Material Testing to User Experiences
Conference Room 5

11:30am – 1:30pm
AWARDS LUNCHEON
Ballroom A/B

2:30pm – 4:00pm
TOURS
Back of the House Tour of Venetian / Palazzo Hotel (Meet in Lobby at ITAA sign)

2:30pm – 5:00pm
Zappos Headquarters (Meet in Lobby at ITAA sign)

2:00pm – 3:30pm
WORKSHOP
Effectively Writing Design Abstracts and the Role of Creative Scholarship in the External Tenure Review Process
Boardroom E

2:00pm – 5:00pm
ITAA Council Meeting
Executive Boardroom
Greetings ITAA members and guests,

I am pleased to welcome everyone to the 2019 International Textile and Apparel Association annual conference in Las Vegas, Nevada. Risk and Reward theme is particularly appropriate. Yes, we might be tempted to take some risks at the casino. With a bit of luck, some rewards will come for our gambling endeavors. However, Risk and Reward is also relevant to our annual conference participation. Risk is the chance one might lose something of value and reward is something of value gained as result of an action.

Time is valuable and attending the ITAA conference takes us away from our work and family commitments. We risk falling behind on our day-to-say obligations; however, what we gain through active conference participation makes it worth the risk. We benefit by sharing our scholarship outcomes, attending professional development workshops and sessions to learn about colleagues’ scholarship, enhancing our network of professionals, reconnecting with colleagues, and interacting with various vendors supporting our programs. The program this year provides wonderful rewards and I encourage you to participate in as much as possible.

There are many exciting tours this year, from experiencing the Grand Canyon to seeing the workings of organizations like Zappos and Cirque de Soleil. You might choose from a variety of workshops, such as, enhancing scholarship of teaching, preparing workforce for the future, and advancing creative scholarship. I always enjoy attending sessions reporting on latest scholarship outcomes. Due to our diversity as an organization, there is always a wide range of topics. It is always difficult seeing all presentations of interest and that is why the networking events are especially important because they enable us to connect with colleagues, discuss common scholarship interests to form new partnerships and friendships. We are also lucky to have great sponsors and vendors to support our organization and academic programs. The resource exhibition area is always a popular spot, as we peruse new books, software, and other materials to enhance our curriculum.

I also want to welcome our keynote and guest speakers, Ruth Crowley from Lowes, Dana Zumbo from Zappos, and Dr. Edlight Mutungwe from Chinhoyi University of Technology, Zimbabwe. Looking forward to gaining insights from their perspectives. Additionally, warm congratulations to ITAA Fellow – Tammy Kinley, ITAA Distinguished Scholar – Byoungho Jin and all the award winners.

There are many other noteworthy items, but I am quickly running out of my allotted space. Do want to give thanks to the outstanding work of the conference co-chairs, Tammy Kinley and Sheri Dragoo. Heartfelt thanks to Nancy Rutherford for her years of commitment and service as our Executive Director, and a sincere welcome to Ping Wei, our new Executive Director.

Looking forward to a great conference!

Melody L. A. LeHew
ITAA President, 2019
Viva Las Vegas! As the 2019 conference co-chairs, we are pleased to welcome you to the event center of the country! As we considered the theme for this conference, we wanted to play on the lure of Las Vegas – Risk and Reward. This city has a rich history of playing the odds, sometimes with a win and sometimes, well, an experience at the very least.

We also intentionally designed our conference logo to play on the idea of R&R – Rest and Relaxation since Las Vegas is a popular vacation destination. Here in the desert, you have both the lights and action and the wide open spaces. This is sort of like our professions. We have glamour and energy as well as calm exploration of ideas and synergies. Our hope is that you leave the conference with high energy and strong ideas, overlaid with some escape from the same old same old.

This year’s conference more or less follows the program for the past two years. We will begin with pre-conference tours and Council meeting on Friday, more tours and workshops on Saturday, the opening evening reception on Saturday evening, and several opportunities for specific groups to connect. Sunday morning, we kick off with the business meeting, followed by concurrent research sessions, the mounted exhibit, and the resource fair. Sunday evening, we’ll get down to business with the poster session, the career fair, the international bazaar, and a pub crawl snack break. Monday brings more research, more design, more resource fair, and our Legacy fundraiser – Fly Me to the Moon. (You can still buy a ticket!)

We have two keynote speakers that we are very excited about. Ruth Crowley will talk with us about the experience economy, particularly as it pertains to consumer demand and retail innovation. Dana Zumbo will talk with us about the unique retail approach Zappos has used to completely disrupt the shoe industry.

In your spare time, there is more shopping outside the door of the hotel than we have had anywhere! There is a great outlet mall and vintage shopping just a short Uber ride away. Add to that a substantial amount of luxury shopping along the Las Vegas strip. We also hope you can take in a show – or two! If you don’t see Cirque du Soleil’s KA’ on Saturday night, we highly recommend trying to get there on another night. It is spectacular!

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.

Tammy and Sheri
ITAA Conference Meeting Space

ITAA has exclusive use of one section of the Westgate meeting space – Ballroom and Conference Rooms 1-6.

- Meals, General Sessions, Poster Sessions, Career Fair, and International Bazaar will be held in Ballroom A/B.
- Resource Exhibit and Design Exhibit will be in Ballroom C.
- Breakout Sessions and Sponsor Presentations will be held in Ballroom D-G and Conference Rooms 1-6.
Tammy earned a Ph.D. from Texas Tech in Merchandising and is currently Professor of Merchandising and Associate Dean in the College of Merchandising, Hospitality and Tourism at the University of North Texas. Her CV contains several articles focused the consumer experience. Specifically, she has looked at shopping influences on different demographic groups, the influence of Hollywood and Bollywood on fashion choice, and why people shop on vacation. Additionally, she has studied the effects of the size number on women’s apparel on consumer body image and self-esteem. Her current research examines peer impressions of a person wearing a hearing aid, moving toward consumer resistance of this assistive device.

Dr. Kinley’s work on the experience, is a differentiator in a crowded field of brands. From shopping on vacation to browsing the aisles of favorite stores and trying on clothes in the fitting room to selecting a movie that might prove inspiring, the path to an effective customer conversion remains the end-goal.

In ITAA, Tammy has served several terms on Council, including President. She was also a founding member of TAPAC, chairing the Standard’s sub-committee and then serving as Treasurer. She is currently serving a second term on the TAPAC Board of Commissioners.
Dr. ByOUNGho Ellie Jin is the Albert Meyers Distinguished Professor at North Carolina State University. She is a leading scholar in the global apparel business, with a focus on fashion brand internationalization, global branding, retailing in emerging markets, and cross-cultural consumer and retail studies. Her research interests have expanded to innovation and competitiveness of small- and medium-sized enterprises and the revitalization of the U.S. textile and apparel industry. Her prominence in scholarly contributions to the clothing and textiles discipline is well evident in her 117 refereed paper publications in a diverse range of top-tier journals, 135 refereed presentations, 70 trade journal articles, two books and four co-edited books for the series of *Global Fashion Brand Management* where she serves co-series editor.

She has secured approximately $1.3 million in grants from prestigious sponsors such as the U.S. Department of Agriculture and U.S. Department of Education. In her funded research projects, she has studied consumers and retail markets in many countries: China, India, Vietnam, Saudi Arabia, Korea and Italy. She delivers keynote speeches and invited guest lectures at different academic conferences and universities across the globe. Her unique contribution to the discipline is well-recognized through several research and teaching awards.
Dr. Sheng Lu is an associate professor in the Department of Fashion and Apparel Studies at the University of Delaware. Dr. Lu is internationally recognized as a leading scholar of textile and apparel trade, trade policy and the governance of global apparel value chain. Through his academic career, Dr. Lu has published nearly 30 peer-reviewed journal articles, 4 book chapters/peer-reviewed case studies, 40 trade journal publications, and 28 refereed conference presentations. Dr. Lu received the 2014 Rising Star Award from the International Textile and Apparel Association (ITAA) in recognition of his research and teaching excellence. He is also the recipient of the Paper of Distinction Award at the 2014, 2015 and 2017 ITAA annual conference for his study on the textile and apparel specific-sectoral impact of mega free trade agreements. As another showcase of the impacts of Dr. Lu’s works, several of his studies were cited by government reports such as the Congressional Research Service (CRS) studies prepared for members of U.S. Congress, U.S. International Trade Commission (USITC) official assessment on the economic impacts of free trade agreements as well as the World Bank and the United Nations research publications. Dr. Lu’s published works also have been translated into Chinese, Vietnamese, Spanish and Thai and regularly featured by national and international press as well as industry publications including the Financial Times (UK), New York Times, South China Morning Post (Hong Kong), CNBC, Public Radio International, Forbes, Xinhua News Agency (China), Just-Style, Women’s Wear Daily, Textile World and Sourcing Journal.
The International Textile and Apparel Association is pleased to announce Dr. Kristen Morris as the 2019 winner of the ITAA for 2019 ITAA Rising Star Award. This award is intended for untenured junior faculty members who have demonstrated excellence in teaching, research/scholarly work, and service that is commensurate with their faculty appointment. She is an assistant professor in the Department of Textile and Apparel Management at the University of Missouri.

Dr. Morris teaches Apparel Product Development courses and has been the recipient of several university and department teaching awards. Dr. Morris’s research is driven by one core question: How can researchers increase all apparel users’ health and wellbeing through the design of apparel products? Her research focuses on addressing the unique apparel needs of underserved target markets; enhancing the functional performance of apparel; and advancing design and product development processes thorough user-centered design to meet users’ needs. Dr. Morris’s scholarship also involves creative design, and she has had 18 design pieces exhibited in juried venues including the International Textile and Apparel Association where she received 8 design awards. In 2018, along with a departmental colleague, she received ITAA Award for Creative and Innovative Employment of Techniques.
Dr. Amrut Sadachar is an Assistant Professor in the Department of Consumer and Design Sciences at Auburn University. His research focuses in the area of retailing, small business management, consumer behavior and experiential marketing, apparel sustainability, ethical consumption, and retail technologies. With an overarching goal of doing greater good for the society, his current research work is based on three pillars: people, profit, and planet. Dr. Sadachar has co-authored 18 peer-reviewed high impact research articles and 34 refereed conference presentations and proceedings at the national and international conferences. Dr. Sadachar has received $190,000 in external funding as Co-PI from the United States India Educational Foundation (USIEF) and $22,736 in internal funding as PI. He serves on numerous committees at department, college, university, and professional organization level. Since 2010, Dr. Sadachar’s service to ITAA involves serving as a volunteer, conference abstract reviewer for three to five tracks, and member of the electronic communications committee. He serves as a reviewer for 12 peer reviewed journals including Clothing and Textiles Research Journal (CTRJ). He has advised six masters’ students as a major professor and served as a committee member for seven doctoral and four masters students. In 2017, he has won the outstanding faculty award at Auburn University for his teaching excellence.
2019 ITAA Teaching Excellence Award

Dr. Alyssa Adomaitis

Dr. Adomaitis has numerous personal traits and academic accomplishments that make her an outstanding candidate for the ITAA Teaching Award of Excellence. First and foremost, she is an excellent teacher, role model and advisor for the students in the fashion degree program at City Tech. She has great leadership ability, strong interpersonal skills, exceptional relationship building skills, excellent communication skills, outstanding networking skills and an ingrained sense of teaching pragmatism. She cares about the success of the students in her classes/program and uses her extensive expertise and training to guide them relative to future academic pursuits and career development options. She has been nominated six times for teaching excellence awards throughout her career and has been the recipient of 4 teaching awards including the 2014 ATEXINC Award for Innovation in Textile Instruction for “Stimulation Learning about Textiles with Fast Fashion” (with her colleague, Diana Saiki).

Dr. Adomaitis has continuously made over 24 teaching/pedagogy presentations at annual ITAA meetings since the beginning of her professional career as well as participated in numerous workshops to enhance her teaching skills. One could say that Dr. Adomaitis is a great mentor that inspires the next generation of professors and industry professionals.
Dr. Michael Mamp is a gifted educator who has brought extensive industry experience to his teaching of undergraduate and graduate students. Dr. Mamp has created Central Michigan University’s Fashion Merchandising and Design Online Program, created new courses such as 3D printing and fashion and established a new visual merchandising lab. A researcher in design and dress history, Dr. Mamp has expanded apparel educators’ understanding of techniques and strategies for teaching LGBQ+ topics, expanding knowledge in this underrepresented area within the curriculum. In addition to mentoring undergraduate and graduate students, Dr. Mamp through his service as Design Committee Chair to ITAA and Costume Society of America, has expanded opportunities for the presentation and celebration of design scholarship.
Dr. Mutungwe is a faculty member at the Chinhoyi University of Technology, Zimbabwe in the Department of Clothing and Textiles Technology. Dr. Mutungwe is from an emerging economy—Zimbabwe, which is one the fastest developing economies in Africa. She has held several other positions apart from a faculty member at Chinhoyi University. For instance, for 11 years, she served in Zimbabwe’s Ministry of Primary and Secondary Education. Additionally, she has dedicated her professional life, which spans several decades to teaching and researching topics that are of paramount interests to ITAA. History of fashion, social psychology of dress, and fashion technology among others are examples.

Dr. Mutungwe has been an ITAA member since 2014, when she accidentally found the organization via an internet search. Since then she has been interested in attending the ITAA conference. However, one of the imposing factors that have prohibited her from participating in ITAA conference has been the financial challenge. Dr. Mutungwe has her long-awaited desire to visit ITAA conference as it will open doors for her on several counts; from social networking to updating her knowledge base in trending and state-of-the-art research in fashion topics to a possibility of a world beyond Zimbabwe.
Ruth Crowley joined Lowe’s in 2016 as Vice President, Customer Experience Design. Using Human-centered design methodology, she is responsible for leading her team’s efforts to create cohesive customer experiences that are emotionally and seasonally relevant and aligned with strategic company objectives.

Prior to joining Lowe’s, Ruth worked with Entertainment Retail Enterprises with clients like Nickelodeon and M&M’s World Stores, creating customized products, flagship stores and experiences in global markets. Ruth also has diverse experience with other iconic companies including Harley-Davidson, Universal Studios and Host Marriott (Airports), with a focus on design, retail, product and brand development. She describes herself as a continuing student of business.

Ruth comes from Ireland and spends much of her free time there with her family including nine siblings as well as nieces and nephews.
Dana Zumbo has been with the Zappos Family of Companies since 2009 in Las Vegas, Nevada. She spent 4 years as a senior buyer, 3 years in brand experience. She was involved in facilitating leadership workshops to help with employee engagement. Dana is currently the business development manager on the Zappos Adaptive team focusing on building relationships with others to help further the mission.

Dana’s drive in life is to sense and respond to the needs of others so they feel supported in a way that helps them contribute to their highest potential, and she feels that her 20 years in the retail environment and building relationships have put her values and beliefs into practice.
PRODUCTS OF INTEREST
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• Regent’s University London
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NEW EDITION AVAILABLE FALL 2020
LEARN MORE ABOUT THE NEW TEXTILE KIT
www.thetextilekit.com
Claire sponsors two awards for **Outstanding Marketable Design** — one for Undergraduates and one for Faculty.

Each award is $250. The winners are selected by committee at the ITAA Annual Conference.

**Author**

of more than 20 books and DVDs including

*Couture Sewing Techniques*

*The Fine Art of Couture Tailoring* (to be published in 2020)

*Sewing for the Apparel Industry*

**Recipient**

of Professional Association of Custom Clothiers’ Lifetime Achievement Award (2003)

American Sewing Guild’s Hall of Fame Award (2012).

**Behind the Seams**

Join Claire to visit a few workrooms and examine some designs from her extensive collection of couture and high end ready-to-wear. Claire will describe some of the jackets in her upcoming book — *The Fine Art of Couture Tailoring* — to be published by Laurence King Publishing in 2020.
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cottonworks.com
Who we are:
Eden Travel International is a bespoke study tour business, providing customized international study tours and academic study abroad programmes for American Universities.

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 opened operations in Hong Kong in 2016 and now offer a range of retail and fashion-related tours (including Fashion Design, Product Design, Retail Management, Fashion Management and Fashion Merchandising) in various Asian cities.

What we offer:
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 academic learning with their career development goals, 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. All our tours are customized to meet your specific academic requirements and provide students with a unique educational and cultural experience.

For each tour, organized appointments with local and international retailers and industry experts (i.e. fashion designers, label creators and visual merchandisers) are a crucial part of enriching the students understanding of their chosen discipline within a global professional framework.

New itineraries:
Please see below samples of some of our newest itineraries.

- **Design - Hong Kong, Guangzhou, Shanghai and Beijing (Hong Kong, China) – 12 Days**
- **Fashion - Hong Kong, Seoul (Hong Kong, Korea) - 12 Days**
- **Fashion and Design - Manilla and Clark (Philippines) – 4 Days**
- **Fashion and Design - Paris, Naples, Rome, Venice, Milan (France and Italy) – 10 Days**
- **Fashion - Barcelona, Bilbao, Madrid (Spain) – 9 Days**
- **Fashion - London and Paris (England and France) – 10 Days**
- **Fashion and Design – Sydney and Melbourne (Australia) – 15 Days**

For further inquiries, please contact us:

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Eden Travel International Ltd  
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Critical Studies in Men’s Fashion

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First published in 2014
2 issues per volume

Critical Studies in Men’s Fashion is the first peer-reviewed journal to focus exclusively on men’s dress as a means of examining the tangible and intangible aspects of creating and maintaining appearance. The journal discusses gender, identity, sexuality, culture, marketing and business. All articles are double-blind peer reviewed. Theoretical and empirical scholarship in the form of original articles, reports, and media reviews is welcome.

Crossing Gender Boundaries

Fashion to Create, Disrupt and Transcend

Edited by
Andrew Reilly and Ben Barry

ISBN 9781789381535
Paperback

This volume presents a collection of the most recent knowledge on the relationship between gender and fashion in historical and contemporary contexts. Through fourteen essays divided into three segments – how dress creates, disrupts and transcends gender – the chapters investigate gender issues through the lens of fashion.

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The Paris American Academy, founded by Richard Roy in 1966, has provided world-class instruction for almost fifty years, sharing the love of fashion, interior design, creative writing, and the arts with students and professionals from thirty-five nations.

The Academy is registered by the Académie de Paris, as a private institution of higher learning under the 12 July 1875 jurisdiction.

Centered less than one kilometer from Notre-Dame cathedral in the famous Latin quarter, the Academy draws upon Paris’ cultural and artistic heritage, stretching its campus across the city’s museums, exhibits, cafes, and fashion houses.

The PAA works with its international students in helping to complete the necessary paperwork for visas and residency permits.

FOR MORE INFORMATION, PLEASE VISIT US ON-LINE AT
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PARIS AMERICAN ACADEMY

SUMMER WORKSHOPS

The June Workshops in Fashion and the July Workshops in Fashion, Interior Design, Fine Arts, and Creative Writing bring together some of the best in their fields to teach intensive, month-long courses in the different art disciplines. Students in the Fashion Workshops have the opportunity to specialize in Couture Techniques, Design Process, or Fashion Merchandising & Communication and are able to participate in Paris Fashion Week.

Students study with the masters within the classrooms and across the city to hone their expertise and prepare to enter the global world of artistic professionals.
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ITAA - DENVER - 2020

INTERNATIONAL TEXTILE AND APPAREL ASSOCIATION

November 17 – 21, 2020
Programs & Products of Interest to ITAA Members

- Auburn University: Department of Consumer and Design Sciences
- Belmont University: O’More College of Architecture, Art & Design
- Florida State University: Jim Moran School of Entrepreneurship
- Iowa State University: AMD Graduate Program
- ICCT 2020: International Conference on Clothing and Textiles by KSCT
- Jennifer Wildman: Adventure Trend
- Kent State Fashion School: Master of Fashion Industry Studies
- Kent State Fashion School: Study Away Programs
- North Carolina State University: Wilson College of Textiles Graduate Degree Options
- Oklahoma State University: Design, Housing and Merchandising Graduate Programs
- Textile Fabric Consultants Inc.: Fabric Swatch Kits
- University of Delaware: Graduate Programs in Fashion & Apparel Studies
- University of Minnesota: Design Graduate Program/Apparel Studies
- University of Missouri: Textile and Apparel Management
- University of North Carolina at Greensboro: Consumer, Apparel, and Retail Studies Graduate Programs
- University of Rhode Island: Master of Science in Textiles, Fashion Merchandising and Design
- University of Tennessee: Retail and Consumer Sciences PhD Program
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On-Campus
Application Deadline March 1st

Masters of Science
- Thesis option: Minimum 30 credits
- Non-thesis option: Minimum 36 credits

Doctorate of Philosophy
- Minimum of 72 credits including 15 dissertation credits

Hybrid Distance
Application Deadline March 15th

Masters of Science & Doctorate of Philosophy
- New cohorts start in Summer
- One or two short on-campus summer coursework sessions to help meet the residency requirement; other credits completed at a distance

Iowa State University
College of Human Sciences
Department of Apparel, Events, & Hospitality Management
We are pleased to announce the Call for Abstracts for the 2020 International Conference on Clothing and Textiles (ICCT) by the Korean Society of Clothing and Textiles (KSCT) with the theme of "Fashion and Hyper-Connected Future.” We invite abstracts for oral and poster presentations, and for a graduate students’ research competition.

**Topics for this conference may include (but are not limited to):**

- Design, manufacturing process innovation
- Clothing culture, history, and aesthetics
- Shopping/sales/personalization service
- Innovation in higher education of clothing and textiles academia
- Big data analysis, AI, 3D printing, IoT, robotics, VR/AR for fashion business
- Sustainability, high-functional fibers/textiles, high-performance fibers/textiles
- Smart textiles, wearables, sensing human body signal

**Important Dates**

- On-line submission due: Jan 1, 2020
- Notification of acceptance: Feb 1, 2020
- Early-bird registration due: Apr 1, 2020
- Conference: May 21-23, 2020

**Sponsored Journals**

- Fashion and Textiles: fashionandtextiles.springeropen.com/
- Journal of The KSCT: www.jksctxml.co.kr/past/list.asp

Contact Prof. Yuri Lee (yulee3@snu.ac.kr) or The KSCT (ksct@chol.com), if you have any questions regarding the conference. You can find more information about the conference at www.icct2020.net.
For more information, please contact Jennifer Wildman

Phone: 917.450.4054
Email: jennifer@adventuretrendllc.com
Website: www.adventuretrendllc.com
The Master of Fashion Industry Studies is a 30-credit, initial masters level degree for academic advancement applicable to the fashion industry. The industry practicum and thesis research project, accompanied by a visual presentation/representation will robustly address the highly interdisciplinary nature of fashion and propose an innovative and pragmatic research-based solution for the fashion industry.

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- Experience one of the world’s largest fashion capitals
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- Participate in real-world, hands-on industry internships
- Learn from successful industry professionals while completing coursework in your field

THE FLORENCE FASHION PROGRAM
- Study for a full semester or a summer in the heart of Florence’s historic center
- Attend courses in English taught by Florence-based faculty
- Experience the life changing arts and multicultural community right outside your door
- Begin your fashion renaissance in the birthplace of the modern fashion industry in Italy
- Travel to Italian and European fashion and textile industry locations as a class

THE PARIS AMERICAN ACADEMY
- Study for a summer in Paris that includes field trips, on-site experiences, hands-on workshops, lectures and activities designed to expand an understanding of fashion
- Integrate yourself into Parisian life by while studying at The Paris American Academy
- Explore the Parisian fashion fairs, trade shows, concept stores and leading trend agencies
- Learn Couture Techniques, Design Process, or Fashion Merchandising & Communication

THE SOUTH KOREA PROGRAM
- Attend fashion design and merchandising classes at Dankook University in Cheonan, South Korea
- Gain exposure to fashion industry opportunities and career prospects in South Korea
- Discover Seoul, one of the most modern and technologically advanced fashion capitals
- Participate in cultural immersion activities that will enrich your experience abroad

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- Grow together with other 250 graduate students in the Wilson College of Textiles

Graduate degree options:

**Ph.D. Degrees**
The college offers 8 - 10 prestigious Provost Fellowships at $20k/year for incoming new Ph.D. students with tuition and insurance covered. Research and Teaching Assistantships are also available to support your passion for research and teaching.

- Textile Technology Management
- Fiber and Polymer Science

**Master’s Degrees**
- Master of Textiles (non thesis)
- Master of Science in Textiles (Thesis based)
- Master of Science in Textile Engineering
- Master of Science in Textile Chemistry

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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.

- 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.

- 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: gina.peek@okstate.edu
Phone: 405-744-9521
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Supplier of Fabric Swatch Kits for Fashion and Interior Textile Courses for 38 Years
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 The Lycra Company. 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
We change lives—through education, research, and engagement by partnering with communities to address society’s most pressing issues.

In the apparel studies graduate program at the University of Minnesota, you will:

• Study and conduct research at one of the largest research universities in the U.S.
• Have access to the vibrant Twin Cities design, art, business, retail, sports, theater, and wellness communities.
• Work with unique resources and technology, including: the College of Design’s Center for Retail Design and Innovation, Digital Fabrication Lab, Human Dimensioning Lab, the Goldstein Museum of Design, Virtual Reality Lab, and Wearable Technology Lab.
• Interact with a cohort of 60 interdisciplinary graduate students and work with established scholars as you prepare for a career in the industry and/or in higher education.

Apply:

• Apply online at: dha.design.umn.edu/programs/grad
• Email dhagrad@umn.edu or call 612-626-1219 with questions.
• Application deadline: December 15, 2019

Financing:

• Competitive research and teaching assistantships and fellowships are available.
• Eligible applicants are encouraged to apply for our Diversity of Views and Experiences (DOVE) Fellowships.

Visit z.umn.edu/apparelstudies for more information.
TAM offers a unique set of courses recently developed to prepare students for our dynamic industry. Students can select from core content courses, and from rigorous research tracks in either qualitative or quantitative methods. Courses are specifically designed for TAM Graduate Students with emphasis on sustainability, globalization, and technology.

Faculty Research Interests
Global supply chain and sourcing strategies
Firm/industry identity issues
Entrepreneurial spirits in emerging technologies
E-commerce
Big data applications
Social media
Social responsibility
Digital textile and apparel design
Sustainable design, production and consumption

Undergraduate Program
Apparel Retailing and Digital Merchandising
Apparel Product Development
Minor: Textile & Apparel Management
Certificate: Digital Merchandising

Mission
The Department of Textile and Apparel Management acquires, creates, disseminates, and preserves knowledge regarding the global textile and apparel supply chain.

We do this by:

- conducting innovative and collaborative research that informs and shapes industry practices and trends;
- attracting top students and educating them to be industry leaders who can successfully adapt to a changing world through creative problem solving;
- promoting understanding of consumer and market needs of the state, nation, and world and how to best meet them in ways that improve the lives of our communities; and engaging alumni and professionals in the field to enrich the education and research experiences of students.

Department Highlights

- #7 in the nation in Textile & Apparel (by College Factual)
- In the top 10% of all fashion merchandising schools in the U.S. (ByFashionSchool.org)
- 87% freshman retention rate
- 75% 4-year graduation rate 84% 5-year graduation rate Over 90% placement rate
- Over $20,000 in department scholarships

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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
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
Ph.D. PROGRAM FEATURES

**FUNDING OPPORTUNITIES**
- Graduate assistantship with a tuition-waiver and monthly stipend
- Opportunity for specialized assistantships (e.g., retail analytics, product development)
- Up to $2,000 dissertation research and conference travel support
- Additional graduate fellowships available at the college and university levels

**RESEARCH OPPORTUNITIES**
- One-on-one research mentorship from highly productive research faculty members in diverse areas of expertise (e.g., social media, retail technology, sustainable fashion consumption, international retailing)
- Collaboration among students and faculty members for both discipline-focused research and interdisciplinary research between retail and hospitality and tourism for conference presentations and journal publication

**PROFESSIONAL DEVELOPMENT**
- Opportunity to work on industry and community projects by partnering with national or local retailers
- Participation in a seminar class aimed at developing professional skills and job-market preparation
- Opportunity to develop a teaching portfolio (e.g., teaching certificate and teaching an undergraduate course)

**CORE COURSES**
- Consumer Behavior Theories
- Strategies
- Research Methods, Models & Measurement
- Literature & Thought

**CONTACT US**

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

Dr. Ann Fairhurst, Ph. D.
Department Head
fairhurs@utk.edu or wjohnso1@utk.edu
865-974-2141

Dr. Heejin Lim, Ph. D.
Director of Graduate Studies
hlim@utk.edu
Friday, October 25
9:00am – 5:00pm
Crown Room
ITAA Council Meeting

6:00pm – 10:00pm
Crown Room
TAPAC Board of Commissioners Meeting

6:00am – 9:00pm
TOURS
Grand Canyon Tour – (Meet in Lobby at ITAA sign)
Cost covers a 14-hour bus tour of the Grand Canyon National Park (South Rim) from Las Vegas with stops at Mather Point and Bright Angel Lodge for canyon views. We will see Hoover Dam and Route 66 en route to the park. Deli-style lunch included. Tour Guide: Sanjukta Pookulangara

12:30pm – 3:00pm
Zappos Headquarters – (Meet in Lobby at ITAA sign)
Corporate Headquarters located in Las Vegas. Tour Guide: Tammy Kinley

Saturday, October 26
7:30am – 7:00pm
Ballroom Foyer
REGISTRATION OPEN

9:00am – 11:00am
Ballroom G
WORKSHOPS
Guiding Faculty in Creative Scholarship
Coordinated by: Susan Hannel, University of Rhode Island
This workshop from the ITAA Leadership Committee will provide advice to program and department chairs for guiding faculty who are engaged in creative scholarship. New chairs are encouraged to attend.

9:00am – 12:30pm
Ballroom E
Exploring the Future of Fashion Design Curricula for a New Generation of Learners
Coordinated by: Brooke Brandewie and Injoo Kim of University of Cincinnati
The purpose of this workshop is to discuss and project a new direction for fashion design curricula, keeping these questions in mind. Participants will draw on their own experiences and challenges in order to anticipate these future learners’ needs and wants. This workshop will be an opportunity for fashion scholars and educators to share common problems and identify future solutions for best practices to proactively shape fashion design curricula for a new generation of learners.

1:00pm – 3:30pm
Ballroom G
Understanding the Requirements and Expectations for Preparing the Self-Study Report for Textiles and Apparel Programs Accreditation (TAPAC) Accreditation Review
Coordinated by: TAPAC Board of Commissioners, Kathleen Rees, Texas A&M-Kingsville, President
The workshop is designed for program representatives and administrators planning for or in the process of preparing their Self-Study Report for TAPAC Accreditation Review. The focus is on preparing the Self-Study Report and related materials to most effectively communicate how the program addresses and meets the TAPAC Accreditation Standards. PowerPoint presentations, including scenarios, will focus on effective ways to present program information. Following an overview of the Self-Study document, TAPAC members will ‘walk’ participants through documentation required to address each of the seven TAPAC Accreditation Standards. Suggestions and pointers to help communicate the needed program information will be provided.
Creating Custom Half-Scale Dress Forms From 3D Body Scans
Coordinated by: Kristen Morris, Colorado State University and Kimberly Phoenix, Cornell University
This hands-on workshop will cover the entire process of developing a custom half-scale foam dress form, starting with capturing 3D data with a Structure Sensor to assembling the final dress form from foam slices. In the first half of the workshop, participants will be provided a handout to follow-along as the presenters demonstrate how to digitally process and develop files for the dress form using Fusion 360. The presenters will also show how to slice the 3D model to extract a plan for cutting materials used in the dress forms. The second half of the workshop will be spent assembling a prepared foam half-scale dress form (size 8) and using the half-scale forms in the design process. Upon completion of the workshop, participants will have experienced the entire custom half-scale dress form creation process. Participants will leave the workshop with a step-by-step process guide and a half-scale dress form for continued use.

TOURS
11:00am – 3:30pm
Shopping Shuttle – (Meet in Lobby at ITAA sign)
Cost covers a shuttle service between the Main Street vintage shopping area, Downtown Summerlin, Tivoli Village, and the Las Vegas Premium Outlet Mall. The shuttle will run a route between the shopping areas and the hotel.

9:30pm →
Cirque de Soleil’s KA – (Meet in Lobby at ITAA sign)
performance only - Tour Guide: Nancy Rutherford
9:30pm →
performance PLUS Backstage Tour - Tour Guide: Jenny Leigh Du Puis
Join your ITAA colleagues to see one of the most impressive Cirque du Soleil performances in Las Vegas. The showdown between good and evil incorporates the gravity-defying performances, a compelling story, and stunning costumes.

4:00pm – 5:00pm
VPs Meet with Committee Chairs
Ballroom D
4:00pm – 6:30pm
TAPAC Assembly of Delegates Meeting
Ballroom G
5:00pm – 6:00pm
New Attendees and Members Welcome and Conference Orientation
President’s Suite
6:00pm – 8:30pm
OPENING RECEPTION Co-Sponsored by Fairchild-Bloomsbury and ITAA
Pool Deck
8:00pm – 9:30pm
Administrative Leadership Committee
Ballroom D
SUNDAY, OCTOBER 27
7:30am – 7:00pm
REGISTRATION OPEN
Ballroom Foyer
Before 8:00am
Breakfast on your own
All Day
Committee Meetings

8:00am – 9:15am
OPENING SESSION
Ballroom A/B
Package: Melody LeHew, ITAA President
President’s Presentation and Business Meeting

9:15am – 4:30pm
RESOURCE EXHIBIT: DAY 1
Ballroom C
9:15am – 3:00pm
MOUNTED DESIGN EXHIBIT: DAY 1 (Designers with designs 9:15-10:00)
Ballroom C
Professional Designs
The Soundless Outcry
Su Kyoung An, Hea Joo Lee, and Li Jiang, Central Michigan University
Wave for Independence
Su Kyoung An and Cassandra Wentela, Central Michigan University
Eacles Imperialis 1909 Evening Gown
Charity Calvin Armstead, Brenau University
Cutwork Ginseng - Translating the Novels of Gene Stratton-Porter into a
Period Corset
Charity Calvin Armstead, Brenau University
Maternal Dress
Melanie Carrico, University of North Carolina at Greensboro
Bat-wing Denim Dress
Melanie Carrico, University of North Carolina at Greensboro
Yin-Yang Circles
May Chae, Montclair State University
Lenticular Flow
Chanjuan Chen, Kent State University; and Kyung-Hee Choi, Hansung University
Transformable Blossom
Chanjuan Chen, Kent State University
The Sun Shines Through
Chanjuan Chen, Kent State University
Reinventing Traditional Dress: A Design Inspired by Chinese Sher Ethnic
Costumes
Xu Chen and Shiyu Pan, Minjiang University; and Chuanlan Liu, Louisiana State
University
Repowering Women’s Hanbok
Seunghye Cho, Framingham State University
W=FT # 001: Tufted. Discovery Research and Development of Post-
Market Textile Products
Kelly Cobb, University of Delaware; and Tim Eads, TIM EADS LLC
Neo-Heritage Ensemble #2-Knowledge in the Eye of the Beholder
Kelly Cobb, Belinda Orzada, Dilia Lopez-Gydosh, University of Delaware
Suit of the Youth: 'Intentional Pattern-making' Proof of Concept for Repurposing Apparel  
Rachel J. Eike, Iowa State University

Sis Alligator Meets Trouble  
Tameka N. Ellington, Kent State University

Sorbet Sunrise  
Karis Foster, Appalachian State University

The Cut Dress  
Hae Jin Gam, University of North Texas

Exoskeleton  
Adriana Gorea, Jeffrey Mayer, and Todd Conover, Syracuse University

Beneath the Surface  
Sherry Haar, Kansas State University

Mathmadness  
Kim Hahn and Evelyn Rossol, Kent State University

Euclidean Resonance  
Kim Hahn and David Hahn, Kent State University

Stash Monarch  
Gwendolyn Hustvedt, Texas State University

Size-Adjustable Functional Maternity Hospital Gowns  
Chanmi Hwang, Lindsay McCoy, and Carol J. Salusso, Washington State University

The Beauty of Modern Harmony "Jogakbo"  
Jaeyoon Jeong, Drexel University

Vegetation: A Tribute to the Oregon Coast Part 4  
Laura Kane, Framingham State University

Reflective Light Sport Suit  
Shu-Hwa Lin, University of Hawaiʻi at Manoa

ECG Monitoring via Apparel for Female Firefighter’s Safety (III)  
Shu-Hwa Lin, University of Hawaiʻi at Manoa; Ching-I Lai, National Yunlin University of Science & Technology, Taiwan; and Lynn M. Boorady, Oklahoma State University

Unicorn Colors  
Addie Martindale, Georgia Southern University

Rhythmus 2019  
Seoha Min, California State Polytechnic University, Pomona; and Hye Young Kim, Winston-Salem State University

Plaid Waltz  
Seoha Min, California State Polytechnic University, Pomona; and Hye Young Kim, Winston-Salem State University

Adaptive Active -- Embedding Inclusion into Activewear  
Kristen D. Morris, Colorado State University

Synthesis Flow  
Kristen Morris, Colorado State University; and Jean Parsons, University of Missouri

Plated Plaid  
Linda Ohrn-McDaniel, Kent State University

100% Waste  
Linda Ohrn-McDaniel, Kent State University
The Hive
Linda Ohrn-McDaniel, Kent State University

6Wire: Flow
Belinda T. Orzada, M. Jo Kallal, Cheyenne Smith, Mikayla DuBreuil, and Wing Tang, University of Delaware

6 Wire: Red and Black
Belinda T. Orzada, M. Jo Kallal, Cheyenne Smith, Mikayla DuBreuil, and Wing Tang, University of Delaware

Floral Fusion
Jean L. Parsons, University of Missouri; and Kristen Morris, Colorado State University

A Suit for Hoogstraten: Engineered Visual Trickery and a Deceptive Peascod Belly
Brianna Plummer, Independent Scholar

Digital Textile Design 101
Brianna Plummer, Independent Scholar

Double Consciousness
Alexis Quinney, Central Michigan University

Hands and Holy Grail Mini Dress
Della Reams, Miami University of Ohio; Larry Rushing, Temple University; and Hisham Dawoud, Virginia Commonwealth University Qatar

Pieced Back Together
Krissi Riewe, Kent State University

Controlled Cutting: An Original Garment Design Purposed as Instructional Tool
Ashley Rougeaux-Burnes, Texas Tech University

ELIS- A Textile Smart Shirt That Gathers Medical-Grade Electric Signals from the Human Body
Mary Ruppert-Stroescu, Maggie Miller, Chandler Marten, and Tommy Blackwell, Washington University in St. Louis

VoltaFeet: A Sterile Foot Care Solution
Ashton Naumann, Logan Groneck, Matt Heiken, and Mary Ruppert-Stroescu, Washington University in St. Louis

Detachable Sleeves Doublet
Carolyn Schactler, Professor Emerita, Central Washington University

Functional Performance
Sherry Schofield and Meredith McQuerry, Florida State University

Perfect Imperfection
Jooyoung Shin, Indiana University

Counterpoise
Jooyoung Shin, Indiana University

From the Forest: Silk Lichen Jacket with Pleated Silk Dress
Diane Sparks, Colorado State University

Indigo Lantern
Eunyoung Yang, Meredith College

Tear of Volcano
Ling Zhang, Iowa State University
**CONCURRENT BREAKOUT SESSION #1**

**STS: Adaptive Clothing: Breaking Barriers in the Fashion Industry**  
Coordinator: Kerri McBee-Black, University of Missouri; Presenters: Karen Bowersox and William Herron, NBZ Apparel; Julia Guo, Universal Fashion Lab, BIFT; Kristen Morris, Colorado State University; Mindy Schierer, Runway of Dreams; Limin Shi, Universal Fashion Lab, BIFT; and Dana Zumbo, Zappos Adaptive  
This special topic session is designed to present current research and industry trends focusing on adaptive clothing and PLWD. The session will be organized as a panel discussion featuring academic researchers and industry/entrepreneurial leaders in adaptive clothing. The panel will discuss current and future challenges in the adaptive clothing market as well as future research opportunities.

**Student Best Papers**  
*Presider: Kim Hiller, Kansas State University*  

**Swagger Like Us: Black Millennials and 1990s Urban Brands (Masters 2nd Place)**  
Courtney Johnson, Iowa State University; Advisors, Kelly L. Reddy-Best and Eulanda Sanders, Iowa State University

**Relationships between Apparel Buyers’ Mediated Power and Bangladeshi Suppliers’ Psychologically Defensive Workplace Behavior (Masters 1st Place)**  
Md. Rafiqul Islam Rana, University of Missouri; Advisor, Jung Ha-Brookshire, University of Missouri

**Beholding: The Neuroaesthetic Experience of a Synesthetic Dress (Doctoral 2nd Place)**  
Virginia Rolling, Delaware State University; Advisor, Karla Teel, Auburn University

**Cases of Resiliency: Exploring Experiences of Refugee Women Participating in U.S. Textile and Apparel Nonprofit Organizations’ Skills Training Programs (Doctoral 1st Place)**  
Angela Uriyo, West Virginia University; Advisor, Pamela Norum, University of Missouri

**CB: Personal and Behavioral Consumer Characteristics**  
*Presider: Youngji Lee, University of North Carolina at Greensboro*  

"55 Is Not Old!": Aging and Identity in Fashion Blogs Targeting Female Baby Boomers  
Youngji Lee and Nancy Hodges, University of North Carolina at Greensboro; and Seoha Min, California State Polytechnic University, Pomona

Access-based Fashion Consumption and Consumer Happiness  
Sanga Song, Indiana University; and Juanjuan Wu, University of Minnesota

An Examination of Elderly Female Consumers’ Body Shapes, Activewear Preferences and Exercise Behavior  
Hyo Jung (Julie) Chang, Texas Tech University; Jennifer Yurchisin, Catawba College; and Su-Jeong (Hwang) Shin, Texas Tech University

The Relationship of Consumer Smartness to Demographic and Behavioral Characteristics  
Soo-Kyoung Ahn, Chonnam National University; Eunjung Ryou, Changwon National University; and Sua Jeon, Texas Wesleyan University
10:00am – 11:15am
Conference Room 1

DPD: Teaching Strategies to Foster Innovative Design Educators
Presider: Traci Lamar, North Carolina State University
Adults in Custody: How Partnering with a State Correctional Facility Apparel Factory Fosters a Unique Learning Environment for Design Students
Susan L. Sokolowski and Tom Bonamici, University of Oregon

Fascinator: International Intern to Millinery Instructor
Jesse Newton and Catherine Black, Mississippi State University

TADA: Developing a Textile Design Teaching Application
Traci Lamar, David Tredwell, Jessica White, Merranie Zellweger and Andy Click, North Carolina State University

Body Scanning to Develop an Avatar for Fitting Simulation
Shu-Hwa Lin and Ju-Young Kang, University of Hawai`i at Manoa

10:00am – 11:15am
Conference Room 2

MRK: Fashion Marketing and Education in Social Media
Presider: Hye-Young Kim, University of Minnesota
An Influencer like Me: Does Influencer Social Status Matter?
Do Yuon Kim and Hye-Young Kim, University of Minnesota

Luxury Marketing in Social Media: The Role of Social Distance in a Craftsmanship Video
Jung Eun Lee, Virginia Tech; and Song-yi Youn, University of Missouri

Real Money, Real Clients, Real Experience: Using Google Ad Grants to Teach Online Marketing
Tunmin (Catherine) Jai, Texas Tech University, USA

What Do Instagram Likes Mean? How Social Media Relates to Consumer Equity and its Drivers
Nigel AR Joseph, Jihyeong Son, and Vicki McCracken, Washington State University

10:00am – 11:15am
Conference Room 4

PED: Revamping the Skillset and Curriculum
Presider: Anna Magie, Texas Woman’s University
It is About the Time! Incorporate Entrepreneurship Education in Fashion Merchandising Curriculum
Lizhu Davis, California State University, Fresno; Li Zhao, University of Missouri; and Dean Davis, California State University, Fresno

Closing the Gap: Merchandising Skills and Knowledge Required for Professionals in the South African Retail Industry
Bertha Jacobs, University of Pretoria, South Africa; and Elena Karpova, Iowa State University

Re-designing Fashion Design Curricula for a New Generation of Learners
Brooke Brandewie and Injoo Kim, University of Cincinnati

Teaching University Fashion Students the Importance of Developing Leadership, Management, and Service Skills through a Teambuilding Activity: The Work Your Wardrobe Project
Anna A. Magie and Deborah D. Young, Texas Woman’s University
10:00am – 11:15am
**PED: Teaching with Global and Pop Culture Topics**
*Presider: Tiffy Blanchflower, East Carolina University*

**A Capsule Collection Based on the Juxtaposition of Two Exhibits: Collaborative Teaching Project**
Colleen Moretz and Elizabeth Shorrock, West Virginia University

**Going Global: Study Abroad Increases Students' Cultural Awareness and Confidence**
Tiffy M. Blanchflower and Marina Alexander, East Carolina University

**Indian Culture and Dress: Collaborative Teaching in a Dress Theory Class**
April Elisha Stanley and Archana Edmond, Iowa State University

**What's Barbie Got to Do with It? Using Pop Culture in a Visual Merchandising Class**
April Elisha Stanley, Iowa State University

10:00am – 11:15am
**SSR: Sustainable Fashion Consumption**
*Presider: Jihyun Kim, Kent State University*

**Investigating Fashion Leaders' and Non-Fashion Leaders' Perception Toward Trade-Offs in Eco-Friendly Clothing**
Jonghan Hyun and Jihyun Kim, Kent State University

**Maximizing Rewards, Minimizing Clothes: Examining Consumers' Motivations for Building a #capsulewardrobe**
Sergio C. Bedford and Heejin Lim, University of Tennessee

**The Role of Prefactual Consequences and Anticipated Emotions in Consumers' Decisions to Purchase Eco-friendly Apparel Products**
Soo Hyun Kim and Silvia Van Riper, University of Arizona; and Insook Ahn, New Mexico State University

**U.S. Millennials' Intention to Donate Used Clothing: A Study of the Determinants**
Rebecca Anderson, Audrey Nelson, Zihui Zhao, Dan Liang and Ting Chi, Washington State University

10:00am – 11:15am
**TAI: International Trade and Trade Policy in Textiles and Apparel**
*Presider: Sheng Lu, University of Delaware*

**Can We Bring It Back Home? A Conceptual Analysis of Localized Support for Reshoring U.S. Textile and Apparel Production**
Nancy Hodges, Meghan Hembree, and Leanna Williams, University of North Carolina at Greensboro

**Does the U.S.-China Tariff War Benefit or Hurt the U.S. Textiles and Apparel Industry?**
Sheng Lu, University of Delaware

**Explore the Export Behavior of Textiles and Apparel "Made in the USA": A Firm-Level Analysis**
Kendall Keough and Sheng Lu, University of Delaware

**Secrets in Fashion Entrepreneurship: Exploring Factors Influencing Success in U.S. Fashion New Ventures**
Li Zhao, University of Missouri; and Lizhu Davis and Dean Davis, California State University, Fresno
11:30am – 1:15pm
Ballroom A/B

**LUNCH GENERAL SESSION – Keynote Speaker**
*Presider: Sheri Dragoo, Vice-President of Conferences*
Ruth Crowley, Vice President, Customer Experience Design, Lowe’s

1:30pm – 2:45pm
Ballroom D

**CONCURRENT BREAKOUT SESSION #2**

**STS: Inter-generational Mentorship**
Coordinator: Jung Ha-Brookshire, University of Missouri; Presenters: Kristen Morris, Colorado State University; Tameka Ellington, Kent State University; Lynn Boorady, Oklahoma State University; Sharron Lennon, University of Indiana-Bloomington
Videos on topics including getting tenured, becoming full professors, career after tenure/full professorship, work-life balance, contributing to the discipline, and planning for retirement will be played and then discussed among the participants.

1:30pm – 2:45pm
Ballroom G

**DPD: Sustainable Apparel Design and Practices**
*Presider: Young-A Lee, Auburn University*

**Keywords Analysis of ITAA Professionals’ Design Proceedings from 1999 to 2017**
Young-A Lee, Auburn University; Helen Sumin Koo, Konkuk University; and Seoha Min, California State Polytechnic University, Pomona

**Multi-wear Sustainable Bridal: A Co-design Process with Lead Users**
Evelyn Rossol and Kendra Lapolla, Kent State University

**The Exploration of Geometric Modular System in Textile and Apparel Design**
Chanjuan Chen, Kent State University

**What’s Next? Examinations of Zero Waste Fashion Design Approaches**
Sunhyung Cho and Ellen McKinney, Iowa State University

1:30pm – 2:45pm
Conference Room 5

**HIS: New Methods for Historical Studies**
*Presider: Linda Welters, University of Rhode Island*

**Celebrities, Signs, and Symbols: Engaging in Black Lives Matter Activism Through Body and Dress Practices**
Dyese Matthews and Kelly L. Reddy-Best, Iowa State University

**From the Picture Archive to the Department Store: Re-imagining Mid-Century American Fashion Design through Photography**
Lynda May Xepoleas and Denise N. Green, Cornell University

**Machine Learning (ML) for Tracking the Geo-Temporality of a Trend: Documenting the Movement of the Baseball-Trucker Hat on Social Media and the Runway**
Rachel R. Getman, Sonia Appasamy, Nehal Rawat, Utkarsh Mall, Denise Nicole Green, Kavita Bala, and Bharath Hariharan, Cornell University

**Teaching Textiles in 1917: The Cushman Swatch Books**
Linda Welters, University of Rhode Island
1:30pm – 2:45pm
Conference Room 4

**PED: Embedding Technology into Instruction**
*Presider: Kittichai Watchravesringkan, University of North Carolina at Greensboro*

3D Simulation Technology as an Instructional Tool for Promoting Size Inclusive Apparel Design
Chanmi Hwang, Washington State University; and Keena Hudson, Parsons School of Design

Crafting Student Confidence with Google's Digital Garage Certificate: A Semester Long Experiential Learning Project
Tiffy M. Blanchflower, East Carolina University

Digital or Analog? Exploring Presentation Methods in an Apparel Construction Course
Amy Dorie, San Francisco State University

Teaching Virtual Technology through Industry Collaboration: An Assessment of Pedagogical Process and Outcomes
Nancy Hodges and Kittichai Watchravesringkan, University of North Carolina at Greensboro; Seoha Min, California State Polytechnic University, Pomona; and Youngji Lee and Sukyung Seo, University of North Carolina at Greensboro

1:30pm – 2:45pm
Conference Room 2

**PED: Sourcing, Supply Chain, and Profitability**
*Presider: Kerri McBee-Black, University of Missouri*

Apparel Sourcing: Decisions Using Data Analytics
Lance Cheramie and Mahendran Balasubramanian, University of Arkansas

Applying a Supply Chain Perspective to Understand Sustainability in the Apparel and Textiles Discipline
Jin Su and Anne Mitchell Wood, University of North Carolina at Greensboro

Collaborative Adaptation of the "Who Made My Clothes" Project to Develop Students' Supply Chain Transparency Awareness and Critical Thinking Skills
Kerri McBee-Black, University of Missouri; and Rachel LoMonaco-Benzing, Kent State University

1:30pm – 2:45pm
Ballroom E

**SPA: Dress and the Body**
*Presider: Delisia Matthews, North Carolina State University*

An Exploratory Study on Use of Sun Protective Apparel for Children: Parental Knowledge, Attitudes, Role Identity, and Purchase Intention
Dawn Michaelson, Veena Chattaraman, and Karla P. Teel, Auburn University

Body Appreciation: An Assessment of Fashion Innovativeness, Fashion Enjoyment, and Psychological Fashion Risk among Plus-Size Gwynnie Bee Members
Delisia Matthews, Nimet Degirmencioglu, and Kristen McKaraher, North Carolina State University

Ideal Beauty Standards: A Preliminary Analysis of Ethnicity and Skin Tone Features
Bomi Lee and Michelle Childs, University of Tennessee

Risk and Reward in Patterns of Dressing for Older Women
Marilyn DeLong and Caroline Albers, University of Minnesota; and Haeun (Grace) Bang, University of North Carolina at Greensboro
1:30pm – 2:45pm
Ballroom F

SSR: Brand and Sustainability
Presider: Gargi Bhaduri, Kent State University
Bridging the Gap between Green Self-perception and Intentional Behaviors: Mediating Role of Ad-brand Congruency
Song-yi Youn, University of Missouri; and Eunjoo Cho, University of Arkansas
Green Messages for Luxury Brand Advertising in the Sustainable Fashion Market
Yuan Ling Jin, Yonsei University; Daniela Delieva, Sungkyunkwan University; and Hyo Jin Eom, Korea University
Relationships between Mass-Customization and Sustainable Apparel Behavior: A Propositional Study
Jessica R. Shaver and Ruoh-Nan Yan, Colorado State University
What to Say and What to Do: Determinants of Corporate Hypocrisy and its Negative Consequence for Customer Retention Intentions
Sojin Jung, Kyung Hee University; Gargi Bhaduri, Kent State University; and Jung Ha-Brookshire, University of Missouri

1:30pm – 2:45pm
Conference Room 3

TAI: Management Skills and Ethics
Presider: Haesun Park-Poaps, Ohio University
Apparel Employees' Creative, Analytical, and Emotional Intelligences and their Job and Career Satisfaction
Laura McAndrews, University of Georgia; and Jung Ha-Brookshire, University of Missouri
Contract Breach, Double Standards, and Amorality: Predicting Employees' Behaviors Based on Employees' Perceived Corporate Hypocrisy Aspects
Saheli Goswami, University of Rhode Island; and Jung Ha-Brookshire, University of Missouri
Facilitating Data Literacy and Critical Thinking through Utilizing Open Data Resources in the Textiles and Apparel in the Global Economies Course
Haesun Park-Poaps, Ohio University
Not Just Another Wish List: ‘Must-have' Skills and Knowledge for Merchandising Professionals
Bertha Jacobs, University of Pretoria, South Africa; and Elena Karpova, Iowa State University
1:30pm – 2:45pm
Conference Room 1

TAS: Innovative Methods in Textiles and Apparel Making
Presider: Chunhui Xiang, Iowa State University

Applying STRESS to Evaluate Variability in Consumer Responses in the Textile Industry
Zhenhua Luo, Jiajun Liu, Jiufeng Liu, Lori Rothenberg, and Renzo Shamey, North Carolina State University

Identifying Challenges of Fabricating E-textile Garments Via a Case Study
Md. Tahmidul Islam Molla, Crystal Compton, and Lucy Dunne, University of Minnesota

The Design of Saliva Wicking Scarves for Individuals with Oral Motor Impairments
Jiayi Ren, Bai Li, Huantian Cao, Michele Lobo, University of Delaware

Utilizing Fiber Identification and Chemical Solvents to Reclaim Nylon Textile Fibers from Classroom Fabric Waste for the Development of Sustainable Insulation Material and its Usage
Burcu Bicak, Stephanie K. Hubert, and Courtney J. Barbour, Iowa State University; Minsu Kim, Auburn University; and Cullen C. Anderson and Chunhui Xiang, Iowa State University

3:00pm – 4:15pm
Ballroom D

CONCURRENT BREAKOUT SESSION #3

STS: An Exploration of the Fashion System in Transition: A Parisian Salon, The Soul of Fashion
Coordinator: Mary Ruppert-Stroescu, Washington University in St. Louis; Presenters: Jeremy Bernardoni, Louisiana State University; Peter Carman, Paris American Academy; M. Jo Kallal, University of Delaware; Sandi Keiser, Mount Mary University; Colleen Moretz, West Virginia University; Belinda Orzada, University of Delaware; Robert Ott, Ryerson University; Mary Simpson, Western Michigan University; Kat Roberts, Cornell University

A group of fashion researchers and educators participated in a Parisian salon: The Soul of Fashion, during July of 2018 where their varied perspectives were informed by readings, presentations and shared experiences in Paris, France, and Antwerp, Belgium. Session members will gain insight into current movements in the fashion system that contribute to the soul of fashion today, bringing a slice of the European zeitgeist to ITAA. It is our hope that these ITAA members will be inspired to think of new drivers of change influencing the ways that fashion is inspired, presented, distributed, and consumed.

3:00pm – 4:15pm
Ballroom G

STS: Assessment of Student Learning Outcomes for Textile and Apparel Programs Accreditation Commission (TAPAC) Accreditation
Coordinator: Andrew Reilly, University of Hawai‘i; Presenters: Sara Marcketti, Iowa State University; Cynthia Istook, North Carolina State University; Kathleen Rees, Texas A&M University-Kingsville; Elena Karpova, Iowa State University; and Rinn Cloud, Baylor University

The session will present a nuanced discussion of the learning outcomes section of TAPAC Accreditation Standard 7.0—Curricula and Learning Outcomes. This section of Standard 7 is based on the ITAA Meta-Goals.
3:00pm – 4:15pm
Conference Room 4

**Salon: Interdisciplinary Research: Leveraging Clothing and Textiles to Build Research Collaborations Outside our Discipline**
Coordinator: Charles Freeman, Mississippi State University

“There just aren’t any big clothing or textile related grants.” “My university just doesn’t appreciate the clothing and textile field!” “We can’t compete with the bench (hard) sciences – unless it is textiles – but those people don’t want to work with us either.” So many of us have used these excuses before when discussing large-scale grant opportunities. However, in light of the changing funding landscape and an increased demand for interdisciplinary research - now is the time to capitalize on clothing’s role in new grant opportunities. This “open call” session invites participants who have had a large-scale (+$250,000) competitively funded interdisciplinary research project and those who would like to learn how to develop one of these projects to share ideas and foster new collaborations. We will discuss best practices, namely, how to generate a ‘big’ idea, how to find funding opportunities, how to build a team, division of labor and objectives, and roadblocks/pitfalls. Dr. Charles Freeman will facilitate the discussion - so please bring some big ideas and success stories to share.

3:00pm – 4:15pm
Ballroom E

**CB: AR, VR, and Smart Shopping**
*Presider: Sanga Song, Indiana University*

**Hey Google: Voice Search and Customer's Path to Purchase**
Sanjukta Pookulangara, University of North Texas; and Amine Bentahar, Advantix Digital

**Busy Minds: The Effect of Busyness and Virtual Product Presentation Format on Online Shopping Behavior**
Seeun Kim, Auburn University; Tae Hyun Baek, University of Kentucky; and Sukki Yoon, Bryant University

**Fashion Consumers' Adoption of AR-Based Virtual Fitting Rooms: Effects of Perceived Interactivity and Augmentation**
Hanna Lee, Yingjiao Xu, and Anne Porterfield, North Carolina State University

**The Impact of Perceived Humanlikeness of Voice Assistants on Purchase Intention**
Claire Whang, California State Polytechnic University, Pomona; and Sanga Song, Indiana University

3:00pm – 4:15pm
Conference Room 3

**CUL: Culture-Driven Brands**
*Presider: Kelcie Slaton, University of North Texas*

**Brand Communication through Inclusivity: The Perspective of First-generation Americans**
Caryn Pang, Kelcie Slaton, Te-Lin (Doreen) Chung, Iowa State University

**Lasses Leading the Lairds: An Analysis of Issues Facing Female Scottish Kiltmakers**
David Loranger, Sacred Heart University; and Eulanda A. Sanders, Iowa State University

**Investigating the Role of Western Acculturation, Ethnocentrism, and Consumer Cosmopolitanism in Predicting Preferences for Apparel Brands among Indian Consumers**
Swagata Chakraborty and Amrut Sadachar, Auburn University

**The Web of Cultural Appropriation: A Thematic Analysis of Vogue Produced Content, Photoshoot and Articles from 2000 to 2009**
Dana Goodin and Archana Edmond, Iowa State University
3:00pm – 4:15pm  
**DPD: Innovative Wearable Technologies**  
*Presider: Young-A Lee, Auburn University*

- **Quality Features of Wearable Technology Embedded Products Using the Kano Model**  
  Mir Salahuddin and Young-A Lee, Auburn University
- **The Role of Functional-Expressive-Aesthetic-Tracking Dimension on Consumers' Perception of Wearable Technology**  
  Sonia Bakhshian and Young-A Lee, Auburn University
- **Validation of the Wearable Acceptability Range Scale for Smart Apparel**  
  Young-A Lee, Auburn University; and Changhyun Nam, Iowa State University

3:00pm – 4:15pm  
**MGT: Big Data and Digital Interaction**  
*Presider: Youn-Kyung Kim, University of Tennessee*

- **Consumer Evaluation of Mobile AR Applications for Shopping: Focusing on 3D Authenticity**  
  Bomi Lee and Sejin Ha, University of Tennessee
- **Consumers' Adoption of Fashion Robot Advisers: A Joint-Network Analysis**  
  So Young Song, Illinois State University; and Youn-Kyung Kim, University of Tennessee
- **Do U.S. Consumers Want Control Over Their Personal Data? The Effect of Applying GDPR Rights on U.S. Consumers' Attitudes toward Online Retailers**  
  Brooke Willis, Tunmin (Catherine) Jai, and Mitzi Lauderdale, Texas Tech University
- **Traditional Versus Big-data Based Fashion Trend Forecasting: An Examination Using WGSN and EDITED**  
  Mikayla DuBreui and Sheng Lu, University of Delaware

3:00pm – 4:15pm  
**SSR: Sustainability Education in Fashion**  
*Presider: Kelly Cobb, University of Delaware*

- **A Programmatic Approach to Raise Community Awareness of Sustainable Clothing Consumption Behaviors: Implications for Engaged Scholarship**  
  Sonali Diddi, Ruoh-Nan (Terry) Yan, Katie McShane, Martin Carcasson, Susan Opp, and Brittany Bloodhart, Colorado State University
- **Process Dialogue: Layering Complexity Through 3D Sketch and Drape. Learnings from Multi-course Sustainable Design Challenge**  
  Kelly Cobb, Belinda Orzada, and Katya Roelse, University of Delaware
- **Right-Sized Consumption: Should Doughnut Economics Inform the Textile and Apparel Industry?**  
  Jana M. Hawley, University of North Texas
- **Sustainability Education Using Clothing as a Context: High School Teachers' Perceptions Regarding Barriers and Resources**  
  Ruoh-Nan (Terry) Yan, Sonali Diddi, and Brittany Bloodhart, Colorado State University
3:00pm – 4:15pm
Conference Room 5

**TAS: Printing and Body Scanning**
*Presider: Emily Seifert, University of Minnesota*

**3D Printing of Conductive and Phosphorescent Filaments onto Textiles**
Gozde Goncu-Berk, University of California, Davis

**Dynamic Anthropometric Analysis of the Waist-Hip-Thigh Body Region**
Linsey Griffin, Bethany Juhnke, and Emily Seifert, University of Minnesota

**Landmarking Method to Capture Dynamic Anthropometric Measurements of the Waist-Hip-Thigh Body Region**
Linsey Griffin, Bethany Juhnke, and Emily Seifert, University of Minnesota

**Validation of Artec Eva for Hand Anthropometric Data Collection**
Colleen Pokorny, Emily Seifert, Linsey Griffin, Brad Holschuh, Bethany Juhnke, and Chris Curry, University of Minnesota

4:30pm – 6:00pm
Ballroom D

**JANET ELSE VISITING SCHOLAR/ PRACTITIONER LECTURE**
*Presider: Rui-Rui Zhang, Framingham State University*

**Limitations in the Design and Development of the Apparel Needs of the Physically Challenged: A Case Study of Wheel Chair Users from Selected Institutions in Zimbabwe**
Dr. Edlight, Mutungwe, Chinhoyi University of Technology, Zimbabwe

4:30pm – 6:00pm
Conference Room 1

**GRADUATE STUDENT FIRESIDE CHAT**
*Presider: Jenny Leigh Du Puis, Cornell University*

4:30pm – 6:00pm
4:30pm – 5:30pm
Conference Room 2

**SPONSOR PRESENTATIONS**

**Everything You Wanted to Know About Being a Bloomsbury Academic Author**
Leslie Davis Burns and Emily Samulski

Are you interested in becoming an academic author? Join Fairchild Books/Bloomsbury Publishing Acquisitions Editor, Emily Samulski, and author, Leslie Davis Burns, to learn about processes, timelines, and tips for academic writing.

4:30pm – 5:30 pm
Conference Room 3

**Teaching Workshop: Knit Fabric Principles, Stretch Ratio and How to Convert Woven Slopers into Knit Slopers**
Francesca Sterlacci, University of Fashion and Martha Palaza, Pattern maker and Instructor, University of Fashion and School of Fashion Design, Boston

Martha will explain the four characteristics of knit fabrics: stretch, recovery, weight and shrinkage. Using her Fabric Weight Chart and her Stretch Percentage Chart, Martha will demonstrate 6 categories of stretch ratio percentages. You will also learn how woven slopers are converted to knit slopers, by using her Stretch Calculations Chart.

The workshop concludes with how UoF videos and books work together in a flipped classroom setting and how to obtain a UoF free trial and desk copies of their new Beginner Techniques book series with Laurence King Publishing.

4:30pm – 5:15pm
Conference Room 6

**Why 3D - Consumer and Student View**
Sabrina Cove, Optitex

3D is no longer a question of ‘if’ or ‘when’ but rather a question of ‘how’. Consumer behavior is changing, so is the way the younger generation view content. Let’s take a look and see why 3D is imperative for students.
4:30pm – 6:00pm
Teaching Textiles Online
Conference Room 5
Patty Brown, ATEXINC
Explore the best ways to help students learn and retain more about textiles via online resources. Share and exchange information and online teaching experiences in this highly interactive workshop.

4:30pm – 6:00pm
Behind the Seams
Conference Room 4
Claire Shaeffer
Join Claire to visit a few couture workrooms and examine some designs from her extensive collection of couture and high end ready-to-wear. Claire will describe some of the jackets and techniques in her upcoming book—*The Fine Art of Couture Tailoring*.

4:30pm – 6:00pm
TAPAC Open Forum
Ballroom G
Presider: Kathleen Rees, Texas A&M University, Kingsville

6:00pm – 6:50pm
POSTER SESSION 1 – authors to remain with posters
Ballroom A/B

**Consumer Behavior**

*A Conceptual Framework for Examining Impulse Self-Gifting Behavior*
Sukyung Seo, Jin Su, and Nancy Hodges, University of North Carolina at Greensboro

*A Conceptual Model Linking Appearance Self-Discrepancies to Therapeutic Shopping Behavior through Compensatory Consumption*
Jong Geun Lee and Veena Chattaraman, Auburn University

*A Study of Key Factors Influencing U.S. Consumers' Intent to Purchase Slow Fashion Products*
Jenisha Gerard, Colleen Warren, Yuhfen Yu, Yuanting Wang, and Ting Chi, Washington State University

*A Study on Perceptions and Consumption Values of Ethical Consumption by Using Social Media Big Data*
EunJung Shin and Ae-Ran Koh, Yonsei University

**Consumer Attitudes toward Gender Binary Stereotypes and Androgynous Advertisements Based on Media Exposure**
Ivana Markova and Victoria Yao-Hua Lo, San Francisco State University

**Consumers' Adoption of Virtual Fitting Rooms: Antecedents and Moderating Factors**
Hanna Lee, Yingjiao Xu, Anne Porterfield, North Carolina State University

**Exploring Consumer Motivation for Apparel Renting: Insights from Interviews with Renters**
Hyejune Park and Cosette M. Joyner Armstrong, Oklahoma State University

**Failure Experience and Rumination in Mobile Shopping of Fashion Products**
Ga-Young Ahn, Inhwa Kim, and Yuri Lee, Seoul National University

**How to Frame Cost Information? Testing the Mediating Role of Perceived Gains and Losses in an Effective Cost Transparency Strategy**
Sojin Jung, Kyung Hee University; Hyeon Jeong Cho, Southeast Missouri University; and Byoungho Ellie Jin, North Carolina State University

**Human Crowding: Effects of Emotions on Brand Purchase Intention**
Carmi Bobwealth Omontese, Jacqueline Parr, and Hyunjoo Im, University of Minnesota
"I envision myself wearing it. This would be iconic": Young Women’s Fast Fashion Consumption Experiences in Pursuit of an Ideal Self-image
Leslie H. Simpson and Elena E. Karpova, Iowa State University

LIKEtoKNOW.it: The Influencer Economy, An Exploratory Study
Sanjukta Pookulangara and Katherine Sommermeyer University of North Texas

Modeling the Determinants of Online Consumer Loyalty: Evidence from Baby Boomers in the U.S.
Laura Eglen, Johnson and Wales University; and Kittichai (Tu) Watchravesringkan, University of North Carolina at Greensboro

Perceived Deception or Perceived Relevance? The Role of Self-Regulatory Focus in Processing Negative Online Reviews
Ran Huang, Indiana University; and Stacy HN Lee, Hong Kong Polytechnic University

Social Media Use for Resolving Cognitive Dissonance during the Apparel Product Purchase Process
Jessica Ganak, Rebecca Anderson, and Jihyeong Son, Washington State University

The Effect of Temporary Feeling of Power on Consumer Behavior in a Shopping Mall
Garim Lee, Jiye You, and Hyunjoo Im, University of Minnesota

The Influence of Evaluation Subject Visual Perception and Fitting Experience on Consumer Preference for the Body-Enhancing Garment
Yan Cui, Donghua University and Cornell University; and Yuqian Dai and Xiaogang Liu, Donghua University

The Influence of Social Networking Websites on the Socialization of the Baby Boomer Generation
Jennifer Johnson Jorgensen, University of Nebraska-Lincoln

The Role of Brand Love: Application of the Hierarchy of Effects Model
Dooyoung Choi and Tae-Im Han, Old Dominion University

To Share or Not to Share? Differing Motivations and Deterrents in Two Collaborative Consumption Modes
Naeun Lauren Kim, University of Minnesota; and Byoungho Ellie Jin, North Carolina State University

Users’ Perceptions of Performance of Compression Maternity Leggings
Burcu Bicak, Chunhui Xiang, and Eulanda Sanders, Iowa State University

Virtual Apparel Consumption in Gaming Virtual Worlds
Meghan Hembree and Jin Su, University of North Carolina at Greensboro

Will Gen-Y Men Opt for Clothing Subscription Box Retail? An Implicit Theory Perspective
Jihyun Sung and Veena Chattaraman, Auburn University

Virtual Costume Museum Exhibition Incorporating 3-D technology
Ju-Young M. Kang and Shu-Hwa Lin, University of Hawai‘i at Manoa

Culture
A Study of Viewers’ Responses to Fashion Haul on the YouTube - Focused on Luxury Goods -
Yusun Her and Jaehoon Chun, Seoul National University

Creative Wardrobe Consumption: Action Research Approach
Hojung Choo and Woobin Kim, Seoul National University
Exploring Acculturation and Shopping Orientations among Hispanic Immigrants in the U.S.
Laura Toloza, Eunjoo Cho, Amanda Williams, and Sarah E. Brown, University of Arkansas

Semantic Network Analysis of the Gorpcore
Hyun-Jung Lee and YeJin In, Hanyang University; HyunJu Shin, Korea Polytechnics; and Seulah Lee and Kyu-Hye Lee, Hanyang University

Transgender Fashion: Developing a Gender Identity Framework for "Transgender" Identities
Audrey L. Nelson and Chanmi Hwang, Washington State University

Historic
A Historic Textile Question: Why is the Color So Dull?
Ann Beth Presley, Auburn University

Dress Forms Past and Present
Kimberly A. Phoenix, Cornell University

Period Foundation Garments and the Changing Standard Form: Using 3D Body Scanning and Standardized Size Charts to Examine the Malleability of the Female Figure
Charity Calvin Armstead, Brenau University

Merchandising/Retailing I: Management
Addressing the Contamination Issue in Fashion Sharing: Does Ownership Type of Shared Goods Matter?
Naeun Lauren Kim, University of Minnesota; and Byoungho Ellie Jin, North Carolina State University

Antecedents and Moderating Factors for Consumers’ Adoption of Fashion Subscription
Qiong (Sarah) Tao and Yingjiao Xu, North Carolina State University

Chinese Consumers’ Adoption Behaviors toward Virtual Fitting Rooms: From the Perspective of the Technology Acceptance Model
Ailin Li and Yingjiao Xu, North Carolina State University

I’m Afraid to Checkout by Myself: Self Service Technology Encounters Among Korean Consumers in Fashion Retail Store
Songmee Kim, Sunyang Park, Jinsu Park, and Inhwa Kim, Seoul National University

Investigating the Effect of Color-Coordinated Product Presentation on Consumer Impulsive Buying in 3D and 2D Interfaces.
Ahmad Saquib Sina and Juanjuan Wu, University of Minnesota

Luxury Fashion Brands’ Lessons Learned During the Global Financial Crises
Jennifer Worrell, Sonali Diddi, and Nancy J. Miller, Colorado State University

Omni-channel Retailing in the Fashion Industry: A Literature Review of Empirical Evidences
Yini Chen and Ting Chi, Washington State University

Reimagining the Luxury Department Store: Investigating the Millennial Luxury Consumer and the Luxury Department Store from a Systems Perspective
Kelcie Slaton and Linda S. Niehm, Iowa State University
The Choice of Channel for Social Media Advertising by Apparel Firms:
The Perspective from Institutional Isomorphism
Jing Sun and Ting Chi Washington State University

Understanding Female Retail Entrepreneurs’ Managerial Performance and Well-Being: Resources, Barriers, Capabilities, Motivation, and Stress Level
Youngjin Bahng, University of Hawaii at Manoa

Understanding the Means to Job Satisfaction: A Study of Sales Associates in Fashion Retailing
Jung Mee Mun, California State University Long Beach

Visualizing the # VR Network on Twitter: Social Network Analysis
HaeJung Maria Kim and Jiyoung Kim, University of North Texas; and Ran Huang, Indiana University

What Affect Consumer Engagement on Retailers’ Facebook Fan Pages?
Jaeha Lee, Kwangsoo Park, and Linda Manikowske, North Dakota State University

Merchandising/Retailing II. Marketing
Brand Personalities and Sexuality in Luxury Fashion Advertisements
Alyssa Dana Adomaitis, The New York City College of Technology, City University of New York (CUNY); and Diana Saiki, Ball State University

Digitally-native Vertical Brands: A Qualitative Study of Perceived Attributes
McKenzie Ogrodnik, Wi-Suk Kwon, and Amrut Sadachar, Auburn University

Do I Know You? Impact of Consumers’ Brand Schema and Brand Familiarity on Brand Affect and Attitude for Pro-environmental Messages
Gargi Bhaduri, Kent State University

Easy to Follow a Fashion Trendsetter on Social Media but It’s Hard to Become One
Yuli Liang, Seung-Hee Lee, and Jane E. Workman, Southern Illinois University

Is Honesty the Best Policy? Examining the Role of Price and Supply Chain Transparency in Fashion Marketing
Naeun Lauren Kim, University of Minnesota; and Lori Rothenberg North Carolina State University

Perceptions of Apparel Retailers’ Culture Based on Employees’ Style of Dress Featured on Corporate Recruitment Websites
Jennifer Yurchisin and Sasikarn Cook, Catawba College; Areti Vogel, Stetson University; and Julie Chang, Texas Tech University

Problems when Shopping at Fast Fashion Stores: from Consumers' Perspectives
Joohye Hwang and Hira Cho, California State University, Northridge

The Benefit-Risk Trade-Off in Consumers’ Decision to Opt-in Location-Based Advertising
Jinhee Han, Mohammad Shahidul Kader, and Wi-Suk Kwon, Auburn University

The Effect of Sustainable Fashion Brands' Posts on Customers' Emotions in Social Media
Li Zhao, Muzhen Li, and Peng Sun, University of Missouri
The Impact of Fashion Brands' Socially Inclusive Ads on Consumer Responses
Bo Ra Joo and Juanjuan Wu, University of Minnesota

The Small, Inventory-Free Retail Format: The Impact on Consumer-Based Brand Equity and Purchase Behavior
Kelcie Slaton and Danielle Testa, Iowa State University; Sonia Bakhshian, Auburn University; and Shantell Reid and Ann Marie Fiore, Iowa State University

Social/Psychological Aspects
A Conceptual Model Linking Acculturative Stress to Consumption for Symbolic Self-Completion among First Generation Immigrants in the U.S.
Swagata Chakraborty and Dr. Veena Chattaraman, Auburn University

A Dress-Based Approach to Categorize Types of Fashion Influencers on Instagram
Beth Weigle and Yoo-Kyoung Seock, University of Georgia

Analysis of Male and Female Nurses' Attitudes towards Nurse Uniform in South Korea: Functional, Expressive, and Aesthetic (FEA) Framework
Seon Mi Jang, Seoul National University; Saeeun Lee, Seoul Digital University; Jeong-Ju Yoo, Baylor University; and Hyeyoung Jang, Jieun Jang, and Toona Kim, Seoul National University

Animal Fur Coats: A Symbol of Status or Stigma?
Daeun Shin, Byoungho Ellie Jin, North Carolina State University, USA

Building Positive Body Image through an Interactive Body Positivity Program: A Positive Psychology Perspective
Jennifer Paff Ogle, Colorado State University; Juyeon Park, Seoul National University; and Nichole Monhait, Colorado State University

Creating Clothing with Style for Teens with Special Needs
Theresa Ann Lopez, University of the Incarnate Word San Antonio

Exploring Effects of Self-Evaluative and Motivational Schema in Appearance on Advertising Effectiveness in Fashion Ads
Ui-Jeen Yu, Illinois State University

Influence of Para-Social Relationships with Digital Celebrities and Social Media Engagement on Objectified Body Consciousness and eWOM
Seung-Hee Lee, Jane E. Workman, and Yuli Liang, Southern Illinois University

Men in Skinny Jeans: Relationship between Menswear and Masculinities in 21st Century North America
David Yu, Cornell University; Jooyoung Shin, Indiana University; and Vida Maralani, Cornell University

Men's Stress Eating and Dressing Habits
Diana Saiki, Jayanthi Kandiah, and Bradley Horton, Ball State University

Millennials' Perspectives on Leadership and Fashion: The Role of Gender
Seong Eun Kim, Jiyeon Lee and Kyu-Hye Lee Hanyang University, Seoul Korea

Motivations and Level of Internalization of Muslim Women Wearing the Hijab in a Western Society
Elham Nour Maqsood, King AbdulAziz University; and Hsiou-Lien Chen, Oregon State University
**Sexy-clothing Behavior of Girls in the First-year of High School**  
Jessie H. Chen-Yu, Virginia Tech; Siwon Cho, Southern Illinois University Carbondale; and Marjorie J.T. Norton, Virginia Tech

**The Impact of Virtual Body Satisfaction on Purchase Intentions of a Skirt During Virtual Try-On**  
Evrim Buyukaslan, Bilgi University; and Fatma Baytar, Cornell University

**The Role of Nostalgia in Retro Sewing**  
Charity Calvin Armstead, Brenau University; and Ellen McKinney, Iowa State University

**Understanding the Effect of Retail Therapy Based on Body-Consciousness: Surveillance, Shame, and Social Ostracism**  
Jeong-Ju Yoo, Baylor University; and Saeeun Lee, Seoul Digital University

**Virtual Avatar Experience for the Intervention of Body Image Concerns**  
Juyeon Park, Seoul National University; and Jennifer Paff Ogle and Jessica Shaver, Colorado State University

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**INTERNATIONAL BAZAAR**  
6:00pm – 8:30pm  
Ballroom A/B

**CAREER FAIR**  
6:00pm – 8:30pm  
Ballroom A/B

**REFRESHMENT BREAK**  
Co-sponsored by Cotton, Inc. and ITAA  
6:30pm – 7:30pm  
Ballroom A/B

**POSTER SESSION 2**  
- authors to remain with posters  
7:00pm – 7:50pm  
Ballroom A/B

**Design/Product Development**  
- A Design Process for a Female Auto-Racing Suit  
Fei Wang, Hang Cui, Tracie Tung, and Wei Cao, California State University Northridge; and Xu Wang, Henan University of Engineering

**Action Research in Apparel Design Using Digital Textile Printing Technology**  
Ling Zhang, Iowa State University

**An FEA Needs Model Evaluation of the Marching Band Uniform**  
Cheyenne Smith, University of Delaware

**Copying and Product Development: Definitions and Practices by Fashion Industry Personnel**  
Peggy P. Quisenberry and Doris H. Kincade, Virginia Tech

**Denim Risk: A Case Study by Five Fashion Designers with Nontraditional Seam Placement in a Creative Design Process Using Denim Fabric**  
Changjuan Chen, Kent State University; Melanie Carrico, University of North Carolina at Greensboro; Krissi Riewe, University of North Texas; Ashley Rougeaux-Burnes, Texas Tech University; and Sheri Dragoo, Baylor University

**Digital Textile Printing with Laser Engraving: Surface Contour Modification and Color Properties**  
Uikyung Jung, Traci A.M. Lamar, Renzo Shamey, and Lisa Chapman, North Carolina State University

**Disrupting Lymphedema through Garment Design and Coloration**  
Michelle Park and Margarita Benitez, Kent State University
Examining Functional Unisex Gardening Apron for Master Gardeners
Chanmi Hwang, Carol J. Salusso, Hang Lu, and Janet Schmidt, Washington State University

Examining the Design Requirements of Functional Maternity Hospital Gowns through User-Centered Design
Chanmi Hwang and Lindsay McCoy, Washington State University

Brianna Plummer and Eulanda A. Sanders, Iowa State University; and Fatma Baytar, Cornell University

Exploring Clinical Use of Apparel Design Activities: Enhancing Spatial Ability Through Virtual Apparel Patternmaking
Seoha Min, California State Polytechnic University, Pomona; and Hyo Jung (Julie) Chang, Texas Tech University

Exploring Designer’s Perceptions of Professional Facilitation in a User-Centered Design Scenario
Kristen Morris, Colorado State University

Human-centered Design: A Study on the Innovation Resistance of Smart Clothing for Fitness
Kyu-Hye Lee and Naan Ju, Hanyang University

Integrating Three-Dimensional Printing with Shape Memory Material: A Renovation of Mass Customization in the Fashion Industry
Yanan Yu, Gwia Kim, and Kavita Mathur North Carolina State University

No Risk, No Reward: A Case Study Evaluating Risk-Taking in the Design Process Using Technology
Ashley Rougeaux-Burnes, Texas Tech University; Melanie Carrico, University of North Carolina at Greensboro; Chanjuan Chen, Kent State University; Sheri Dragoo, Baylor University; and Krissi Riewe, University of North Texas

Part 1: Athletes’ Satisfaction with their Uniforms: Identifying Design Criteria for Optimizing Figure Skating Dress
Heajoo Lee, University of Minnesota

Product Development Competencies: Analysis of Employer Needs
Arienne McCracken, Rachel J. Eike, Ellen McKinney, Ling Zhang, Chunhui Xiang, and Sarah Bennett-George, Iowa State University

Revisiting the Sensorium: Olfactory Opportunities in Fashion and Textiles
Katya Roelse, University of Delaware

Sewing for My Curves: Insights into Plus-Sized Garment Fit Dissatisfaction
Addie Martindale, Georgia Southern University; and Ellen Mckinney Iowa State University

Social Network Analysis for Contemporary Fashion Show Affected by Intermedia
Seulah Lee, Hanyang University; HyunJu Shin, Korea Polytechnics; and Hyun-Jung Lee, YeJin In, and Younhee Lee, Hanyang University

Style Meets Function: The Inclusive Winter Jacket
Milan Shahani and Heather Duncan George Brown College
Synthesis of Craftsmanship and Innovative Technology for Creative Apparel Design Inspired by Optical Art
Li Jiang, Central Michigan University; and Ling Zhang, Iowa State University

The Development of Hijab in the 21st Century
Khaloud Sultan Alsalamah and Su Kyoung An, Central Michigan University

What are Whole Body Shapes for Plus Sized Women in the United States?: Implications for New Product Development
Eonyou Shin, Virginia Tech; and Elahe Saeidi, Louisiana State University

Pedagogy and Professional Development
A Fashion Trend Forecasting Course as a Gateway to Career Discovery
Danielle Sponder Testa and Ann Marie Fiore, Iowa State University

A Needs Assessment for Adaptive Clothing: Women with Chronic Neurological Disorders
May Chae, Montclair State University

A Unique Approach to Implementing Experiential Learning
Domenique Jones, Michelle Childs, Myra Loveday, and Sarah Frankel, University of Tennessee

Applying Cognitive Operations in Collaborative Apparel Design Process
Ling Zhang, Iowa State University; Chanmi Hwang, Washington State University; and Eulanda A. Sanders, Iowa State University

Are Apparel Design and Merchandising Programs' Curriculum Building Students' Soft Skills? A Pilot Study Regarding the Presence of Communication and Leadership Skills
Emily Dance, Amrut Sadachar, Susan Hubbard, and Jane Teel, Auburn University

Creative Design Thinking Process: Fashion Is Cyclical Then, Now, and Future
Seunghye Cho, Framingham State University

Denim Re-Thread: Repurposed, Recycled, Reused
Leigh Southward, Laurie Apple, and Lance Cheramie, University of Arkansas

Effect of Customizable Interactive Online Learning Tools on Students' Engagement in the Learning Process: Flow and Utilitarian/Hedonic Values
Young Ha, California State University, Long Beach

Examining Statistical Reporting Quality among Articles Published in the Clothing and Textiles Research Journal
Yoon Jin Ma and Myoung Jin Kim, Illinois State University

Exploration of Blending TPaCK and SAMR Models in Fashion Education to Enhance the Students' Multi-cultural Learning Experiences in the Digital World
Bingyue Wei and Ling Zhang, Iowa State University

Flipping the Classroom in Introductory Apparel Studies
Amber M. Chatelain, Eastern Kentucky University

Fostering Creativity in Student Oral Presentations: A Case for Mood Boards as an Alternative to Power Point
Amber M. Chatelain, Eastern Kentucky University
How Team Learning Develops Students' Creative Potential
Mary Simpson and Zee-Sun Yun, Western Michigan University

Innovative Teaching for Real-World Capstone Experience in Apparel Production
Saemee Lyu, Muditha Senanayake, and Sabrina Huynh, California State Polytechnic University, Pomona

Interactive Class Teaching with Use of Real-Time Online Participation Platforms
Yumin Kim, University of Arizona

Learning from the Acceptance of Creative Scholarship for Tenure/Promotion in Europe?
Melinda K. Adams, University of the Incarnate Word; and Sonya S. Meyer, University of Idaho

Pedagogical Guidance to Educators in Teaching a Sneaker Design in a Fashion Design Program
Changhyun (Lyon) Nam and Eulanda Sanders, Iowa State University

Role-ing into Industry: How an Experiential Learning Course Uses a Golf Cart Pop-Up Store to Foster Professional Development for the Textile and Apparel Industry
Clair McClure, University of Georgia; and Emily Blalock, Shanghai Community International School

Self-regulated Learning and Fashion YouTuber
Siwon Cho, Southern Illinois University

Stimulating Creative Thinking: Project Based Learning to Design Fashionable Adaptive Clothing
May Chae, Montclair State University

The Comparison of Fashion Entrepreneurship Motivations, Skills, and Traits between the US and Korean College Students
Hyo Jung (Julie) Chang, Texas Tech University; Hyeon Jeong Cho, Southeast Missouri University; Sojin Jung, Kyunghee University; and Junghwa Son, Sejong University

The Impact of a Fashion Merchandising Career Forum - Professional Development and Networking Event on First Generation College Students
Olivia Johnson, Bobbie Moore, Daisy Martinez, and Tania Garcia-Sigala, Texas State University

Those Who Quit: A Study of Student Retention at Two-Year Community and For-Profit Colleges
Robert Woods, New York City College of Technology

Use of Student Peer Review in a Writing-intensive Fashion Course
Jung-ha Yang, Marymount University

Use What You Have: Cross-campus Collaboration for Effective Teaching
Lizhu Davis, Gretchen Higginbottom, and Vang Vang, California State University, Fresno

"Wearing Vintage with a Shaved Head": Balancing Historic Authenticity with Personal Authenticity in Retro Sewing
Charity Calvin Armstead, Brenau University; and Ellen McKinney, Iowa State University
Sustainability/Social Responsibility

A Path to Altruism: Investigating the Effects of Messages Focus and Explicitness in CR-M Campaigns
Hongjoo Woo, Yonsei University; Michelle Childs, University of Tennessee; and Seeun Kim, Auburn University

An Examination of Sustainability-Related Creative Scholarship from 2013 - 2018: A Call for Future Sustainability Apparel Design Scholarship
Bingyue Wei and Ellen McKinney, Iowa State University

An Exploration of Ethical Apparel Characteristics Important for U.S. Female Consumers Ages 18-72
Melissa Abner and Elena Karpova, Iowa State University; and Fatma Baytar, Cornell University

Apparel and Textile Manufacturers’ Perspectives on the Impact of Buyers’ Purchasing Practices on Environmentally Friendly Operations
Ahmed Sabab Sharek and Marsha A. Dickson, University of Delaware

Consumer Dissonance between Behavior and Values of Ethical Consumption and Disposal
Alexandra L. Howell, Meredith College; Rayecarol Cavender, University of Kentucky; Julie L. Hillery, Ohio State University; V. Ann Paulins, Ohio University; and Iva Jestratijevic, University of North Texas

Content Analysis of Corporate Social Responsibility Communication Via Social Media: A Study within the Apparel Industry
April Alley and Jiyeong Son, Washington State University

Creativity and Sustainability Experiences of a Capsule Wardrobe Project
Haeun (Grace) Bang, University of North Carolina at Greensboro

Effect of Information on College Students’ Sustainability Attitudes and Behaviors for Clothing and Textile Products
Mijeong Noh, Ohio University

Emotional Intelligence and other Variables: What Matters More in the Context of Environmentally Responsible Apparel Consumption?
Amrut Sadachar and Swagata Chakraborty, Auburn University; and Srikant Manchiraju, Florida State University

Empirical Analysis of Drivers and Obstacles for Collaborative Consumption: A Cross-Cultural Comparison on Fashion Renting and Swapping
Chunmin Lang, Louisiana State University; Sukyung Seo, University of North Carolina at Greensboro; and Chuanlan Liu, Louisiana State University

Evidence for Ethical Consumption: The Social Network Structure of Companion Animal Fashion and Vegan Fashion
Yeong-Hyeon Choi and Kyu-Hye Lee, Hanyang University

Exploring an Antecedent Role of Health Consciousness on Consumers' Purchase Intention to Green Textile Furnishing Products: Extension of Theory of the Planned Behavior
Hae Jin Gam, University of North Texas; and Ui-Jeen Yu and Somang Yang, Illinois State University

Structure of Sustainability Research in Fashion: Semantic Network Analysis and Implications for Future Research
Hyun-Jin Seo, Kyu-Hye Lee, and Eva Babicheva, Hanyang University
Sustainable Consumption: A Critical Content Analysis of the Recent 10 Years of Literature
Hyunjoo Im, Jacqueline Parr, and Garim Lee, University of Minnesota

Sustainable Practice vs. Quality vs. Price: What Influences Millennial Consumers' Choice?
Jiyoung Kim, Kimberly Nix, and Demi Reddiboot, University of North Texas

The Future of Fashion Sustainability: A Qualitative Study on U.S. Female Millennials’ Purchase Intention towards Sustainable Synthetic Athleisure Apparel
Jessica Ganak, Lauren Summers, Yi-Ning Tai, Olabisi Adesanya, and Ting Chi, Washington State University

The Roles of Social Acceptance and Sustainable Identity on Young Consumers' Aesthetic Judgments and Behavioral Responses towards Transformable Dress
Christin Seifert and Addie Martindale, Georgia Southern University; and Young-A Lee, Auburn University

Why Do Consumers Love to Use Lululemon’s Reusable Shopping Bags?
Annie Timyan and Amrut Sadachar, Auburn University

Textile and Apparel Industries
A Study on the Automatic Body Classification Using 3D Human Body Shape Coordinates and Artificial Neural Network
Kyoungsun Kim, Seowoo Kim, Yunja Nam, and Sungmin Kim, Seoul National University

An Exploration of Current Racing Car Suit Market
Xu Wang, Henan University of Engineering; Kaixi Wang, California State University, Northridge; Lei Shen, Wuhan Sports University; and Tracie Tung and Wei Cao, Professor, California State University, Northridge

An Interactive Map of Global Patterns of Worn Clothing Exports in the Recent Term
Zahra Saki and Marguerite Moore, North Carolina State University

Analysis of Trade Value of Used Clothing
HyunJu Shin, Korea Polytechnics; and Seulah Lee, YeJin In, and Hyun-Jung Lee, Hanyang University

Demystify the Merchandising Strategy for "Made in the USA" Apparel in the U.S. Retail Market
Sheng Lu and Mikayla Dubreuil, University of Delaware

Entrepreneurial Apparel Design, Development and Production: An Embedded Socio-Economic Process
Nancy J. Miller and Carol Engel-Enright, Colorado State University

Global Market Dynamics of Korean Cosmetics: Network Analysis of International Trade
Song-Yi Youn, University of Missouri; and Kyu-Hye Lee, Hanyang University

How to Regulate Used Clothing Trade: Lessons from the U.S.-East Africa Trade Dispute on Used Clothing Import Ban
Shannon Brady and Sheng Lu, University of Delaware

K-beauty's Status through Trade Network Analysis
Kyoung Jin Baek, Jeonghwa Art College; and Hyun-Jung Lee, Hanyang University
Measuring User Experiences of E-sourcing Platforms in the Apparel Industry: Development of the Apparel E-sourcing Experience Index
Xintong Li and Li Zhao, University of Missouri; and Stacy Lee, Hong Kong Polytechnic University

Paradigm Shift: A Call for Conceptualization of a Fast Fashion Sustainable Business Model
Michelle Burton and Rachel Eike, Iowa State University; and Beth Myers, Georgia Southern University

Prediction of Stitch Length of Knitted Fabric from Yarn Input Tension and Yarn Delivery: An Independent Technique Than What Industry Practitioners Use
A. K. M. Mobarok Hossain, Ahsanullah University of Science and Technology; and Md Imranul Islam, Fashion Institute of Technology

Supply Chain Management Practices (SCMP) and their Impact on Competitive Advantage in the Bangladeshi Apparel Sector
Md Sadaqul Bari and Haesun Park-Poaps, Ohio University

Textile/Apparel Science

3D Printed Conductive Fabrics Using FDM and DIW Printers
Dan Liang, Zihui Zhao, Wangcheng Liu, Hang Liu, Washington State University

A Model for 4D Scanning Research in Apparel
Linsey Griffin, Bethany Juhnk, Chris Curry, Emily Seifert, and Karolina Doran, University of Minnesota

An Analysis on the Positive Shape and Negative Asymmetry of the Elderly
Lin Chen, Soomin Lee, Jinhee Park, and Yunja Nam, Seoul National University

Cotton Versus Bacterial Cellulose: A Comparison of Single Ply Yarns
Jennifer Harmon, University of Wyoming

Design and Evaluation of New Personal Floating Device for Rowers
Manwen Li, Huiju Park, and Andy Ruina, Cornell University, USA

Development of an Interactive Shirt for Self-directed Motor Learning
Eung Tae Kim and Sungmin Kim, Seoul National University

How Artificial Intelligence Automates the Quality Control Process of the Textile and Apparel Industry
Calvin W.K. Wong, Hong Kong Polytechnic University

Investigation of Air Permeability of Handwoven Fabrics
Seung Bong Ko, Pimpawan Kumphai, and Su Kyoung An, Central Michigan University

It’s Time to Rethink Reused: Denim Fabric Properties and Their Effects on Foot Thermal Sensation
Changhyun (Lyon) Nam and Eulanda Sanders, Iowa State University; and Jie Yang, Xi’an University of Science and Technology

Thermal Properties of Different Hat Fiber Contents for Baby
Cassandra Wentela and Su Kyoung An, Central Michigan University

Wash Life Durability Analysis of a Printed Cooling Technology on Cotton Textiles
Meredith McQuerry, Reannan Riedy, Brooke Garringer, and Sophia Isaac, Florida State University
Undergraduate Research
A Comprehensive Case Study of the Wearability of Fabric Made from Milk Proteins
Cameron Parks, Daisy Oregon, Nicole Hassels, Alexis Werneke, and Ui-Jeen Yu, Illinois State University

An Investigation into the Fabric Properties Affecting Swimwear Drying Performance
Tiffani L. Pickens, Rodell Catalla, Techen Chao, and Saemee Lyu, California State Polytechnic University, Pomona

Blockchain Technology: The Future of Sustainability in the Retail Sector
Rebekkah Navas, Samina Khan, and Hyo Jung (Julie) Chang, Texas Tech University

Communicating Sustainable Practice Online: What are the Most Effective Strategies?
Navya Kaur, Ashley Mann, Abigail Santillana, and Jiyoung Kim, Associate Professor, University of North Texas

Consumer Perception Towards Apparels Made from Alternative Textiles: Case of T-Shirts Made from Recycled Water Bottles
Kristen Callaway, Ciara Ross, and Chitra Dabas, California State Polytechnic University-Pomona

Diversity (or Lack of It) in Fashion Advertising: Attitude Towards Ads with Ethnically Diverse Model and its Influence on Purchase Intention and Word of Mouth
Dewen Chen, Kelsey Noriega, Denise Lopez, Shamia Hussain, and Chitra Dabas, California State Polytechnic University-Pomona

Employee Based Retail Technology and its Influence on Task Accomplishment and Job Performance
Kelly Gilbreath, Stephanie Zarate, and Chitra Dabas, California State Polytechnic University-Pomona

Examination of Sorona® Characteristics in Blended Fabrics Through Testing Durability, Abrasion Resistance, Wrinkle Recovery, and Dimensional Stability
Alyssa Minder and Ui-Jeen Yu, Illinois State University

Realizing the Scarcity of Prominent African American Designers in Ebony Magazine's Fashion Fair
Sian Brown and John Jacob, Radford University; and Denise Green, Cornell University

Telling my Story through Visual Images Guided by Arnheim's Visual Thinking
Mary C. Cross and Jongeun Rhee, University of Wisconsin-Stout

The Impact of Social Media Influencers in Sustainable Fashion on Millennial Consumers
Melissa Riggle, University of Missouri

Virtual Reality (VR): Is this New Technology Viable for Fashion Retailers?
Angelina D'Sousa, Doris H. Kincade, and Peggy P. Quesenberry, Virginia Tech
2019 ESRAP Merchandising Poster Competition

Undergraduate Student

I EyeWear
Macy McAnally, Allie Reddout, Caroline Frymire, and Elise Hawn, Oklahoma State University
*ITAA Sponsor: Hyejune Park*

TALLO
Claudia Fayad, University of North Texas
*ITAA Sponsor: HaeJung Maria Kim*

Sol
Justin Baluyot, Elle Bialozynski, and Meghan Roberts, Stevenson University
*ITAA Sponsor: Holly Schiller*

be
Chloe Speranza and Mia Vassallo, Mercyhurst University
*ITAA Sponsor: Ashlee Ryczcki*

Jill Jacobs
Mary Jacobs and Jillian Setek, Mercyhurst University
*ITAA Sponsor: Ashlee Ryczcki*

Sargasso
Olive Zucchi and Brittany Firman, Mercyhurst University
*ITAA Sponsor: Ashlee Ryczcki*

Take Two
Hannah Bill and Katy Vaccariello, Mercyhurst University
*ITAA Sponsor: Ashlee Ryczcki*

Gaea
Luciano DiGiorgio, Madison Peltzman, Sabrina Cioffi, and Karen Rabb, LIM College
*ITAA Sponsor: Michael Londrigan and Andrea Kennedy*

Planet Undies
AlyssaLeanna Ypil, Stephanie Lopez, and Jennifer Serrano, LIM College
*ITAA Sponsor: Michael Londrigan and Andrea Kennedy*

POSITIVE FEEDBACK CLOTHING COMPANY
Austin Sierra, LIM College
*ITAA Sponsor: Michael Londrigan and Andrea Kennedy*

Graduate Student

TOMO
Jitong Li, North Carolina State University
*ITAA Sponsor: Karen Leonas*

Pioneer
Mushfiqka Tasnim Mica, Oklahoma State University
*ITAA Sponsor: Hyejune Park*
**Monday, October 28**

7:30am – 7:00pm
RegISTRATION OPEN

Ballroom Foyer
Before 8:00am
All Day

8:00am – 9:15am
GENERAL SESSION - DISTINGUISHED SCHOLAR PRESENTATION
AND TOWN HALL
Presider: Kim Hiller, Vice-President of Education

The Apparel Industry in the Midst of Disruptive Changes:
How Can We Prepare Together for What’s Next?
Byoungho (Ellie) Jin, North Carolina State University

9:15am – 4:30pm
RESOURCE EXHIBIT: DAY 2

Ballroom C

9:15am – 3:00pm
MOUNTED DESIGN EXHIBIT: DAY 2 (Designers with designs 9:15-10:00)

Ballroom C

Graduate Student Designs

Constellation Guide
Lida Aflatoony, University of Missouri
Advisor: Jean Parsons

Flex, Breath, Fit, and Walk: Exploring Technologies Accessible in Academia for Design and Production of a Custom Fit Shoes
Lida Aflatoony, University of Missouri
Advisor: Jean Parsons

"The Suns of Indigo"- A Contemporary Interpretation of Adire Textile Art
Maame Amoah, Kent State University
Advisor: Tameka Ellington

"Yaa Kuona" - An Exploration of the Origins of the Akan Matrilineal Family Structure
Maame Amoah, Kent State University
Advisor: Tameka Ellington

Revitalize Responsibility
Courtney Barbour, Iowa State University; Minsu Kim, Auburn University; and Stephanie Hubert, Burcu Bicak, and Cullen Anderson, Iowa State University
Advisor: Chunhui Xiang

Out There Barkley Marathons Women's Race Kit
Chrissy Bettencourt, University of Oregon
Advisor: Susan Sokolowski

Dre-jacket
Sunhyung Cho, Iowa State University
Advisor: Ellen McKinney

Converging Threads
Kelsie Doty and Amanda Denham, Cornell University
Advisor: Denise Green

What's Left Over
Kelsie Doty, Cornell University
Advisor: Denise Green
Art is the Flower, Life is the Green Leaf
Erin French, Iowa State University
Advisor: Eulanda Sanders

Distortion
Li Jiang, Central Michigan University
Advisor: Ling Zhang

Water Ripples on Fabric
Li Jiang, Central Michigan University
Advisor: Su Kyoung An

Customizable Surface Contour and Coloring for Pile Fabrics
Uikyung Jung, North Carolina State University
Advisor: Traci Lamar

The Death Valley Kit A Racing Uniform for the Elite Women of The Speed Project
Sarah Klecker, University of Oregon
Advisor: Susan Sokolowski

Farvasi: A Response to Ecological Concerns
Mona Maher, Texas Tech University
Advisor: Ashley Rougeaux-Burnes

Flori Decidenti
Michelle Park and Courtney Yadon, Kent State University
Advisor: Chanjuan Chen

Just Go Cerebral Palsy Race Day Tights and Arm Sleeves
Nate Roese, University of Oregon
Advisor: Susan Sokolowski

Altered
Megan Romans, Iowa State University
Advisor: Ellen McKinney

Knot My Shirts: Women's Wear Dress from Post-consumer Men's Wear
Evelyn Rossol, Kent State University
Advisor: Chanjuan Chen

Wine Dyed: Multi-wear Sustainable Wedding Dress
Evelyn Rossol and Kendra Lapolla, Kent State University

Hijabi Runner Recreational Apparel for Muslim Women
Jessie Silbert, University of Oregon
Advisor: Susan Sokolowski

Coral Wars
Kathryn Elizabeth Simmons and Erin O'Brien, Kent State University
Advisor: Linda Ohm-McDaniel

Gender is a Drag
Kathryn Elizabeth Simmons, Kent State University
Advisor: Linda Ohm-McDaniel

Optimal Anxiety
Cheyenne Smith, University of Delaware
Advisor: Belinda Orzada
Futurism Meet Sustainability: Exploring Underutilized Materials and Silhouette
Bingyue Wei, Iowa State University
Advisor: Ellen McKinney

Design and Development of a Visual and Tactile Garment Therapy for Children with Autism
Haobo Zhang, University of Delaware
Advisor: Kelly Cobb

Scientific Qipao
Ying Zhang, Donghua University
Advisor: Liu Xiaogang

Undergraduate Student Designs
Weaving Sustainable Footwear
Quinn Ahrens, University of Central Missouri
Design Mentor: Melissa Abner

Consecration
Jiayu Li, Central Michigan University
Design Mentor: Su Kyoung An

Eclipse
Serah Park, Cornell University
Design Mentor: Fatma Baytar

Illusive
Kasie Lung, Ryerson University
Design Mentors: Tarah Burke and Sandra Tullio-Pow

Printing Our History and our Future: Using Wax to Illustrate Double-Consciousness
Zehna Odwar, Ryerson University
Design Mentor: Glynis Dupuis and Sandra Tullio-Pow

Striped Cuirass
Sara Cho, University of North Texas
Design Mentor: Hae Jin Gam

Retro-spection
Mayra Yanez, University of North Texas
Design Mentor: Hae Jin Gam

The Resurrection
Mayra Yanez, University of North Texas
Design Mentor: Hae Jin Gam

A Progression in Color and Couture Style for the Traditional White Wedding Gown
Designer: Margaux Neborak, Cornell University
Design Mentor: Denise Green

Interstellar Voyager
Rodrigo Calderon, University of Arkansas
Design Mentor: Stephanie Hubert

Mystic Forest Coat
Brooke Connolly, North Carolina State University
Design Mentor: Traci A.M. Lamar
Evangeline
Anne Landau, Auburn University
*Design Mentors: Young-A Lee and Dawn Michaelson*

Hiemal
Kasie Lung, Ryerson University
*Design Mentors: Danielle Martin and Sandra Tullio-Pow*

Hidden Beauty
Yiming Yiliminuer, Ryerson University
*Design Mentors: Danielle Martin and Sandra Tullio-Pow*

A Starry Starry Night: Integrating Hand-Painted Textile Surface Design with Wearable Technology
Adrienne Howell, Jenna Matson, and Chaise Zahrt, Iowa State University
*Design Mentors: Ellen McKinney, David Bis, Samuel Vande Loo, and Colin Willenborg*

Through to Gold
Madeline Kim, Iowa State University
*Design Mentor: Ellen McKinney*

Yaqut Modernistic Dress
Kawthar Alibrahim, University of Idaho
*Design Mentor: Sonya Meyer and Lori Wahl*

Lucca’s Water
Eleonore Zurawski, Kent State University
*Design Mentor: Linda Ohrn-McDaniel*

Pristine
Ryan Platt, Cornell University
*Design Mentor: Huiju Park*

Architecture x Margiela
Wing Tang, University of Delaware
*Design Mentor: Katya Roelse*

Eclectic
Wing Tang, University of Delaware
*Design Mentor: Katya Roelse*

Mondrian’s Chutes and Ladders
Erin Zhang, California State University-Long Beach
*Design Mentor: MyungHee Sohn*

Imprints of My Past
Emily Dillard, University of North Texas
*Design Mentor: Janie Stidham*

Mrs. Duo
Bre Ferrara, University of North Texas
*Design Mentor: Janie Stidham and Hae Jin Gam*

Under the Microscope
Bre Ferrara, University of North Texas
*Design Mentor: Janie Stidham and Hae Jin Gam*

As You Are II
Nicole Soriero, Centenary University
*Design Mentor: Mia (Mikyoung) Whang*

Porcelain
Elise Lee, Iowa State University
*Design Mentor: Ling Zhang*
Nostalgia
Qiyaq Xiong, Iowa State University
Design Mentor: Ling Zhang

10:00am – 11:15am
Ballroom D

CONCURRENT BREAKOUT SESSION #4

STS: Case Study Teaching Method: Bringing Concepts to Life
Coordinator: Leslie Burns, Responsible Global Fashion, LLC; Presenters: Lorynn Divita, Baylor University; Sheng Lu, University of Delaware; and Jessica Ridgway Clayton, Florida State University

Through the experiences of individuals who have studied and practiced the case study method of teaching, this Special Topic Session will provide ITAA members with valuable information, demonstration, and resources necessary to incorporate case studies into their own courses. In addition to the information shared through the panel and questions/answer sections of the session, hand-outs with additional resources and information will be provided.

10:00am – 11:15am
Ballroom G

CB: Diverse Consumers and Data Privacy
Presider: Catherine Jai, Texas Tech University

A New Era of Consumer Data Privacy: Do U.S. Consumers Want It?
Brooke Willis, Tunmin (Catherine) Jai, and Robert Jones, Texas Tech University

Adaptive, Functional, Universal or Inclusive? Content Analysis of Definitions and Usage of the Terms for Clothing Marketed to People Living with Disability
Kerri McBee-Black and Jung Ha-Brookshire, University of Missouri

Motivational Drivers of Chinese Consumers’ Brand Avoidance Behaviors: A Perspective of Sportswear
Lu Lin, Yingjiao Xu, and Qiong (Sarah) Tao, North Carolina State University

Something Seems Fishy: Mainstream Consumer Response to Drag Queen Imagery
Sarah Frankel and Sejin Ha, University of Tennessee

10:00am – 11:15am
Conference Room 1

DPD: Aesthetics and Analysis in Apparel Design
Presider: Linsey Griffin, University of Minnesota

Analysis of Gucci Runway Images Using an Artificial Intelligence Based Visual Search Tool: A Comparison of Fashion Styles by Creative Directors
Hyosun An, Dongjin Jung, and Minjung Park, Ewha Womans University

Are Aesthetic Experts Willing to Take More Design-Based Risks than Non-experts?
Alina Maria Braun, Geely Design U.K.; and Veena Chattaraman, Auburn University

Fashion Design as the Creation of Affordance
Megan Strickfaden, University of Alberta; Indu Sunder, SureWerx, Canada; and Claudia Eckert, The Open University, UK

Feasibility of Digital Draping for Improved Glove Fit
Emily Seifert, Linsey Griffin, and Chris Curry, University of Minnesota
10:00am – 11:15am  
**MGT: Fashion Entrepreneurship**  
*Presenter: Lori Rothenberg, North Carolina State University*  
Enhancing Store Experience for Small to Medium Enterprises through Virtual Reality  
Byoungho Ellie Jin, Gwia Kim, Lori Rothenberg, and Marguerite Moore, North Carolina State University  
Factors Leading to Success for Entrepreneurs in the Chinese Online C2C Market  
Rui Li, Te-Lin (Doreen) Chung, and Ann Marie Fiore, Iowa State University  
Retail Accelerators: An Exploratory Study in Rural Mississippi  
Karissa Logan, Caroline Kobia, Eric Hill, and Charles Freeman, Mississippi State University  
What Does it Mean to "Shop Local"? Exploring Perceptions and Experiences of Shoppers and Store Owners in the Context of Downtown Revitalization  
Jennifer L. Wilson, University of Texas at Austin; and Nancy N. Hodges, University of North Carolina at Greensboro

10:00am – 11:15am  
**PED: Advancing Scholarship and Curriculum**  
*Presenter: Christy Crutsinger, University of North Texas*  
A Deductive, Participative, and Iterative Process: A Case Study in Curricular Review  
Elizabeth Rozell, Jennifer Roberts, Cathy Starr, and Sandra Bailey, Missouri State University  
Design Scholarship Practices: Analysis of ITAA Professionals' Design Abstracts and Dissemination from 1999 to 2017  
Seoha Min, California State Polytechnic University, Pomona; Sumin Koo, Konkuk University; and Young-A Lee, Auburn University  
Developing High Impact Practices (HIPs) in University Internship Courses  
Kathleen R. Smith, University of Arkansas  
Future Proofing your Department  
Christy Crutsinger and Jana Hawley, University of North Texas

10:00am – 11:15am  
**PED: Industry-oriented Experiential Learning**  
*Presenter: Melinda Adams, University of the Incarnate Word*  
Victoria Brown and Cathy Hillenbrand-Nowicki, High Point University  
Industry Scenarios in the Classroom: A Case for Design and Merchandising Student Collaboration  
Kendra Lapolla and Lauren Copeland, Kent State University  
Tech Pack Exchange 2: How Well can You Communicate if You Are not There?  
Melinda K. Adams, University of the Incarnate Word; and Lori Wahl, University of Idaho  
Working with Clients: Experiential Learning Approach to Draping  
Melinda K. Adams, University of the Incarnate Word
10:00am – 11:15am
Ballroom E

**SPA: Consumer Behavior and Dress**
*Presider: Karen Hyllegard, Colorado State University*

"I Kicked Those Babies Off and Put the Typical Lesbian Birkenstocks on:"
Authentic Style-Fashion-Dress Negotiations of Lesbian Married Couples on their Wedding Day
Kelly L. Reddy-Best, Iowa State University; and Jennifer Paff Ogle, Courtney Morgan, and Karen Hyllegard, Colorado State University

**A Deleuzian Approach to Analysis of Transgender Male Influencers' Body Work**
Domenique Jones and Heejin Lim, University of Tennessee

**Social Media Era Consumers’ Identity Formation: A Symbolic Interactionist Approach to Consumer-Brand Identity Co-creation**
Kassandra Ross and Young-A Lee, Auburn University

**Verifying the Use of Dress in Objectification Research**
Sharron J. Lennon, Indiana University; and Kim K. P. Johnson, University of Minnesota

10:00am – 11:15am
Ballroom F

**SSR: Social Media and Sustainability**
*Presider: Jihyeong Son, Washington State University*

Analyzing Twitter Social Network to Identify Consumer Opinions Regarding Sweatshop and Unethical Labor Practices
Farhan Haque and Haesun Park-Poaps, Ohio University

**Emotion or Information: What Makes Consumers Communicate About Sustainable Apparel Products in Social Media?**
Jihyeong Son, Washington State University; and Changhyun Nam, Iowa State University

**Fashion Joins Social Movements on Social Media: A Social Network Analysis of Anti-fur Movement on Twitter**
Kyuree Kim, Iowa State University Te-Lin (Doreen) Chung, Iowa State University

Virginia Rolling, Delaware State University Christin Seifert, Georgia Southern University Veena Chattaraman, Auburn University Amrut Sadachar, Auburn University

10:00am – 11:15am
Conference Room 3

**TAI: Evolving Business Strategies of U.S. Apparel Brands**
*Presider: Iva Jestratijevic, University of North Texas*

Buhyung Cho and Marguerite Moore, North Carolina State University

**Body Shape Classifications of Males 26 to 35 Using SizeUSA Three-Dimensional Scan Data**
Anthony Wilson, Appalachian State University; and Cynthia Istook, North Carolina State University

**The Body to Die For: Appearance Aesthetics, Body Measurements, and BMI Analysis of a Female and Male Runway Models (2012-2018)**
Iva Jestratijevic, University of North Texas; and Nancy Ann Rudd, Ohio State University

**U.S. Fashion Brands Endeavors Toward Sustainability from the Kaizen Perspective: A Data-mining Based Lexical Analysis**
Md. Rafiqul Islam Rana, Muzhen Li, Li Zhao, and Jung Ha-Brookshire, University of Missouri
11:30am – 1:15pm
Ballroom A/B

LUNCH GENERAL SESSION – Keynote Speaker
Presider: Jung Ha-Brookshire, Vice-President of Publications
Dana Zumbo, Adaptive Business Development Manager – Human Connector, Zappos

1:30pm – 2:45pm
Ballroom D

CONCURRENT BREAKOUT SESSION #5

Coordinators: Sonali Diddi, Colorado State University; Ann Marie Fiore and Elena Karpova, Iowa State University; Ruoh-Nan Yan, Colorado State University; and Scarlett Wesley, University of Kentucky.

This interactive session focuses on strategies and approaches to secure and navigate interdisciplinary, international, and/or multi-institutional funded grants, including building collaborative research teams, overcoming challenges, and developing a systems-thinking mindset.

Panelists include: Brad Holschuh, University of Minnesota; Melody Lehew, Kansas State University; Linda Niehm, Iowa State University; Sanjukta Pookulangara, University of North Texas; and Amrut Sadachar, Auburn University

1:30pm – 2:45pm
Ballroom E

Salon: Performance and Interpretive Expressions of Creative Scholarship
Co-organizers: Kelly Reddy-Best, Iowa State University; Jessica Ridgway, Florida State University; and Tameka Ellington, Kent State University

This salon will showcase four juried designs that benefit from supplemental presentations such as performance or other interpretive expressions. Our goal is to enhance the dissemination of knowledge for creative scholarship and explore the possibility of new dissemination options. This salon will allow designers a space to show their creative scholarship in an innovative format that includes some type of performance or interpretive expression, allowing for a more in-depth understanding of the research and a way to re-think what creative scholarship is or could be in our field.

My Beautiful Annabel Lee, Belinda T. Orzada, University of Delaware
Fried Transformation, Brianna Plummer, Independent Scholar
DearHeart: A Circus Costume, Jenny Leigh Du Puis, Cornell University
The “Moving” Skirt, Bingyue Wei, Iowa State University

1:30pm – 2:45pm
Ballroom G

CB: Mobile and Online Purchase Decisions
Presider: Bruce Cameron, Louisiana State University

Examining Psychographic Traits Influencing Consumer Perception of Smartwatches
Kyuree Kim, Sunhyung Cho, and Te-Lin (Doreen) Chung, Iowa State University

Investigating Consumers’ Online Clothing Buying Behavior through the Lens of Extended Unified Theory of Acceptance and the Use of Technology
Md. Abdullahil Kafi and Bruce Cameron, Louisiana State University

Mobile App Purchase Decisions: The Effects of App Name Suffixes and App Information Quality
Yishuang Li, California State Polytechnic University; Wi-Suk Kwon, Auburn University; and Sang-Eun Byun, University of South Carolina

The Role of Curiosity on Showrooming and Webrooming.
Jennifer Huh and Hye-Young Kim, University of Minnesota
1:30pm – 2:45pm  
Conference Room 5

**CUL: Women in Consumer Culture**  
*Presenter: Jong Jacob, Radford University*  
"Cheers to Babies!": A Duoethnography Approach to Women and Consumption in a Yummy Mummies  
Sarah E. Frankel and Leslie Cuevas, University of Tennessee

Matryoshki and Knots: The Both/and Nature of Nadia’s Costumes in Netflix’s *Russian Doll*  
Dana Goodin, Iowa State University

Women Ostomates: Identifying Apparel Desires and Beyond  
Jessica Guadalupe Estrada and Denise Nicole Green, Cornell University

Fashioning the Feminine Bodily Ideal of Thinness: Chanel, Modernity and the Interwar Years  
John B. Jacob, Radford University

1:30pm – 2:45pm  
Conference Room 1

**DPD: Emerging Issues on Design and Product Development**  
*Presenter: Armine Ghalachyan, Washington State University*  
Development of Fashion Product Evaluation (FPE) Framework  
Armine Ghalachyan, Washington State University; and Elena Karpova, Iowa State University

Negotiating Different Perspectives: One End Goal  
Sherry Schofield and Meredith McQuerry, Florida State University

The Benefits of Incorporating Human Anatomy into Apparel Design Coursework  
Susan L. Sokolowski, University of Oregon; and Karen L. LaBat, University of Minnesota

Using the Clothing Taskscape for Uniform Redevelopment  
Sandra Tullio-Pow, Ryerson University

1:30pm – 2:45pm  
Conference Room 4

**PED: Teaching Design and Textiles to Diverse Students**  
*Presenter: Kristen Morris, Colorado State University*  
Breaking the Barriers of Disability with Cotton Performance Technologies: An Experiential Learning Opportunity for Technical Design and Omnichannel Retailing Students  
Kristen Morris, Colorado State University; and Li Zhao and Kerri McBee-Black, University of Missouri

Digital Closets - An Engaging Method of Teaching Wardrobe Basics to Adults with Intellectual and Developmental Disabilities  
Elizabeth Newcomb Hopfer, Lauren San Diego, Joe'll Maree', Meeshay Williams-Wheeler, Heather Colleran, and Devona Dixon, North Carolina A&T State University

Teaching Textile Design to Merchandising Students  
Sara Jablon-Roberts, Johnson & Wales University

Textile Curriculum Development Model: Creating Continuity in Textile Education via Microscopic Fiber Identification  
Ivana Markova, San Francisco State University
1:30pm – 2:45pm
Ballroom F

SSR: Corporate Social Responsibility
Presider: Sua Jeon, Texas Wesleyan University
A Sequential Approach to Domains of Fashion Corporate Social Responsibility
Soo-Kyoung Ahn, Chonnam National University; and Sua Jeon, Texas Wesleyan University

CSR Leads to a New Challenge - Investigating the Effects of Employees' Perceived Corporate Hypocrisy on Workplace Behavior
Saheli Goswami, University of Rhode Island

Doing Good in the Neighborhood: Employee Volunteerism and the Reciprocal Social Obligations of Apparel Firms
Tara J. Konya, Southern New Hampshire University; and Nancy J. Hodges, University of North Carolina at Greensboro

Felt Betrayed or Resisted? The Impact of Pre-Crisis CSR Reputation on Consumer Reactions to Brand Crises
Jiyun Kang, Texas State University; Woojin Choi, University of Seoul; and Tiffani Slaten, Texas State University

1:30pm – 2:45pm
Conference Room 2

TAI: New Manufacturing Technologies in the Apparel Industry
Presider: Cynthia Istook, North Carolina State University
3D Knitting: The Fashion Designer & the Digital Divide
Kirsten Schaefer, Ryerson University

Adoption of 3D Knitting Technologies: Pedagogy Requirements
Karis Foster and Cynthia Istook, North Carolina State University

Technology Adoption in Bangladeshi Apparel Manufacturing Industry
Haesun Park-Poaps, Md Sadaqul Bari, and Zafar W. Sarker, Ohio University

Trends of 2D and 3D Apparel Technology Utilization from the Industry's Perspective
Su-jeong Hwang Shin and Hyunjung Lee, Texas Tech University

1:30pm – 2:45pm
Conference Room 3

TAS: Textile Science
Presider: Jennifer Harmon, University of Wyoming
Bacterial Cellulose Yarns: Standard versus Cost Efficient Media
Jennifer Harmon, University of Wyoming

Development of Multi-layered Cellulosic Nano-structure to be Used in Chemical Protective Clothing for Agricultural Applications
AKM Mashud Alam and Chunhui Xiang, Iowa State University

Passive Dyeing Bacterial Cellulose: Results of a Contact and Low Heat Method
Jennifer Harmon, University of Wyoming

The Comparison of Mechanical Properties between Untreated and Treated Ham Nets
Md. Al-Amin, Charles Freeman, Catherine Black, Wenjie Shao, Yan Campbell, Wes Schilling, and Santanu Kundu, Mississippi State University
**WORKSHOPS**

**Advancing Your Scholarly Teaching in Scholarship of Teaching and Learning**
Coordinated by: Sara Marketti, Iowa State University; Jennifer Banning, Illinois State University; and V. Ann Paulins, Ohio University
The scholarship of teaching and learning (SoTL) is research focused on teaching and learning. SoTL involves framing a research question related to student learning and systematically investigating it. The learning goal for this session is to outline a framework and provide a stepwise process to guide faculty, instructors, and graduate students in developing a SoTL project. Specific goals for participants include: 1) identify a researchable question; 2) develop a framework and protocol for data collection; and 3) create a SoTL project timeline including completion milestones.

**Knowledge and Skills for Preparing a Competitive 21st Century Workforce in the U.S. Fiber, Textile and Apparel (FTA) Industry: A Triangular Design Approach**
Coordinated by: Hang Liu, Ting Chi, Vicki McCracken, and Carol Salusso, Washington State University
The purpose of the workshop is to share findings on soft skills, discipline knowledge, and technology skills needed for workforce preparedness for entry-level positions in the FTA industry. Content will additionally include discussions on curriculum alignment with the industry needs and on the implications of the findings for the ongoing ITAA Meta-Goals conversation.

**TOURS**

**Zappos Headquarters (Meet in Lobby at ITAA sign)**
Corporate Headquarters located in Las Vegas  Tour Guide: Byoungho Ellie Jin

**LEGACY MEETING**
*Presider: Jane Hegland, ITAA Counselor*

**LEGACY FUNDRAISING EVENT**
*Fly Me to the Moon!*
**Tuesday, October 29**

7:30am – 12:00pm
REGISTRATION OPEN
Ballroom Foyer
Breakfast on your own

7:00am – 8:30am
BOARD MEETING
Presider: Melody LeHew, ITAA President
Ballroom D

8:30am – 9:45am
CONCURRENT BREAKOUT SESSION #6
STS: Establishing a Retail Footprint - "How-to" Session for Opening a Program-specific Retail Store in your Community
Coordinators: Charles Freeman, Mississippi State University; and Jihyun Kim, Kent State University; Presenters: Eric Hill, Mississippi State University; Marguerite Loomis and Kendra Lapolla, Kent State University
This session will show examples from a variety of types and size programs who have successfully launched a brick and mortar facility. Faculty teach these concepts daily and this session will empower them to put their knowledge to work. During the working session, we will develop a business strategy worksheet and plan of action for participants to take back and implement in their home institutions. Additionally, participants and presenters will create a support network to facilitate the opening of new retail stores across the country.

8:30am – 9:45am
CB: Sustainable and Collaborative Consumption
Presider: Chitra Dabas, California State Polytechnic University, Pomona
Assessing a Survey: Motivations of Collaborative Consumption of Clothing
Diana Saiki, Ball State University; and Alyssa Adomaitis, The New York College of Technology, CUNY

Green Fashion Purchase Behavior of Hispanic Consumers in US: Role of Fashion Consciousness, Health Consciousness and Personal Norms
Chitra Dabas, California State Polytechnic University, Pomona; and Lizhu Davis, California State University, Fresno

Identification of Secondhand Shopping Strategies
Ruoh-Nan (Terry) Yan, Colorado State University; and Jihyun Sung, Auburn University

Older Female Consumers' Environmentally Sustainable Apparel Consumption: The Impact of Time Perspective and Advertising Appeals
Gwia Kim and Byoungho Ellie Jin, North Carolina State University
8:30am – 9:45am  
Conference Room 3

**CUL: The Social Perspectives of Fashion and Bodies**
*Presider: Kelly Reddy-Best, Iowa State University*

Does the Outdoor Industry Perpetuate Whiteness? An Examination of Colorism with Athleisure and Outdoor Brands Instagram Posts
Nigel AR Joseph, Jihyeong Son, and Vicki McCracken, Washington State University

Fashioned Bodies in Roller Derby League Logos: An Intersectional Analysis of Race, Gender, Body Size, and Aesthetics
Kelly L. Reddy-Best, Iowa State University; and Kelsie Doty and Denise N. Green, Cornell University

Redefining Gender in the Classroom
Alyssa Dana Adomaitis, The New York City College of Technology, City University of New York; and Diana Saiki, Ball State University

Transgender and Gender Non-Conforming Individuals and the Negotiation of Identity Development Through Embodied Practices While Traveling: Panopticism and Gendered Surveillance
Kelly L. Reddy-Best and Eric Olson, Iowa State University

8:30am – 9:45am  
Conference Room 1

**DPD: Technologies for Apparel Design**
*Presider: Laurie Apple, University of Arkansas*

3D Scan Analysis as a Tool for Comparative Study of Coverall Design
Susan Ashdown, Fatma Baytar, and Anita Mbogoni, Cornell University

Body Armor Design for Men-in-Uniform Considering 3D Torso Anthropometrics
Mahendran Balasubramanian and Laurie Apple, University of Arkansas

Evaluation of CAD Technology for Mass Customization
Siming Guo and Cynthia Istook, North Carolina State University

Influence of Back Curvature and Consequent Postural Variations on Garment Fit for Older Women
Nokyeon Kim, University of Delaware; and Elizabeth Bye, University of Minnesota

8:30am – 9:45am  
Conference Room 2

**MRK: New Insights into Retail and Brand Experiences**
*Presider: Kassandra Ross, Auburn University*

Designing a Cross-Curricular Student Pop-Up Shop Experience Integrating Design, Merchandising, and Marketing Team Strategies
Sheri L. Dragoo, Baylor University; and Remy Odukomaiya, Texas Woman’s University

Fashion Design Piracy and Consumers' Brand Perceptions: The Case of Corporate Copying of Independent Fashion Designers
Kassandra Ross and Wi-Suk Kwon, Auburn University; and Hongjoo Woo, Yonsei University

The Effects of Presentation Order of Apparel Product Images on Consumers' Information Processing Style and Purchase Intentions
Jung Eun Lee, Eonyou Shin, and Doris Kincade, Virginia Tech
8:30am – 9:45am
Conference Room 4

PED: Sustainable Approaches to Curriculum
Presider: Arlesa Shephard, SUNY-Buffalo State
Implementing Community-based Service Learning in the Textiles Classroom: Blue Jeans Go Green™ Denim Sustainability Project
Meredith McQuerry and Brooke Garringer, Florida State University

Teaching Retail Math to Generation Z: A Student-centered Approach to Retail Math
Caroline Kopot and Jaleesa Reed, University of Georgia

Teaching Slow Fashion: An Inquiry-based Pedagogical Approach
Arlesa Shephard, SUNY-Buffalo State; and Sanjukta Pookulangara, University of North Texas

Textile and Apparel Curriculum Development for Sustainability Education
Huantian Cao, Kelly Cobb, Marsha A. Dickson, Brenda Shaffer, and Shameeka Jelenewicz, University of Delaware

8:30am – 9:45am
Ballroom F

SSR: Sustainability and Corporate Social Responsibility
Presider: Li Zhao, University of Missouri
A Study of Sustainability Practices of US Fashion Brands Through Dictionary-Based Text Analysis
Muzhen Li, Md. Rafiqul Islam Rana, and Li Zhao, University of Missouri

Analysis of Leading Chinese Fashion Retailers' Sustainability Strategies
Bingyue Wei and Elena Karpova, Iowa State University

Chinese Textile and Apparel Manufacturers’ Perceptions, Goals and Structures Toward Corporate Sustainability
Nannan Yang, Beijing Institute of Fashion Technology; and Jung E. Ha-Brookshire, University of Missouri

The Development of Environmentally and Socially Responsible Luxury Fashion Brands and Consumers in the International Luxury Market
Eun Jin Hwang, Indiana University of Pennsylvania; and Marjorie J. T. Norton, Virginia Tech

8:30am – 9:45am
Conference Room 6

TAI: Supply Chain, Global Sourcing, and Free Trade
Presider: Nancy Miller, Colorado State University

An Exploration of Regional Apparel Production Industry Network Development
Nancy J. Miller and Carol Engel-Enright, Colorado State University

Free Trade Agreements and Competitive Firm Resources: An Exploration into the United States' Small Retail Business
Debanjan Das, West Virginia University

Investigating the Role of Open Costing in the Buyer-Supplier Relationship: Implications for Global Apparel Supply Chain Management
Huicheng (Jeff) Wu, Jin Su, and Nancy Hodges University of North Carolina at Greensboro

Who is the Winner?: The Impact of the KORUS Free Trade Agreement on the United States and South Korean Apparel Industries
8:30am – 9:45am
Conference Room 5

**TAS: Functional Clothing**
**Presider: Lynn Boorady, Oklahoma State University**

**Collaborative Functional Design Research: Creating a Space Station Garment for Prevention, Mitigation or Treatment of Chronic Lower Back Pain**
Sheri L. Dragoo, Baylor University; and Rhett Rigby, Meagan Gardner, Suzanna, Joshua Elorreag Buckingham a, Jason Hogle, Randall Manning, and Talia Peña, Texas Woman’s University

**Design and Evaluation of Coverall for Pesticide Applicators Using an Ergonomic Framework**
Sanjay Guria and Huiju Park, Cornell University

**Fire Fighter Safety: ECG Monitoring via Apparel**
Shu-Hwa Lin, University of Hawai`i at Manoa; Lynn M. Boorady, Oklahoma State University; and Ching-I Lai, National Yunlin University of Science & Technology, Taiwan

**Thermal Comfort of Chemical Protective Clothing: Effect of Body Movement on Thermal Resistance**
Liwen Wang, Rui Li, Huanjiao Dong, Chunhui Xiang, and Guowen Song, Iowa State University

10:00am – 11:15am

**CONCURRENT BREAKOUT SESSION #7**
**CB: Social Media: Attributes and Influencers**
**Presider: Vicki McCracken, Washington State University**

**Body Dissatisfaction of Ethnically Diverse Gay, Straight Men and the Proliferation of Social Media and Fashion Magazines**
Ivana Markova and Cristina Azocar, San Francisco State University

**Identification of Key Attributes of Social Media Influencers: An Exploratory Study**
Ki, Chung-Wha, Hong Kong Polytechnic University; and Leslie Mariel Cuevas and Heejin Lim, University of Tennessee

**Instagram Captions Matter. How Regulatory Fit Relates to Consumer Interactions and Brand Evaluations on Social Media**
Nigel AR Joseph, Jihyeong Son, and Vicki McCracken, Washington State University

**Put Faces in your Instagram Posts. Elements for a Fashion Brand's Social Media Images to Help Overcome the "Algorithm"**
Nigel AR Joseph, Jihyeong Son, and Vicki McCracken, Washington State University

10:00am – 11:15am

**CUL: Art, Artisans and Cultural Diffusion**
**Presider: Bharath Ramkumar, SUNY - Oneonta**

**Sybil Connolly: The Case for Irish Design in a Dress History Course**
April Elisha Stanley, Iowa State University

**Sustaining Indigenous Textile Artisans and Their Art in the North Eastern Region of India**
Bharath Ramkumar, State University of New York, Oneonta; and Rebecca Maria Dias, Colorado State University

**The Infusion of Design Elements of Hanbok into Modern Fashion Styles**
Shu-Hwa Lin and Youngji Bahng, University of Hawai`i at Manoa
10:00am – 11:15am
Conference Room 1

DPD: Functional Apparel for Special Populations
Presider: Susan Sokolowski, University of Oregon
Abracito: Designing Skin-to-Skin Incubation Garments for Preemies & Micro Preemies
Melissa Dawson and Mary Golden, Rochester Institute of Technology
Effect of Police Duty Belt on Trunk Kinematics
Mercan Derafshi, Indiana University of Pennsylvania; and Mahendran Balasubramanian, University of Arkansas
Influenced by Microgravity: The Development of Half-Scale Body Forms for Intravehicular Activity (IVA) Suit Design
Susan L. Sokolowski and Olivia Echols, University of Oregon
Mapping the System-of-Use for the Patient Hospital Gown
Linsey Griffin and Colleen Pokorny, University of Minnesota

10:00am – 11:15am
Conference Room 2

MGT: Challenges in Fashion Retail Business Models
Presider: Linda Niehm, Iowa State University
An Exploratory Study of Consumer Satisfaction and Purchase Behaviors for Fashion Subscription-based Online Services (SOS)
Erica E. Spurgeon and Linda S. Niehm, Iowa State University
To Sell or Not to Sell: The Influence of Motivation and Company Support on Appearance-related Direct Selling Representatives' Performance
Angie Lee, Malvika Rajagopal, Te-Lin (Doreen) Chung, Jessica Hurst, Ann-Marie Fiore, Linda Niehm, and Liang (Rebecca) Tang, Iowa State University
Who Can Benefit from Empowering Consumers to Co-design: Luxury or Mass-market Brand?
Songyee Hur and Sejin Ha, University of Tennessee

10:00am – 11:15am
Conference Room 4

PED: Social Changes in Education
Presider: Diana Saiki, Ball State University
Kelly L. Reddy-Best and Brandon Spencer, Iowa State University
Educating Future Black Fashion Professionals: An Overview of Fashion Degree Programs at Historically Black Colleges and Universities
Samii Kennedy Benson, Southern University and A&M College
University Student Mentors: Serving Populations in Transition to College
Valerie Birk, Diana Saiki, Jay Kandiah, and Kara Tripp, Ball State University
What Did People Wear to the March for Science? : Social Change and Design Education
Mee Jekal, University of Minnesota; Theresa Lastovich, Iowa State University; and Kristy A. Janigo, Maurices Inc.
10:00am – 11:15am  
**SSR: Extending the Lifespan of Garments**  
*Presider: Chunmin Lang, Louisiana State University*  
**Intentional Pattern-making: Development of Repeatable Designs for Repurposing Apparel**  
Erin Irick, University of Wyoming; Rachel Eike, Iowa State University; and Pim Kumphai, Central Michigan University  
**Motivations and Shopping Orientations for Engagement in Collaborative Consumption Among Fashion Consumers**  
Sivasankari Gopalakrishnan, Northwood University; and Delisia R. Matthews and Marguerite Moore, North Carolina State University  
**Understand Consumer Online Fashion Renting Experiences: A Text-mining Approach**  
Muzhen Li, University of Missouri; Chunmin Lang, Louisiana State University; and Li Zhao, University of Missouri  
**Upcycle Guidebook: A Study of Production Through Post-Consumer Waste**  
Evelyn Rossol, Margaret Busche, and Chanjuan Chen, Kent State University

10:00am – 11:15am  
**SSR: Sustainability in Education**  
*Presider: Caroline Kobia, Mississippi State University*  
**Educating Next Generation of Merchandisers about Cotton Life Cycle Assessment (LCA) Through Visual Merchandising**  
Caroline Kobia, Mississippi State University  
**The Collective: Embedding Sustainability Into the Curriculum via the Development and Testing of a Sustainable Pop-up Store.**  
Kelly Cobb, Elenore Born, Brenda Shaffer, Huantian Cao, and Shameeka Jelenewicz, University of Delaware  
**The Uniform Project Reimagined: An Introduction to Sustainable Fashion for Undergraduate Students**  
Alexandra L. Howell, Meredith College

10:00am – 11:15am  
**TAI: Textile and Apparel Industry in Asia**  
*Presider: Shuyi Huang, University of Missouri*  
**eMarketplace and Its Impact on Firm Resources of the Indian Textile and Clothing Firms: Exploration from the Resource Based Theory of the Firm**  
Debanjan Das, West Virginia University  
**Factors Affecting China's Apparel Manufacturing Industry's International Competitive Advantage**  
Morgan Brubaker and Karen H. Hyllegard, Colorado State University  
**Perceived Cost of New Technology Adoption: Scale Development in the Context of Chinese Textile and Apparel Firm Managers**  
Baolu Wang and Jung E. Ha-Brookshire, University of Missouri  
**Why You Do What You Do? Exploration of Influencers on Chinese Textile and Apparel Corporations' Sustainability Activities**  
Shuyi Huang and Jung Ha-Brookshire, University of Missouri
10:00am – 11:15am
Conference Room 5

**UG: Undergraduate Research: From Material Testing to User Experiences**

*Presider: Meredith McQuerry, Florida State University*

‘Choli’: Re-Design and Engineering Functional Belly Dancing Costume
Susanna Bordelon and Jongeun Rhee, University of Wisconsin-Stout

An American Wedding Tradition: Influences, Obstacles, and Outcomes of Wedding Dress Selection
Margaux J. Neborak and Denise Green, Cornell University

Development of a Phase Change Material (PCM) Measurement Methodology for Fabric Surface Quantification
Reannan Riedy and Meredith McQuerry, Florida State University

The Hierarchy Effect of Nike’s Controversial Ad with Colin Kaepernick on Consumer Responses
Erica Thalmann, Kristina Di Maria, and Ji Hye Kang, University of Rhode Island

11:30am – 1:30pm
Ballroom A/B

**AWARDS LUNCHEON**

*Presider: Lynn Boorady, ITAA Vice-President of Operations*

2:30pm – 4:00pm

**TOURS**

Back of the House Tour of Venetian / Palazzo Hotel (Meet in Lobby at ITAA sign)
Tour the inner workings of one of the largest hotel in the country. The tour will address event planning, retail, catering, and marketing. Tour Guide: Jana Hawley

2:30pm – 5:00pm
Zappos Headquarters (Meet in Lobby at ITAA sign)
Corporate Headquarters located in Las Vegas. Tour Guide: Diane Ellis

2:00pm – 3:30pm
Boardroom E

**WORKSHOP**

Effectively Writing Design Abstracts and the Role of Creative Scholarship in the External Tenure Review Process
Coordinated by Ling Zhang, Iowa State University; Casey Stannard, Louisiana State University; and Laura Kane, Framingham State University
This workshop hosted by the committees for Design Review and Design Education and Scholarship are hosting this workshop comprised of two related topics: (1) teach members about how to effectively write a design abstract for ITAA and (2) share the perspectives of experienced external reviewers regarding the material preparations and the tenure review process with a specific focus on creative scholarship.

2:00pm – 5:00pm
Executive Boardroom

**ITAA Council Meeting**
Awards Ceremony
Presider: Lynn Boorady, ITAA VP Operations

Fellowships, Scholarships, Distinguished Awards

Faculty Awards

Fellow
Tammy Kinley, University of North Texas

Mid-Career Excellence Award
Sheng Lu, University of Delaware

Rising Star
Kristen Morris, Colorado State University
Amrut Sadachar, Auburn University

Teaching Excellence Award
Alyssa Adomaitis, New York City College of Technology
Michael Mamp, Central Michigan University

Janet Else International Visiting Scholar/Practitioner
Edlight Mutungwe, Chinhoyi University of Technology

CTRJ Outstanding Reviewer Award

CTRJ Awards

Graduate Student Fellowships

Sara Douglas Fellowship for Professional Promise – Doctoral
Samirah Alotaibi, University of Nebraska-Lincoln
MD Rafiql Islam Rana, University of Missouri

Sara Douglas Fellowship for Professional Promise – Masters
Mikayla DuBreuil, University of Delaware
Jane Leyva, Cornell University

Marjorie Joseph Fellowship: Outstanding Beginning Doctoral Student
Jenny Leigh Du Puis, Cornell University

Oris Glisson Fellowship: Outstanding Beginning Masters Student
Colleen Pokorny, University of Minnesota

Lois Dickey Fellowship: Outstanding Continuing Doctoral Student
Danielle Sponder Testa, Iowa State University

Joan Laughlin Fellowship: Outstanding Continuing Doctoral Student
Kelsie Doty, Cornell University

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

**Regent’s University London, Will Conard Scholarship for Fashion Design**  
Riley Baker, Mississippi State University  

**Regent’s University London, Will Conard Scholarship for Fashion Merchandising**  
Mackenzie Miller, Georgia Southern University

**Eden Travel International Award**  
Brooke Connolly, North Carolina State University

**Blanche Payne Award**  
Brooke Connolly, North Carolina State University

Zehna Odwar, Ryerson University

Qiyao Xiong, Iowa State University

Mayra Yanez, University of North Texas

**Scholarship Awards**

**Research and Teaching**

**Student Best Paper Awards**

**Doctoral Level 1st Place Kim Johnson Best Doctoral Student Paper Award:**  
Angela Uriyo, West Virginia University  
*Advisor: Pamela Norum, University of Missouri*

**Doctoral Level 2nd Place:**  
Virginia Rolling, Delaware State University  
*Advisor: Karla Teel, Auburn University*

**Master Level 1st Place:**  
Md. Rafiqul Islam Rana, University of Missouri  
*Advisor: Jung Ha-Brookshire, University of Missouri*

**Master Level 2nd Place:**  
Courtney Johnson, Iowa State University  
*Advisors: Kelly Reddy-Best and Eulanda Sanders, Iowa State 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**

**University of Fashion/Laurence King Publishing Award**
**Scholarship Awards  Creative Design**

**Undergraduate**

ATEXINC Award for Excellence in Marketable Textile Design

Claire Shaeffer Award for Outstanding Marketable Design

EFI Optitex Award for Marketable Sustainable Design

ESRAP Award for Sustainable Design

**Graduate**

University of Fashion/Alvanon Sustainability Award

ATEXINC Award for Excellence in Marketable Textile Design

EFI Optitex Award for Marketable Sustainable Design

ESRAP Award for Sustainable Design

French European Inc. Innovative Design Award

ITAA Award for Creative and Innovative Employment of Technique

ITAA Award for Innovative Design Scholarship

**Faculty**

ATEXINC Award for Excellence in Marketable Textile Design

Sandra Hutton Award for Excellence in Fiber Arts

ESRAP Award for Sustainable Design

Claire Shaeffer Award for Outstanding Marketable Design

ITAA Award for Creative and Innovative Employment of Technique

ITAA Award for Innovative Design Scholarship
ITAA 2019 Annual Conference
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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.

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US University Representative
tamara@ai-usa.org

Founded 35 years ago, the Accademia Italiana is a private Italian fine arts and design university with locations in Florence and Rome. It offers degrees accredited by the Italian Ministry of Education, certificates and study abroad opportunities in fashion design, graphic design, interior design, photography, jewelry design, studio art and liberal arts to students from around the world. AI’s instructors are working professionals who prepare students with the highest level of technical skills needed to excel in fields of design. Study abroad students have the unique opportunity to learn valuable professional skills in a truly Italian and international environment.

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We make The Textile Kit, a textile swatch set containing over 260 different fiber, yarn, and fabric samples, with a strong emphasis on sustainability and supplemented with a mobile-friendly online version. Please visit us at the Resource Exhibit to view the new Eco+ Edition of The Textile Kit, coming Fall 2020. We hope you will stop by for a free gift, and we also invite you to join us for our free Teaching Textiles Online workshop on Sunday afternoon.

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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.

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Established in 1983, the Shannon Rodgers and Jerry Silverman School of Fashion Design and Merchandising at Kent State University is the fourth largest in the United States, consistently ranked in the top five nationally, and in the top 15 internationally.

Students hone their professional skills and expand their creative worldview via study-away options in New York, Los Angeles, Florence, Paris, Hong Kong, Germany, South Korea and London. We seek qualitative growth in our fashion education program, which our presence in NYC supports, by enhancing students’ learning and graduates’ career pathways.

The school offers a graduate degree in Fashion Industry Studies. The first degree of its kind, Master of Fashion Industry Studies (M.F.I.S) address the highly interdisciplinary character of fashion and propose an innovative and pragmatic research-based solution for the fashion industry.

Hosted by the Fashion School at Kent State University, the Fashion/Tech Hackathon opens opportunities for students from any university and any discipline to explore in the intersection of fashion and technology. Through sponsorship by companies such as Stoll America this free event allows students to test new technologies while working in interdisciplinary groups in this 36 hour event. When: January 24 -26, 2020. Where: Kent State University, Kent, Ohio. Cost: Free

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Stoll America successfully made its North American footprint with the foundation of FTNY in 2009. The New York City-based facility holds an esteemed market presence within the fashion industry through its strong relations with major brands, designers, and retailers. Our Senior Programmers work closely with highly skilled specialists to develop their envisioned shapes and patterns into a reality. With our Fashion & Technology and Technical Textiles departments, you are instantly connected to our global network of knit specialists!
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.

Paris American Academy is located in the heart of the Paris Latin quarter. Founded in 1965 by Richard Roy. Today PAA has three year curriculum in Fashion or Interior Design. We can accommodate short term faculty lead programs throughout the year upon request. We offer two summer schools for fashion in June and July plus a month summer school in Interior Design, in Fine Arts and in Creative Writing each July.

The Radford University Department of Design is a dynamic department where design reaches across multiple disciplines. The core values of the Department are to be: Passionate, Excellent, Empowered, Engaged, Learned, Professional, Curious and Ethical. 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.

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.
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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.

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Contact: Dr. Karla Teel (kteel@auburn.edu; 334-844-1345)
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Assistant/Associate Professor in Merchandising: Tenure-track, 9-month. Teach in two or more of the following areas: Visual merchandising, global sourcing, consumer decision-making, fashion forecasting, buying/merchandising, digital retailing, social media marketing, entrepreneurship, professional development and portfolios. Conduct research; direct and serve on M.S. and Ph.D. committees. Ph.D. required.

Contact: Dr. Wi-Suk Kwon (kwonwis@auburn.edu; 334-844-4011)
https://aufacultypositions.peopleadmin.com/postings/3792

Assistant Professor – Fashion Design. Belmont University is seeking applications for a tenure-track faculty position in its O’More College of Architecture, Art, and Design. This position is in Fashion Design at the rank of Assistant Professor, beginning August 1, 2020. A terminal degree in fashion design or a closely related field is required with the MFA preferred. The successful candidate will have extensive professional experience in the fashion industry as well as teaching experience at the collegiate level. Responsibilities in this role include teaching a variety of courses in the design curriculum, advising and mentoring students, supervising internships, serving on committees as needed, and engaging in scholarly activity and professional development.

Assistant Professor (Tenure-Track) in Fashion Merchandising depending on qualifications; Ph.D., Ed.D. or completion of the doctoral degree by August 1, 2020; Potential for teaching at the college level; Potential for research, scholarly and creative activities; Commitment to working with a diverse student population; Subject matter experience in fashion merchandising, fashion retail management, fashion forecasting, fashion sustainability, and sociocultural aspects of dress; Committee responsibilities at various levels.
The Apparel, Merchandising, and Design (AMD) program at Iowa State University offers both masters and doctoral degrees to a diverse, collaborative, and productive graduate student population. During the 2019-2020 academic year the program will search for tenure-track faculty in the product development areas. The AMD program continues to seek assistant teaching professors to join our team.

Assistant Professor in Textile and Apparel Management depending on qualifications; 9-month academic year; tenure track. Teach merchandising/retailing courses, in our Apparel Retailing & Digital Merchandising track, that incorporate math reasoning proficiency, and analytical and technological applications including Excel; social media marketing; and digital presentations in merchandising. Contribute to the graduate education in merchandising/retailing including mentoring of graduate students. Generate relevant research in the areas of merchandising, retailing, digital commerce, and/or related areas. Contact: Jung Ha-Brookshire, Professor, Search Committee Chair at habrookshirej@missouri.edu

Assistant/Associate Professor in Textile and Apparel Management depending on qualifications; 9-month academic year; tenure track. Teach undergraduate and graduate courses and generate relevant research in the areas of apparel product development, technical design, and/or apparel technology. Responsibilities also include grant writing, service, outreach and participation in other academic functions. Industry experience desirable. Contact: Jean Parsons, Professor, Search Committee Chair at parsonsjl@missouri.edu

The Wilson College of Textiles at North Carolina State University seeks qualified applicants for graduate programs in the following fields: Fashion and Textile Design, Brand Management and Marketing, Textile Technology, Textile Engineering, Textile Chemistry, Textile Technology Management, and Fiber and Polymer Science. Fellowships ($20L/year) and Scholarships ($16K+/year) are available for qualified doctoral students. Additionally, both Teaching Assistantships and Research Assistantships are available to support graduate students at both master’s and PhD levels.
The Department of Merchandising and Digital Retailing at the University of North Texas offers an MS program in Merchandising with thesis, non-thesis and 100% online options, and an online Digital Retail Merchandising certificate. Various graduate assistantships are available. We also offer an interdisciplinary PhD program in Information Science with a concentration in Consumer Behavior & Experience Management. Fellowships are available for qualified applicants. Contact:

Dr. Sanjukta Pookulangara, Graduate Coordinator
Sanjukta.Pookulangara@unt.edu and 940-565-22439

We are searching for one tenure-track Assistant Professor in Digital Retailing and one full-time Lecturer in Merchandising in FY 2019-2020. Contact:

Dr. Bugao Xu, Department Chair
Bugao.Xu@unt.edu and 940-369-8915

Design, Housing and Merchandising offers resident graduate work leading to a Master of Science in design housing and merchandising and a Doctor of Philosophy in Human Sciences (with a specialization in design housing and merchandising). DHM offers three areas for graduate study: (1) fashion design and production; (2) interior design; and (3) merchandising. Each provides industry–based curricula taught by nationally recognized faculty in fully equipped design studios and classrooms. A sustainable design curriculum is offered to graduate students in Design, Housing and Merchandising, including over a dozen courses to choose from, reflecting a wide range of perspectives, from eco-efficiency of materials to socially-oriented approaches, such as empathic design. Teaching and Research Assistantships are available to graduate students at both master’s and PhD levels.

Department Head in Apparel, Housing, and Resource Management; 12 month. Lead and manage the department of 18 faculty and 5 staff, with undergraduate majors in Consumer Studies, Fashion Merchandising and Design, Family and Consumer Sciences, Property Management, and Residential Environments and Design. Engage in strategic planning, manage department and foundation budgets, supervise and evaluate faculty and staff, create an environment supportive of diversity and inclusion, foster alumni relations and industry and community partnerships for all program areas.

The Department of Apparel, Merchandising, Design and Textiles (AMDT) at Washington State University (WSU) is the premier apparel and textiles program offering a full spectrum curriculum in apparel design and merchandising. AMDT has approximately 280 undergraduate students and 22 graduate students. The department works closely with the AMDT Advisory Board to develop industry-relevant educational opportunities and research programs. The department is currently searching for a 9-month, non-tenure track Teaching, Assistant/Associate Professor for start date of August 2020.
<table>
<thead>
<tr>
<th>Committee</th>
<th>Date/Time Requested</th>
<th>Expected Attendees</th>
<th>Contact person</th>
<th>Meeting Room</th>
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<tbody>
<tr>
<td>Abstract &amp; Paper Review</td>
<td>Sunday, 10/27, 5:00-6:00pm</td>
<td>17</td>
<td>Jin Su <a href="mailto:j_su@uncg.edu">j_su@uncg.edu</a> Jessie Chen Yu <a href="mailto:chenyu@vt.edu">chenyu@vt.edu</a></td>
<td>Ballroom E</td>
</tr>
<tr>
<td>Administrative Leadership</td>
<td>Saturday, 10/26, 8:00-9:00pm</td>
<td>10</td>
<td>Susan Hannel <a href="mailto:susanhannel@uri.edu">susanhannel@uri.edu</a></td>
<td>Ballroom D</td>
</tr>
<tr>
<td>Board Meeting</td>
<td>Tuesday, 10/29, 7:00-8:00am</td>
<td>25</td>
<td>Melody LeHew <a href="mailto:lehew@ksu.edu">lehew@ksu.edu</a></td>
<td>Ballroom D</td>
</tr>
<tr>
<td>Culture &amp; Industry Learning Tours</td>
<td>Monday, 11/28, 5:00-6:00pm</td>
<td>10-12</td>
<td>Melinda Adams <a href="mailto:madams@uwtx.edu">madams@uwtx.edu</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>Curricular Develop &amp; Review</td>
<td>Sunday, 10/27, 10:00-11:00am</td>
<td>30</td>
<td>Laurie Apple <a href="mailto:lapple@uark.edu">lapple@uark.edu</a></td>
<td>Conference Room 6</td>
</tr>
<tr>
<td>Design Education &amp; Scholarship</td>
<td>Sunday, 10/27, 5:00-6:00am</td>
<td>20-30</td>
<td>Ling Zhang <a href="mailto:lh@lastate.edu">lh@lastate.edu</a></td>
<td>Ballroom F</td>
</tr>
<tr>
<td>Design Exhibit</td>
<td>Sunday, 10/27, 10:00-10:30am</td>
<td>10</td>
<td>Mary Simpson <a href="mailto:Mary.simpson01@gmail.com">Mary.simpson01@gmail.com</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>Design Review</td>
<td>Monday, 10/28, 5:00-6:00pm</td>
<td>25</td>
<td>Belinda Orzada <a href="mailto:orzada@udel.edu">orzada@udel.edu</a></td>
<td>Conference Room 4</td>
</tr>
<tr>
<td>ESRAP</td>
<td>Monday, 10/28, 3:00-4:00pm</td>
<td>20</td>
<td>Virginia Noon <a href="mailto:vnoon@framingham.edu">vnoon@framingham.edu</a></td>
<td>Ballroom E</td>
</tr>
<tr>
<td>External Relations</td>
<td>Monday, 10/28, 7:15-8:15am</td>
<td>8</td>
<td>Alyssa Adomaitis <a href="mailto:AAdomaitis@citytech.cuny.edu">AAdomaitis@citytech.cuny.edu</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>Faculty Fellowships &amp; Awards</td>
<td>Sunday, 10/27, 4:30-5:30pm</td>
<td>15</td>
<td>Seung-Hee Lee <a href="mailto:shlee@siu.edu">shlee@siu.edu</a></td>
<td>Ballroom E</td>
</tr>
<tr>
<td>Finance Committee</td>
<td>Tuesday, 10/29, 8:30-9:30am</td>
<td>5</td>
<td>Kathy Mullet <a href="mailto:Kathy.Mullet@oregonstate.edu">Kathy.Mullet@oregonstate.edu</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>Graduate Education</td>
<td>Sunday, 10/27, 7:15-8:15am</td>
<td>20</td>
<td>Diana Saiki <a href="mailto:desaiki@bsu.edu">desaiki@bsu.edu</a></td>
<td>Conference 2</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>Saturday, 10/26, 7:30-8:30pm</td>
<td>25</td>
<td>Jenny Leigh Du Puis <a href="mailto:Jld358@cornell.edu">Jld358@cornell.edu</a></td>
<td>Pool Deck</td>
</tr>
<tr>
<td>International Relations</td>
<td>Sunday, 10/27 7:00-8:00am</td>
<td>20</td>
<td>Rui-Rui Zhang <a href="mailto:rzhang@framingham.edu">rzhang@framingham.edu</a></td>
<td>Conference 4</td>
</tr>
<tr>
<td>Membership</td>
<td>Monday, 10/28, 3:00-5:00pm</td>
<td>10</td>
<td>RayeCarol Cavender <a href="mailto:Rayecarol.cavender@uky.edu">Rayecarol.cavender@uky.edu</a></td>
<td>Conference 3</td>
</tr>
<tr>
<td>Nominating Committee</td>
<td>Saturday, 10/26, 5:00-6:00pm</td>
<td>5</td>
<td>Jane Hegland <a href="mailto:Jane.Hegland@sdstate.edu">Jane.Hegland@sdstate.edu</a></td>
<td>President’s Suite</td>
</tr>
<tr>
<td>Philosophical Missions</td>
<td>Monday, 10/28 5:30-6:30pm</td>
<td>16</td>
<td>Jennifer Harmon <a href="mailto:jharmo14@uwyo.edu">jharmo14@uwyo.edu</a></td>
<td>Conference 5</td>
</tr>
<tr>
<td>PPC, CTRJ Associate Editors</td>
<td>Monday, 10/28, 3:00-4:30pm</td>
<td>20</td>
<td>Jung Ha-Brookshire <a href="mailto:habrookshirej@missouri.edu">habrookshirej@missouri.edu</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Monday, 10/28, 5:30-6:30pm</td>
<td>10</td>
<td>Beth Myers <a href="mailto:bmyers@georgiasouthern.edu">bmyers@georgiasouthern.edu</a></td>
<td>Conference 6</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>Sunday, 10/27, 4:00-5:00pm</td>
<td>7</td>
<td>Sanjukta Pookulangara <a href="mailto:Sanjukta.pookulangara@unt.edu">Sanjukta.pookulangara@unt.edu</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>Student Fellowships &amp; Awards</td>
<td>Sunday, 10/27, 7:30-8:15am</td>
<td>10</td>
<td>Annette Burnsed <a href="mailto:kburnsed@mailbox.sc.edu">kburnsed@mailbox.sc.edu</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>TAPAC Board of Commissioners</td>
<td>Friday, 10/25, 6:00-10:00pm</td>
<td>15</td>
<td>Carol Warfield <a href="mailto:warfcl@auburn.edu">warfcl@auburn.edu</a></td>
<td>Executive Board Room</td>
</tr>
<tr>
<td>Teaching Innovation &amp; Resources</td>
<td>Saturday, 10/26, 5:00-6:00pm</td>
<td>15</td>
<td>Kelly Weathers <a href="mailto:Kelly.weathers@umich.edu">Kelly.weathers@umich.edu</a></td>
<td>Ballroom D</td>
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<tr>
<td>VP’s Meet w/ Committee Chairs</td>
<td>Saturday, 10/26, 4:00-5:00pm</td>
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<td>Ballroom D</td>
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Thank You!! ITAA Members for Contributing to the Conference through ITAA Committees

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Jin Su, University of North Carolina at Greensboro

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b Reviewed one or more full papers
c Reviewed abstracts

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Amrut Sadachar, Auburn University
Xiao Tong, University of Alabama
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\*Fatma Baytar, Cornell University
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\*Yingying Wu, Kansas State University
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Mia Whang, Centenary University
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EunYoung Yang, Meredith College
Ling Zhang, Iowa State University

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Catherine Byrne, Program Coordinator, Danforth Art School
Mikelle Drew, Head Trainer, 383 Digital Design Studio
Alex Forestier, Operations Manager, Southern Costume Company
Nicole Haddad, Owner, Lobo Mau
Tiffany Rogers, Responsible Sourcing & Production Manager, Fair Labor Association
Abbie Small, Former Executive Vice-President (retired), Simplicity Creative Group
Elizabeth Way, Assistant Curator, The Museum at the Fashion Institute of Technology
Emma Zuckerman, Associate Technical Designer, Under Armour

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Chairs: Chanjuan Chen, Kent State University
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Laura Kane, Framingham State University
Ellen McKinney, Iowa State University
Colleen Moretz, West Virginia University
Krissi Riewe, Kent State University
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Ting Chi, Washington State University
Michelle Childs, University of Tennessee
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Ja Young Hwang, Kent State University
Sharron Lennon, Indiana University
Yuli Liang, Southern Illinois University
Chuanlan Liu, Louisiana State University
Keun young Oh, SUNY- Buffalo State
Joyce Robinson, Indiana State University
Jin Su, University of North Carolina at Greensboro

Janet Else Visiting Scholar
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Ivana Markova, San Francisco State University
Tracie Tung, California State University, Northridge
Ruirui Zhang, Framingham State University

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Sonali Diddi, Colorado State University
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Jung-Hwan Kim, University of South Carolina
Minjeong Kim, Indiana University
Seung-Eun (Joy) Lee, Central Michigan University
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Heejin (Jeanie) Lim, University of Tennessee
Beth Myers, Georgia Southern University
Mijeong Noh, Ohio University
Juyeon Park, Seoul National University
Haesun Park-Poaps, Ohio University
Kelly Reddy-Best, Iowa State University
Yoo-Kyoung Seock, University of Georgia
Xiao (Michelle) Tong, University of Alabama

Student Fellowships and Scholarships

Chair: K. Annette Burnsed, University of South Carolina
Raye Carol Cavender, University of Kentucky
Hyoen Jeong Cho, Southeast Missouri State University
Haewon Ju, Framingham State University
Jiyoung Kim, University of North Texas
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

Design Awards Committee

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Kim Hahn, Kent State University
Jennifer Harmon, University of Wyoming
Ja Young Hwang, Kent State University
Erin Irick, University of Wyoming
Linda Ohrn-McDaniel, Kent State University
Huiju Park, Cornell University

Onsite Judges
Karen LaBat, University of Minnesota
Ruben Permel, Head of Wardrobe, Cirque du Soleil
Kevin Smith, Vice-President, Las Vegas Fashion Council

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• Network with ITAA Colleagues
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Conference Planning Chairs
Tammy Kinley, University of North Texas
Sheri Dragoo, Baylor University

Tammy and Sheri would like to thank the following individuals for their dedication to this effort.

Design Exhibit Review: Belinda Orzada, University of Delaware

Tour Leaders:
Grand Canyon: Sanjukta Pookulangara, University of North Texas
Cirque du Soleil’s Ka’: Jennie Leigh Du Puis, Cornell University and Nancy Rutherford, ITAA
Zappos (Friday): Tammy Kinley, University of North Texas
Zappos (Monday): Byoungho Jin, North Carolina State University
Zappos (Tuesday): Diane Ellis, Meredith College

Legacy Fundraiser: Jana Hawley, University of North Texas and Sherri Schofield, Florida State University

Mounted Design Exhibit: Chanjuan Chen, Kent State University and Mary Simpson, Western Michigan University

Photographers: Cynthia Istook, North Carolina State University

Poster Sessions: Christy Crutsinger, Jiyoung Kim and Sanjukta Pookulangara, University of North Texas

Registration Coordinator: Laurie Apple, University of Arkansas and Marianne Bickle, University of South Carolina

Research / Teaching Presentation Review: Jessie Chen-Yu, Virginia Tech and Jin Su, University of North Carolina

AV in Breakout Session Rooms: Dawn Michaelson, Baylor University and Jay Yoo, Baylor University

Career Fair Coordinator: Iva Jestratijevic, University of North Texas

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