2nd International Non-Western Fashion Conference
Constructing National Identity Through Fashion
London College of Fashion, UK
21-22 November 2013

PROGRAMME

THURSDAY, 21st NOVEMBER

8:30 REGISTRATION

9:00 KEYNOTE PRESENTATIONS (RH Centre Space)
  Chair: Linda Welters
  Fashion-ology Part II: Constructing A Theory of Non-Western Fashion/Dress
  Yuniya Kawamura

  Fabulous Fashions, Dress History Dilemmas, and the Death Throes of Dichotomy: Fashion Stories, Ethnicity and Geography
  Sarah Cheang

11:00 COFFEE

11:30 – 13:00

<table>
<thead>
<tr>
<th>RH Centre Space</th>
<th>RH West Space</th>
<th>Room 105</th>
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</thead>
<tbody>
<tr>
<td>SESSION 1A: (RE)INVENTING NATIONAL FASHION IDENTITIES I</td>
<td>SESSION 1B: (RE)INVENTING NATIONAL FASHION IDENTITIES II</td>
<td>SESSION 1C: A REVIVAL OF TRADITIONAL DRESS</td>
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<td>Chair: Angela Finn</td>
<td>Chair: Amanda Smith</td>
<td>Chair: Revital Madar</td>
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<td>The New Shanghai</td>
<td>Japanese Fashion Education and the Creation of a New Generation of Designers</td>
<td>Cool Biz and Sumptuary Regulations in Japan</td>
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<td>Xiaojie: Chinese Fashion Identities</td>
<td>Anneke Beerkens</td>
<td>Toby Slade</td>
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<td>Natascha Radclyffe-</td>
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<td>Thomas and Babette</td>
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<td>Radclyffe-Thomas</td>
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W: process.arts.ac.uk/category/project-groups/second-international-non-western-fashion-conference
F: facebook.com/nonwesternfashion
Twitter: @NonWesternFashion #nonwestfashconf
### 2nd International Non-Western Fashion Conference, London 21-22 November 2013

| Rise of the Neo-Drape: Redefining the Fashion Identity of India  
*Swati Rao and Shalini Sud* | Return to Our Forefathers’ Glory? Fashion and Identity Politics Among Ultra-Orthodox Mizrahi Jews in Israel  
*Moshe Levy* | Wrapped in Cloth  
*Sharon Peoples* |
|-----------------------------|-------------------------------------------------|------------------|
| Old Motifs for New Motives: Looking for the Roots of Change in the Contemporary Cambodian Fashion Scene  
*Katalin Medvedev* | | |

**13:00** LUNCH

**14:00 – 15:30**

| RH Centre SpaceSESSION 2A: ABOUT CONSUMPTION  
*Chair: Sharon Peoples* | RH West SpaceSESSION 2B: BRANDING NATIONAL IDENTITY  
*Chair: Tim Lindgren* | Room 105SESSION 2C: THE SLIPPERY CONCEPT OF AUTHENTICITY  
*Chair: Miriam J. Woods* |
|-----------------------------|-------------------------------------------------|------------------|
| Investigating Consumer Perception of Western Retail Models in Bangalore, India: An Explorative Study on Concept Stores  
*Unita Chandan and Anna Lottersberger* | The Country of Origin-Effect on a Domestic Fashion Market  
*Joke Schrauwen & Anouk Mennes* | Ghanaian Fashion and the Interplay Between African and National Notions of Heritage  
*Malika Kraamer* |
| Redressing the Fashion Sustainability Paradox in Hong Kong and China: An Examination of Tailor-made Promotional Practices Underpinning Sustainable Production, Consumption and Post-Consumption in a Non-Western Frame  
*Anne Peirson-Smith* | Refashioning Africanness as a Lifestyle: Vlisco Fabrics and Wax Cloth in Ghana  
*Christine Delhaye and Rhoda Woets* | The Business of Constructing Female Identity Through Fashion in Uzbekistan  
*Emma Dick* |
| Middle-Class Women’s Identity during the First Years of the Turkish Republic: Fashion and Beauty In the Popular Women’s Magazines of 1920s  
*Özlem Dilber* | Why Africa? Why Now? The Designs of Ade Bakare  
*Jean M. Borgatti* | The ‘Shifting’ Interests in Sino-Italian Fashion Collaborations  
*Simona Segre Reinach* |

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15:30 COFFEE

16:00 KEYNOTE PRESENTATION (RH Centre Space)
Chair: Abby Lillethun
Forging Contemporary Muslim Styles Across Intersecting Fashion Systems
Reina Lewis

17:00 RECEPTION

FRIDAY, 22nd NOVEMBER

9:00 KEYNOTE PRESENTATIONS (RH Centre Space)
Chair: Toby Slade
Australian Indigenous Inspirations in Contemporary Fashion: Scratching the Surface or Channeling the Country?
Jennifer Craik
Symbolic Economies of the Logo: Contemporary Senegalese Streetwear in Historic Perspective
Leslie Rabine

11:00 COFFEE

11:30 – 13:00

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| SESSION 3A: FASHION POLITICS  
Chair: Emma Dick | SESSION 3B: CRAFT, FASHION AND/OR DESIGN?!  
Chair: Christine Delhaye | SESSION 3C: NEGOTIATING SARTORIAL MODERNITY  
Chair: Rhoda Woets |
| Accessorized with Politics: Alexey Sorokin’s Modern Russian Look at New York Fashion Week  
Emma McClendon | The Life of Dress, Mexico  
Amanda Ericsson | The Photograph and Fashionable African Men  
Abby Lillethun |
| Re-Traditionalisation, Competition or Aided Warfare? Interrogating the Drivers of Western and Local Fashion Among Female Students in Two Nigerian Universities  
Irene Pogoson | Built for Niche: Rethinking the Role of Manufacturing in Developing Designer Fashion in New Zealand  
Angela Finn and Amanda Smith | How Did the National Qipao Become the Hottest Trend During the Republic of China?  
Liu Yu |
To Die For: Fashion and the Indigenous
Sandra Niessen

Lost in Design: The Absence (Mostly) of Cultural Heritage in Puerto Rican Fashion Design
Raul Vazquez and Jose Blanco F.

Machine-Sewing Traditional Clothing in Tajikistan: National Fashion, Individual Artistry
Miriam J. Woods

13:00 LUNCH

13:30 FILM PROJECTION: ‘RANGSA NI TONUN’ (RH Centre Space)

14:00 – 15:30

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<tr>
<td>SESSION 4A: PROBLEMATIZING HEGEMONIC EUROCENTRIC FASHION DISCOURSE Chair: Joke Schrauwen</td>
<td>SESSION 4B: DECONSTRUCTING THE CENTRE-PERIPHERY Chair: Jean M. Borgatti</td>
<td>SESSION 4C: RECLAMING CULTURAL PROPERTY Chair: Malika Kraamer</td>
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<tr>
<td>Non-Western Dress in the West Linda Welters</td>
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15:30 COFFEE

16:00 KEYNOTE PRESENTATION
Chair: Angela Jansen

Fashion or Tradition? Where Do We Go From Here?
Emma Tarlo

17:00 RECEPTION