

2026 International Conference on Clothing and Textiles

# The New Fashionscape:

# Fashion and Gender

May 22-23, 2026

The Raum, Seoul  
The Textile Center, Seoul

## Host

The Korean Society of Clothing and Textiles

## Co-Host

Seoul National University Research Institute of Human Ecology  
Korea Dyeing & Finishing technology Institute **DYETEC**

## Welcome Address



Distinguished scholars, ladies and gentlemen,

I am pleased to extend a warm invitation to you for the 2026 International Conference on Clothing and Textiles (ICCT), set to unfold in Seoul, Republic of Korea, on May 22-23. This year, we embrace the forward-thinking theme “The New Fashionscape: Fashion and Gender”, a vital discourse that underscores the importance of inclusion and diversity and resource efficiency in shaping the future of fashion and textile with different cultures and societies. We have globally-renowned Dr. Andrew Reilly, Dr. Judith Beyer, and Dr. Yuniya Kawamura as keynote speakers. I sincerely thank them for accepting the invitation.

It is packed with compelling talks and presentations. The conference will also showcase poster presentations, oral research sessions, and special topic discussions, featuring a selection of significant studies. I hope that the 2026 ICCT will share the latest research trends with all scholars who are devoted to research in fashion and textiles, become a venue for international research exchange, present a new paradigm for the field, and further the academic development.

I encourage you to take advantage of the networking opportunities at the conference, beginning with the pre-conference dinner, when we will celebrate the occasion of the 50th anniversary of KSCT’s establishment. This conference is not just a gathering of minds but a confluence of ideas, innovations, and collaborations that will drive the advancement of our field. I am confident that together, we can make a significant impact on the future of the textile and fashion industries as well as the academic landscape.

Warm regards,

**Jisoo Ha**  
**President, The Korean Society of Clothing and Textiles**  
**Professor, Seoul National University, Korea**

A handwritten signature in black ink, appearing to read 'Jisoo Ha', written in a cursive style.

## Welcome Address



It is my great pleasure to welcome all participants to the 2026 International Conference on Clothing and Textiles (ICCT), hosted by the Korean Society of Clothing and Textiles (KSCT). It is a particular honor to invite you to this year's conference, which holds special significance as we celebrate the 50th anniversary of the KSCT. Over the past five decades, the KSCT has made substantial contributions to the advancement and dissemination of knowledge and technology in clothing and textiles research and education. As the leading academic society in the field of clothing and textiles in Korea, the KSCT could not have fulfilled its mission without the dedication and support of its members.

Under the theme of “The New Fashionscape: Fashion and Gender,” the 2026 ICCT provides a valuable opportunity to explore diverse perspectives on gender-related issues in fashion. In recent years, diversity has been increasingly recognized and respected across societies, and new forms of creativity are emerging from this diversity. I believe that thoughtful discussions and critical reflections on this theme will serve as a meaningful step toward generating new insights for both academic research and industry practice.

The 2026 ICCT will begin with the KSCT 50th Anniversary Celebration on May 22 at RAUM, followed by the main academic conference on May 23 at the Textile Center in Samseong-dong, Seoul. This year's conference will bring together more than 200 scholars and researchers from over 20 countries, making it a truly global forum for the exchange of scholarly achievements and ideas.

We are deeply grateful to our keynote speakers—Professor Andrew Reilly of the University of Hawaii, Ms. Judith Beyer of AMD Akademie Mode & Design, and Professor Yuniya Kawamura of the Fashion Institute of Technology—as well as to our distinguished guest speakers who have graciously agreed to share their valuable perspectives and insights with our members. In addition, special programs including the Fashion Talk session with undergraduate students from the University of North Texas, two workshops for researchers pursuing high-quality scholarly publications. These distinguished speakers will address global perspectives on diversity issues through the lens of gender and other related topics. Research papers selected through a rigorous peer-review process will be presented in both concurrent sessions and poster sessions, further enriching the academic depth of this conference.

I would also like to extend my heartfelt appreciation to President Jisoo Ha, the vice presidents, and the members of the 2026 ICCT organizing committee for their unwavering dedication and tremendous efforts in preparing this conference. Above all, I sincerely thank all participants who have joined us to share their valuable research and to contribute to mutual academic growth and collaboration.

We look forward to welcoming you to the 2026 ICCT at RAUM and the Textile Center from May 22 to May 23, 2026.

Sincerely,

**Eunah Yoh, Ph.D.**  
**Chair, Organizing Committee of 2026 ICCT**  
**Professor, Keimyung University, Republic of Korea**

*Eunah Yoh*

## Congratulatory Address



Distinguished President Jisoo Ha of the Korean Society of Clothing and Textiles, and esteemed members,

It is my great pleasure to extend my warmest congratulations on the 50th anniversary of the Korean Society of Clothing and Textiles.

Over the past half century, the Korean Society of Clothing and Textiles has stood as a steadfast pillar of Korea's textile and fashion industry, underpinning its future through relentless inquiry and profound academic insight.

Today, the textile and fashion industry stands at a critical inflection point, shaped by rapid advances in digital transformation, artificial intelligence, and the reconfiguration of global supply chains.

At this pivotal moment, I am confident that the rich academic heritage and achievements built by the Society will serve as a compass for the next leap forward of our industry.

I sincerely hope that this 50th anniversary international conference will provide a meaningful platform for academia and industry to exchange insights and collaboratively shape a forward-looking vision for the textile and fashion sector.

Korea Federation of Textile Industries will continue to strengthen its partnership with academia and remain fully committed to enhancing the global competitiveness of our industry.

Once again, I extend my heartfelt congratulations on this remarkable milestone, and I wish the Society continued success and prosperity as it embarks on its next fifty years.

Thank you!

**Byung-Oh Choi**  
**Chairman, Korea Federation of Textile Industries**

## Congratulatory Address



Distinguished guests, esteemed scholars, and dear colleagues,

I am Oh Nam Kwon, President of the Korean Federation of Science and Technology Societies, KOFST.

It is a genuine honor to join you in celebration on this most distinguished occasion. I extend my heartfelt congratulations to the Korean Society of Clothing and Textiles on its 50th anniversary, and to all those whose vision and dedication have made ICCT 2026 a reality. Fifty years is no small achievement — it is the work of generations, and it deserves to be celebrated as such. I offer a warm welcome to the scholars and experts who have journeyed from near and far to be with us today, and I express my deep gratitude to President Ji-soo Ha and all the dedicated staff whose tireless efforts have made this occasion possible.

Since its establishment in 1976, the KSCT has strengthened the academic foundation of Korea’s apparel and textile industries, cultivated close partnerships with industry, and led the advancement of its field with distinction. With over 4,000 members and five decades of history, the Society has been recognized worldwide for its contributions to quality research in clothing and textiles. In an era of constant change, it has skillfully balanced academic depth with practical applicability, and its sustained efforts to foster meaningful dialogue among research, industry, education, and practice speak to a rare institutional maturity. I believe ICCT 2026 is a vivid expression of that ambition — and an invitation to the world to shape this field together.

The apparel and textile sectors are woven into the very fabric of our daily lives — fields where design and science, production and culture, commerce and creativity all converge. Korea has built a strong reputation for high-end fashion and textile products, and supported by approximately 50,000 companies and 220,000 workers, these industries occupy an important position in the world economy. Yet no country can sustain that leadership alone. It is precisely through international partnerships — forums like this one, where researchers from across the globe bring their distinct perspectives and expertise — that our field continues to grow and to matter. In this evolving landscape, the study of clothing and textiles is asserting itself as an indispensable academic discipline — one that transcends the boundaries of any single industry or nation to illuminate pathways toward a better quality of life and a more sustainable world.

As the umbrella organization uniting Korea’s scientific community, KOFST is proud to count the KSCT among the distinguished societies that make up our community. Connecting over 600 member organizations and five million professionals, KOFST channels the knowledge cultivated by academic societies across diverse fields toward broader social good. The achievements of the KSCT represent far more than the legacy of a single field — they are a testament to the diversity and potential of the entire Korean science and technology community, and to the power of sustained international engagement.

The theme of ICCT 2026, “The New Fashionscape: Fashion and Gender,” could not be more timely or compelling. Across the world, questions of gender, identity, sustainability, and technological disruption are

reshaping the way we think about what we wear and why. These are not merely academic questions — they are urgent, human ones. Your research, your insights, and your conversations over the coming days have the potential to shape the global discourse on these issues. I hope this conference will offer not only profound insights but also the kinds of connections and collaborations that carry its impact far beyond this room — and far beyond Seoul.

If the past five decades have been a time of deep accumulation, the next five will be a time of bold connection — across disciplines, across borders, and across generations. I look forward to the new partnerships and possibilities that will emerge from this gathering, and I sincerely hope it will be one of many such occasions to come. I wish all attendees a rewarding stay in Seoul, good health, fruitful exchange, and every success.

Thank you!

**Oh Nam KWON**  
**President, Korean Federation of Science and Technology Societies (KOFST)**

## Organizing Committee

<b>Role</b>	<b>Name</b>	<b>Affiliation</b>
<b>Chair</b>	<b>Yoh, Eunah</b>	Keimyung University, Korea
<b>Committee Members</b>	<b>Yi, Kyong-Hwa</b>	The Catholic University of Korea, Korea
	<b>Kim, Sungmin</b>	Seoul National University, Korea
	<b>Yim, Eunhyuk</b>	Sungkyunkwan University, Korea
	<b>Hong, Kyung Hwa</b>	Kongju National University, Korea
	<b>Kim, Se Jin</b>	Hanyang University, Korea
	<b>Gam, Hae Jin</b>	University of North Texas, USA
	<b>Koo, Sumin</b>	Yonsei University, Korea
	<b>Bae, Yun Jee</b>	Inha University, Korea
	<b>Kim, Koh Woon</b>	Duksung Women's University, Korea
	<b>Jang, Shin Young</b>	Gachon University, Korea
	<b>Park, Sujin</b>	The Catholic University of Korea, Korea

## Programs

2026 International Conference on Clothing and Textiles

# The New Fashionscape: Fashion and Gender

**Date:** May 22-23, 2026

**Venue:** The RAUM /The Textile Center, Gangnam District, Seoul, Korea

## Day 1: May 22, 2026 (Friday), The RAUM

Time	Event	Venue	Memo
17:00-17:40	<b>50<sup>th</sup> Anniversary Celebration</b> <ul style="list-style-type: none"> <li>• Opening Speech of The President's Greetings</li> <li>• Congratulatory</li> <li>• Screening The 50<sup>th</sup> Anniversary Video</li> <li>• Presenting Kscst's Future Vision</li> <li>• Awards Ceremony                             <ul style="list-style-type: none"> <li>- Meritorious Achievement Awards</li> <li>- Lee Heung Soo Distinguished Publication Awards</li> <li>- Youngone Rising Scholar Awards</li> </ul> </li> </ul>	The RAUM	MC: Prof. Se Jin Kim Hanyang University, Korea
17:40-19:00	<b>Pre-Conference Dinner</b> <ul style="list-style-type: none"> <li>• Congratulatory Toasts</li> </ul>	The RAUM	MC: Prof. Shin Young Jang, Gachon University, Korea
19:00-20:30	<b>Networking Reception</b> <ul style="list-style-type: none"> <li>• Celebration Performance (Korean Traditional Music)                             <ul style="list-style-type: none"> <li>- Ku Darim, Jeongga (Korean Classical Vocal Music)</li> <li>- Lee Soyeon, Haegeum (Two-Stringed Korean Fiddle)</li> <li>- Lee Jeongyoon, Daegeum (Large Korean Bamboo Flute)</li> </ul> </li> <li>• Closing Remarks</li> </ul>	The RAUM	MC: Prof. Shin Young Jang, Gachon University, Korea

## Day 2: May 23, 2026 (Saturday), The Textile Center

Time	Program & Activity	Venue	Memo
8:00-8:40	Registration	Lobby, 1 <sup>st</sup> floor	
<b>Plenary Session (8:40~12:10)</b>			
8:40-9:00	<b>Greetings</b> <b>Congratulatory Messages</b>	HALL, 3 <sup>rd</sup> floor	MC: Prof. Yun Jee Bae Inha University, Korea
9:00-10:00	<b>Keynote Speech 1 :</b> <b>“Critical Gender Issues in Fashion Studies”</b> Andrew Reilly (Professor and curator in the Fashion Design and Merchandising program at the University of Hawai'i, Mānoa, USA)	HALL, 3 <sup>rd</sup> floor	President: Prof. Eunah Yoh Keimyung University, Korea
10:00-11:00	<b>Keynote Speech 2 :</b> <b>“Threads of Resistance: Rethinking Gender-Fluid and Non-Binary Fashion Design”</b> Judith Beyer (Fashion studies lecturer at AMD Akademie Mode & Design, Germany)	HALL, 3 <sup>rd</sup> floor	President: Prof. Kyong-Hwa Yi The Catholic University of Korea, Korea
11:00-11:10	<b>10-minute break</b>		

## Programs

Time	Program & Activity	Venue	Memo
11:10-12:10	<p><b>Keynote Speech 3 :</b>  <b>“The Lolita Subculture: Reclaiming and Celebrating Cute Femininity and Girlie Innocence as Empowerment and Emancipation”</b>            Yuniya Kawamura (Professor of sociology at the Fashion Institute of Technology)</p>	HALL, 3 <sup>rd</sup> floor	<p>President:            Prof. Eunhyuk Yim,            Sungkyunkwan University, Korea</p>
12:10~14:00	<b>Lunch</b>	17 <sup>th</sup> floor	
13:00~14:00	<b>Poster Presentations and Q&amp;A</b>	Lounge, 3 <sup>rd</sup> floor	<p>President:            Prof. Kyung Hwa Hong,            Kongju National University, Korea</p>
<b>Special Lectures (13:40~15:10)</b>			
14:00~15:10	<b>Fashion, Culture, Technology</b>		
	<p><b>Special Lecture 1 :</b>  <b>“Reconfiguring Production and Consumption: Fashion Tech and Its Social Implications in Japan”</b>            Yoko Fujishima (Professor at the College of Social Sciences, Ritsumeikan University, Japan)</p>	HALL, 3 <sup>rd</sup> floor	<p>President:            Prof. Seung-Eun Lee, Central Michigan University, USA             Prof. Wi-Suk Kwon,            Auburn University, USA</p>
	<p><b>Special Lecture 2 :</b>  <b>“Fashion Design Education Utilizing AI and 3D Simulation Technology in Hong Kong”</b>            Kina Yin (Guest Lecturer in Digital Fashion Creation for the MA program in Fashion and Textile Design at The Hong Kong Polytechnic University, Hong Kong)</p>		
	<b>Textile Science and Technology</b>		
	<p><b>Special Lecture 1 :</b>  <b>“Balancing Performance and Comfort in Modern Sports Apparel: The Role of Adaptive Dynamic Materials”</b>            Ph.D. Sarah Karmel (RHEON Labs CSO, Great Britain)</p>	Lounge, 2 <sup>nd</sup> floor	<p>President:            Prof. Sungmin Kim, Seoul National University, Korea             Prof. Myeongul Jung,            Hanyang University, Korea</p>
	<p><b>Special Lecture 2 :</b>  <b>“Circular Economy at BASF, Chemcycling”</b>            Dr.rer.Nat. Miran Yu (BASF Asia, Project Execution Lead, Germany)</p>		
<p><b>Special Lecture 3 :</b>  <b>“Sustainability and other developments in the European man-made fibres industry”</b>            Frédéric Van Houte (CIRFS/General Director, Belgium)</p>			
<b>Workshop for Publication</b>			
14:00~15:10	<p><b>Workshop 1 :</b>  <b>“How to improve your chances of getting published in 2026 and beyond”</b>            James Campbell (Global Head of Marketing &amp; Sales, Intellect Books &amp; Journals, UK)</p>	ROOM G, 2 <sup>nd</sup> floor	<p>President:            Prof. Sumin Helen Koo,            Yonsei University, Korea</p>
	<p><b>Workshop 2 :</b>  <b>“Publishing a Book with the Costume Society of America series at Kent State University Press”</b>            Dr. Kelly L. Reddy-Best (Professor and Chair, Department of Family and Consumer Sciences, College of Applied Science and Technology, Illinois State University, USA)</p>		
	<p><b>Workshop 3 :</b>  <b>“Publishing in the Journal of the Korean Society of Clothing and Textiles and Fashion and Textiles”</b>            Dr. Sumin Helen Koo (Professor of the department of Clothing and Textiles, Yonsei University, Korea)</p>		

## Programs

Time	Program & Activity	Venue	Memo
<b>50-Minute Fashion Talk Session with UNT undergraduate students</b>			
14:00-14:50	<b>“Culture, Sustainability, and the Future of Fashion Education: From Today’s Dialogue to Tomorrow’s Industry Collaboration”</b> Hae Jin Gam (Professor of College of Visual Arts and Design, University of North Texas, USA) Jeremy M. Bernardoni (Professor of College of Visual Arts and Design, University of North Texas, USA)	ROOM A2, 2 <sup>nd</sup> floor	Presider: Prof. Chai Young Lee, Gyeongkuk National University, Korea
<b>Concurrent Session</b>			
<b>Graduate Students Research Competition &amp; Oral/Poster Presentations</b>			
15:20-17:30	<b>Graduate Students Research Competition: Textile and Clothing Science</b>	Cloud office A, 17 <sup>th</sup> floor	Presider: Prof. Minjoo Kang Jeju National University, Korea
	<b>Graduate Students Research Competition: Fashion Business and Cultural Studies</b>	Lounge, 17 <sup>th</sup> floor	Presider: Prof. Sujin Park The Catholic University of Korea, Korea
	<b>Oral Session 1: Technology for Clothing and Textiles</b>	Lounge, 2 <sup>nd</sup> Floor	Presider: Prof. Yae Won Park, Yonsei University, Korea
	<b>Oral Session 2: Fashion Consumers’ Preferences and Behaviors</b>	ROOM B, 2 <sup>nd</sup> Floor	Presider: Prof. Hyojung Cho, Meredith College, USA
	<b>Oral Session 3: Fashion and Gender</b>	HALL, 3 <sup>rd</sup> Floor	Presider: Prof. Koh Woon Kim, Duksung Women’s University, Korea
	<b>Oral Session 4: Technology and Fashion</b>	ROOM G, 2 <sup>nd</sup> Floor	Presider: Prof. Hwa Kyung Song, Kyung Hee University, Korea
	<b>Oral Session 5: Cultural Perspectives on Fashion and Clothes</b>	ROOM A2, 2 <sup>nd</sup> Floor	Presider: Prof. Dawn Jung, Myongji College, Korea
	<b>Oral Session 6: Fashion Marketing/Fashion Presentation/Education</b>	ROOM A1, 2 <sup>nd</sup> Floor	Presider: Prof. Heesoon Yang, Sangmyung University, Korea
17:30-18:00	<b>Graduate Student Research Competition and Best Paper Awards Ceremony / Closing</b>	HALL, 3 <sup>rd</sup> Floor	Presider: Prof. Se Jin Kim, Hanyang University, Korea

## Keynote Speeches



### Andrew Reilly

Professor and curator in the Fashion Design and Merchandising program at the University of Hawai'i, Mānoa, USA

#### **“Critical Gender Issues in Fashion Studies”**

Andrew (Andy) Reilly is a professor and curator in the Fashion Design and Merchandising program at the University of Hawai'i, Mānoa. His research areas investigate appearance-related issues surrounding gender and sexuality identity as well as historic and cultural aspects of the fashion industry in Hawai'i. His books include *Handbook of Men's Fashion* (Intellect), *Fashion, Dress, and Post-postmodernism* (Bloomsbury), among other publications. He has served as president of both the International Textile and Apparel Association and the Textile and Apparel Programs Accrediting Commission, and is a fellow of the former.



### Judith Beyer

Fashion studies lecturer at AMD Akademie Mode & Design, Germany

#### **“Threads of Resistance: Rethinking Gender-Fluid and Non-Binary Fashion Design”**

Judith Beyer is a fashion studies lecturer at AMD Akademie Mode & Design, Germany. She was named to the 2023 Business of Fashion's BoF 500 and Zalando BoF's New Zealand and Oceania Dean's List. Her research focuses on the intersection of fashion and culture, identity, and queer fashion. Her books include *Lesbian Styles in Cinema* (co-authored, EUP) and *Antigender Fashion: The Possibilities of Gender-Fluid and Non-Binary Fashion Design* (Bloomsbury). She has also published in *Queer Fashion*, *ZoneMode*, and other academic journals.



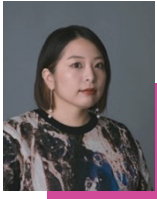
### Yuniya Kawamura

Professor of sociology at the Fashion Institute of Technology, USA

#### **“The Lolita Subculture: Reclaiming and Celebrating Cute Femininity and Girlie Innocence as Empowerment and Emancipation”**

Yuniya Kawamura is professor of sociology at the Fashion Institute of Technology (FIT). She is the author of *Fashion-ology* (Bloomsbury) which has been translated into Italian, Swedish, Russian, Turkish, Chinese, and Korean. Her recent publications include *Sebastian Masuda* (Anthem Press) and *Fashioning Japanese Subcultures* (Bloomsbury). She was a visiting scholar at the National Yang Ming Chiao Tung University in Taiwan in August, 2025.

## Speakers in Special Topic Sessions

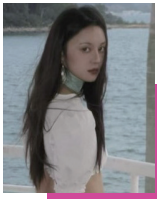


### Yoko Fujishima

Professor at the College of Social Sciences, Ritsumeikan University, Japan

#### **“Reconfiguring Production and Consumption: Fashion Tech and Its Social Implications in Japan”**

Dr. Yoko Fujishima is an associate professor at the College of Social Sciences, Ritsumeikan University in Japan. Her research centers on the fashion system within the contemporary media environment. Her main interests are fashion culture under digital media and the cultural and social impacts of cutting-edge technology within the fashion field.



### Kina Yin

Guest Lecturer in Digital Fashion Creation for the MA program in Fashion and Textile Design at The Hong Kong Polytechnic University, Hong Kong

#### **“Fashion Design Education Utilizing AI and 3D Simulation Technology in Hong Kong”**

Kina serves as a Guest Lecturer in Digital Fashion Creation for the MA program in Fashion and Textile Design at The Hong Kong Polytechnic University. Her graduation design was shortlisted for Gucci’s Global Graduate Design Competition. In 2026, she guided MA students and herself to be featured in the January issue of VOGUE Hong Kong, collaborating in 3D format with 8 emerging design brands from different countries.

## 50-Minute Fashion Talk Session with UNT undergraduate students

### **“Culture, Sustainability, and the Future of Fashion Education: From Today’s Dialogue to Tomorrow’s Industry Collaboration”**



### Hae Jin Gam

Professor of College of Visual Arts and Design, University of North Texas, USA



### Jeremy M. Bernardoni

Professor of College of Visual Arts and Design, University of North Texas, USA

## Workshop for

“How To improve your chances of getting published in 2026 and beyond”



### James Campbell

Global Head of Marketing & Sales, Intellect Books & Journals  
Senior member of the Editorial Team  
An expert in developing and marketing new journals and book series  
18 years of experience working in international publishing

#### Topics covered

- The changing publishing ecosystem, technology, peer review, AI Open Access, the market and macro factors
- How to choose a scholarly publisher
- Submitting a book proposal
- Submitting to a peer reviewed journal
- Q&A

## Workshop for

“Publishing a Book with the Costume Society of America series at Kent State University Press”



### Dr. Kelly L. Reddy-Best

Professor and Chair  
Department of Family and Consumer Sciences, College of Applied Science and Technology, Illinois State University

#### Topics covered

- Join a workshop with the editor, Kelly Reddy-Best, for the Costume Society of America series at Kent State University Press.
- Attendees will learn about the press mission, the types of scholarship it publishes—particularly in dress, fashion, and material culture—and how to determine whether a project is a good fit.
- The session will also demystify the publishing process, offering practical guidance on proposals, peer review, and pathways to publication for scholars at all career stages.
- Dr. Reddy-Best can answer questions about proposals and discuss work-in-progress in the workshop or one-on-one.

## Workshop for

“Publishing in the Journal of the Korean Society of Clothing and Textiles and Fashion and Textiles”



### Dr. Sumin Helen Koo

Professor and Chair  
Department of Clothing and Textiles, College of Human Ecology, Yonsei University  
Associate Editor, Journal of the Korean Society of Clothing and Textiles  
Executive Editor, Fashion and Textiles

#### Topics covered

- Learn how to strategically target journals by understanding their scope, expectations, and preferred research topics.
- Develop practical skills for writing strong abstracts, cover letters, and responding to reviewer comments.
- Explore current research trends in fashion and textiles to position your work for successful publication.

May 23<sup>rd</sup> (Sat.) 15:20-17:30

## Graduate Student Research Competition

### Textile and Clothing Science

Cloud office A, 17<sup>th</sup> floor

Prsident: Prof. Minjoo Kang, Jeju National University, Korea

No.	Title	Author	Affiliation
G-1-1	FROM HARD-TO-RECYCLE PET/COTTON TEXTILE WASTE TO AN ENVIRONMENTAL CLEANER	Yewon Choi <sup>†</sup> Seojin Jung Jooyoun Kim <sup>*</sup>	Seoul National University, Korea
G-1-2	AI GENERATED 3D MODELING OF MALE UPPER TORSO FOR ADDITIVE MANUFACTURING	Dikshita Chowdhury <sup>†</sup> Sunhee Lee <sup>*</sup>	Dong-A University, Korea
G-1-3	CHARACTERIZATION OF 3D PRINTED UPPER TORSO USING LW-TPU FILAMENTS BY ADDITIVE MANUFACTURING	Dikshita Chowdhury <sup>†</sup> Sunhee Lee <sup>*</sup>	Dong-A University, Korea
G-1-4	INTEGRATING GENERATIVE AI AND 3D TOOLS IN MOTOCROSS APPAREL DESIGN AND VISUAL PRESENTATION	Soohyun Ro <sup>†</sup> Hyunzin Ko <sup>*</sup>	Konkuk University, Korea
G-1-5	CHARACTERIZATION AND FEASIBILITY DETERMINATION OF STRETCHABLE TEXTILE-BASED INTERCONNECTS FOR WEARABLE ROBOT SUITS	So Hyun Lee <sup>†</sup> Taejun Park Yong-Lae Park Juyeon Park <sup>*</sup>	Seoul National University, Korea
G-1-6	LLM-BASED BODY SHAPE PREDICTION AND SIZE-FIT COMPLAINT ANALYSIS	Gyungin Jung <sup>†</sup> Yeonghoon Kang Sungmin Kim <sup>*</sup>	Seoul National University, Korea
G-1-7	DEVELOPMENT AND APPLICATION OF PCM-COATED LINING FABRICS FOR FUNCTIONAL JACKET DESIGN	Hyeon-seon Cho <sup>†</sup> Sumin Koo Heeju Terry Park <sup>*1</sup>	Yonsei University, Korea <sup>1</sup> Cornell University, USA
G-1-8	SELECTIVE SEPARATION AND RECOVERY OF POLYAMIDE 6 AND SILVER FROM E-TEXTILES VIA A CEW SOLVENT SYSTEM	Taekyung Lee <sup>†</sup> Suhyun Lee <sup>*</sup>	Seoul National University, Korea

\* : Corresponding author

† : Student presenter

## Fashion Business and Cultural Studies

Lounge, 17<sup>th</sup> floor

Presider: Prof. Sujin Park, The Catholic University of Korea, Korea

No.	Title	Author	Affiliation
G-2-1	THE IMPACT OF PERCEIVED VALUE OF THE DIGITAL PRODUCT PASSPORT (DPP) ON CONSUMER ENGAGEMENT	Yujin Kim <sup>†</sup> Yuri Lee <sup>*</sup>	Seoul National University, Korea
G-2-2	HOW INFORMATION OVERLOAD AND GREEN SKEPTICISM INFLUENCE SUSTAINABLE FASHION PURCHASE INTENTION: THE MEDIATING ROLES OF GREEN MESSAGE FATIGUE AND GREEN TRUST	Minyi Yuan <sup>†</sup> Mi Ning Wenhui Sun Minsung Cha Yoon-Jung Lee <sup>*</sup>	Korea University, Korea
G-2-3	EXPLORING INCLUSIVE ACTIVEWEAR DESIGN THROUGH A CREATIVE DESIGN ACTIVITY FRAMEWORK FOR CHILDREN WITH DEVELOPMENTAL DISABILITIES	Jiwon Huh <sup>†</sup> Jee Hyun Lee <sup>*</sup> Chanmi Hwang <sup>†</sup>	Yonsei University, Korea <sup>1</sup> North Carolina State University, USA
G-2-4	PERCEIVED NATURALNESS IN MOTION: VISUAL EVALUATION OF VIRTUAL GARMENT SIMULATION	Seowon Heo <sup>†</sup> Chahong Chung Jisoo Ha <sup>*</sup>	Seoul National University, Korea
G-2-5	DO HIGH PRICES DRIVE THE FEELING OF LUXURIOUSNESS? EXPLORING THE ROLE OF OBJECTIVE PRICE AND PERCEIVED PRICE ACROSS MATERIAL VS. EXPERIENTIAL CONSUMPTION	Jiwoon Kim <sup>*†</sup> ByoungHo Ellie Jin	North Carolina State University, USA
G-2-6	THE ROLE OF SERENDIPITY IN CONSUMER ACCEPTANCE TOWARD AI-BASED FASHION RECOMMENDATION SYSTEM	Hya In Jeong <sup>*†</sup> Hongjoo Woo	Yonsei University, Korea
G-2-7	HOW FASHION CONSUMPTION SATIETY SHAPES CONSUMERS' POST-PURCHASE BEHAVIORS: A CONSUMER-CENTERED PERSPECTIVE ON SUSTAINABLE FASHION	Minkyung Jung <sup>*†</sup> Ho Jung Choo	Seoul National University, Korea
G-2-8	MITIGATING CULTURAL BIAS IN GENERATIVE FASHION AI WITH ARCHIVE-GROUNDED RAG: DESIGN SUPPORT FOR KOREAN TRADITIONAL GARMENTS	GyuYeon Kang <sup>†</sup> Sun-Hee Park <sup>*</sup>	Ewha Womans University, Korea

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† : Student presenter

May 23<sup>rd</sup> (Sat.) 15:20-17:30

## Oral Presentation

### Oral Session 1. Technology for Clothing and Textiles

Lounge, 2<sup>nd</sup> Floor

Presider: Prof. Yae Won Park, Yonsei University, Korea

No.	Title	Author	Affiliation
O-1-1	COMPUTATIONAL SIMULATION OF LONG-TERM FILTRATION BEHAVIOR IN ELECTRET FACE MASKS	Kyeongeun Lee Jooyoun Kim* <sup>1</sup>	FITI Testing & Research Institute, Korea <sup>1</sup> Seoul National University, Korea
O-1-2	FASHION, TECHNOLOGY, AND A ZERO-WASTE PRODUCTION APPROACH: A LAVENDER ECOSYSTEM-BASED MODEL FOR SUSTAINABLE TEXTILES AND APPAREL ACCESSORIES	Muge Burcu Ozdemir*	Istanbul Aydin University, Turkey
O-1-3	ASSESSING DYNAMIC BEHAVIOUR OF BRA SHOULDER STRAPS BY 4D BODY SCANNING	Kit-lun YICK* Liyang ZHANG Joanne YIP Christina WY WONG	The Hong Kong Polytechnic University, Hong Kong
O-1-4	ADAPTIVE FASHION SOLUTIONS TO BALANCE ASYMMETRY FOR WOMEN WITH SCOLIOSIS USING 3D DESIGN AND AI	Minyoung Suh* Kyounggha Ji Reo Song <sup>1</sup>	North Carolina State University, USA <sup>1</sup> California State University Long Beach, USA

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## Oral Session 2. Fashion Consumers' Preferences and Behaviors

ROOM B, 2<sup>nd</sup> Floor

Presider: Prof. Hyojung Cho, Meredith College, USA

No.	Title	Author	Affiliation
O-2-1	CONSIDERING DESIGN DIMENSIONS FROM USER PREFERENCES FOR SMART WEARABLE SPORTSWEAR: A SURVEY OF OLDER WOMEN IN HONG KONG	Fuxuebing Huang Anthony Kong*	The Hong Kong Polytechnic University, Hong Kong
O-2-2	A SYSTEMATIC LITERATURE REVIEW OF THE DETERMINANTS SHAPING PREFERENCES FOR INTERNATIONAL ONLINE FASHION PURCHASES IN SOUTH AFRICA	Nokwanda Biyase*	Durban University of Technology, South Africa
O-2-3	HOW SCARCITY SHAPES MIND AND HEART: NEURAL EVIDENCE OF COGNITIVE AND AFFECTIVE PROCESSING OF SCARCE PROMOTION UNDER FUNCTIONAL, EXPERIENTIAL, AND SYMBOLIC MOTIVATIONS	Wi-Suk Kwon* Sang-Eun Byun <sup>1</sup> Gopi Deshpande Jeff Katz Xiao Huang <sup>2</sup> Yun Wang <sup>3</sup> Adam Goodman <sup>4</sup>	Auburn University, USA <sup>1</sup> University of South Carolina, USA <sup>2</sup> Zhejiang Fashion Institute of Technology, China <sup>3</sup> Emory University, USA <sup>4</sup> University of Alabama at Birmingham, USA
O-2-4	WHEN AI FAILS IN THE FASHION INDUSTRY: COMPARING CONSUMER RESPONSES BY TASK TYPE, LOCUS OF FAILURE, AND RECOVERY AGENT	Hongjoo Woo* Sumin Lee Daeun Chloe Shin <sup>1</sup> ByoungHo Ellie Jin <sup>2</sup>	Yonsei University, Korea <sup>1</sup> University of Houston, USA <sup>2</sup> North Carolina State University, USA

\* : Corresponding author

## Oral Session 3. Fashion and Gender

HALL, 3<sup>rd</sup> Floor

Presider: Prof. Koh Woon Kim, Duksung Women's University, Korea

No.	Title	Author	Affiliation
O-3-1	LGBTQ+COMMUNITIES, FASHION, STYLE, AND DRESS: A SCOPING LITERATURE REVIEW FOCUSED ON CONTENT AND IDENTITY	Kelly L. Reddy-Best* Megan Romans <sup>1</sup>	Illinois State University, USA <sup>1</sup> Indiana University, USA
O-3-2	BEYOND BINARY: PARTICIPATORY CO-DESIGN FOR GENDER-DIVERSE ACTIVEWEAR FUTURES	Hewawelege Naduni Madushika*	Massey University, New Zealand
O-3-3	FROM FEMININE GEM TO MASCULINE CHIC: NEGOTIATING GENDER WITH PEARLS IN CONTEMPORARY CHINESE AND KOREAN CELEBRITY FASHION	Tao Xiaochen Roslina Ismail* <sup>1</sup>	Pearl college of China (Jiyang College of Zhejiang A&F University), China <sup>1</sup> Universiti Malaya, Malaysia
O-3-4	DRESSING QUEER BODIES: SOMAESTHETICS, STYLE EVOLUTION, AND FASHION PRACTICE	Frank New*	Massey University Wellington, New Zealand
O-3-5	GENDER, FASHION, AND EPISTEMIC DISOBEDIENCE: RESISTING ALGORITHMIC ERASURE THROUGH BLACK TRANSGENDER AND QUEER SELF-FASHIONING	Charlene Gallery* Gavin Douglas <sup>1</sup>	The University of Manchester, UK <sup>1</sup> Manchester Metropolitan University, UK

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## Oral Session 4. Technology and Fashion

ROOM G, 2<sup>nd</sup> Floor

Presider: Prof. Hwa Kyung Song, Kyung Hee University, Korea

No.	Title	Author	Affiliation
O-4-1	STRUCTURING USER-EXPERIENCE VALUE IN METAVERSE-BASED FASHION EXHIBITIONS: A LAYERED ANALYSIS ACROSS THE WEB 2.5-WEB3.0 TRANSITION	Jihyeon Kim Se Hee Bang Eun Kyoung Yang*	Yonsei University, Korea
O-4-2	PROPOSING FUTURE TECHNOLOGY-BASED FASHION DESIGN STRATEGIES BY IDENTIFYING RESISTANCE TYPES THROUGH AI-VISUALIZED SCENARIOS	Chahong Chung Jisoo Ha*	Seoul National University, Korea
O-4-3	THE EFFECTS OF PERCEIVED REALISM AND CREDIBILITY IN GENERATIVE AI FASHION ADVERTISING ON CONSUMER ATTITUDE FORMATION: FOCUSING ON THE MEDIATING ROLES OF EMOTIONAL DISCOMFORT AND BRAND EVALUATION	Seonyoung Yoon Seunghee Lee*	Sookmyung Women's University, Korea
O-4-4	A SYSTEMATIC LITERATURE REVIEW OF ACADEMIC DRESS: NAVIGATING TECHNOLOGY, SUSTAINABILITY, AND DECOLONIALITY FOR FUTURE GENERATIONS	Sipho Mbatha* Lorna Truter Mariette Strydom	University of South Africa, South Africa
O-4-5	COMPARISON OF USER EMOTIONAL RESPONSES TO FASHION PRODUCTS: AI-BASED VIRTUAL EXPERIENCE VS. PHYSICAL TRY-ON	Sung Jin Park Young A Koh Sukyung Kang So Hyun Lee Juyeon Park*	Seoul National University, Korea

\* : Corresponding author

## Oral Session 5. Cultural Perspectives on Fashion and Clothes

ROOM A2, 2<sup>nd</sup> Floor  
 Presider: Prof. Dawn Jung, Myongji College, Korea

No.	Title	Author	Affiliation
O-5-1	REVERSED COLONIAL SPECTACLES: ASSIMILATION TO WESTERN FASHION	Eunhyuk Yim Min Huh*	Sungkyunkwan University, Korea
O-5-2	BETWEEN "GOOD WORK" IDEALS AND THE LOSS OF CREATIVE AUTONOMY: CHINESE FASHION DESIGNERS' LIVED EXPERIENCES	Dongdong Zhang* Hongyi Xiao Yitong Zheng	Massey University, New Zealand
O-5-3	THE QUIET RESISTANCE OF THE FASHION TOILE AS ARTEFACT: AN UNFINISHED, UNGENDERED APPROACH TO FASHION IMAGE MAKING	Michelle Marshall*	University for The Creative Arts, UK
O-5-4	WARDROBE STUDY (WORDLESS STORY)	Christina H. Moon*	Parsons School of Design, USA

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## Oral Session 6. Fashion Marketing/Fashion Presentation/Education

ROOM A1, 2<sup>nd</sup> Floor

Presider: Prof. Heesoon Yang, Sangmyung University, Korea

No.	Title	Author	Affiliation
O-6-1	UNDERGROUND FASHION SHOWS IN AOTEAROA NEW ZEALAND: CHALLENGING COLONIAL HETEROPATRIARCHAL SYSTEMS OF POWER AND REPRESENTATION	Vanessa Gerrie*	Massey University, New Zealand
O-6-2	RESPONSIBLE TEXTILES: INTEGRATION OF INDIGENOUS TEXTILES INTO STREETWEAR OF FEMALE UNIVERSITY STUDENTS IN SOUTHWESTERN, NIGERIA	Oluwambe Akinmoye*	Mountain Top University, Nigeria
O-6-3	EXPLORING LUXURY BRAND IDENTITY THROUGH PODCASTS: A COMPARATIVE STUDY OF CHANEL AND GUCCI	Rachel Lamarche-Beauchesne*	Torrens University, Australia
O-6-4	BUILDING AI LITERACY IN A FASHION MARKETING COURSE: PEDAGOGICAL IMPLICATIONS	Seung-Eun Lee*	Central Michigan University, USA

\* : Corresponding author

May 23<sup>rd</sup> (Sat.)

## Poster Presentation

Lounge, 3<sup>rd</sup> floor

Presider: Prof. Dawn Jung, Myongji College, Korea

## Session 1. Economics of Clothing and Textiles/Fashion Business

No.	Title	Author	Affiliation
P-E-01	YOUNG CONSUMERS ' PERCEPTIONS OF VIRTUAL LUXURY FASHION AND THEIR EFFECTS ON BRAND ENGAGEMENT AND PURCHASE INTENTIONS	Hanna Lee* Yingjiao Xu Md. Rafiqul Islam Rana <sup>1</sup>	North Carolina State University, USA <sup>1</sup> University of South Carolina, USA
P-E-02	THE EFFECT OF ARTHRITIS ASSISTIVE APPAREL ATTRIBUTES ON OLDER CONSUMERS' INTENTION TO USE	Jihye Kim Yuri Lee Sunwoo Kim* Xueting Sun	Seoul National University, Korea
P-E-03	EMBEDDING-BASED ANALYSIS OF PHRASE-LEVEL SEMANTICS FOR DIMENSIONAL STRUCTURING OF FASHION PROMPTS	Hanna Kim* Myeongsu Oh	Chungnam National University, Korea
P-E-04	THE EFFECTS OF INFLUENCER SEEDING STRATEGIES BY LUXURY FASHION BRANDS ON CONSUMERS ATTITUDE TOWARD INFLUENCERS AND THE BRANDS -FOCUSING ON THE EFFECTS OF MALICIOUS ENVY-	Jia Congran Yoon-Jung Lee*	Korea University, Korea
P-E-05	UNDERSTANDING CONTINUANCE USAGE INTENTION TOWARD AI-BASED PERSONALIZED RECOMMENDATION SERVICES ON SECONDHAND FASHION PLATFORMS: AN INTEGRATED TAM-VAM APPROACH	Xue Yu Kyung Hwa Oh Woo Bin Kim*	Chung-Ang University, Korea
P-E-06	CONSUMER PERCEPTIONS TO HUMAN VS. AI RECOMMENDERS IN FASHION: THE ROLE OF PRODUCT TYPE	Juyeun Jang Stephanie Gonzalez Aminah Shahzad Chi-Lin Yu*	Oklahoma State University, USA
P-E-07	HOW DESIGN TYPICALITY INFLUENCES CONSUMER RESPONSES TO UPCYCLED CLOTHING: THE MODERATING ROLES OF BRAND TYPE AND MATERIAL DOMAIN DISTANCE	Hyesim Seo Byoung-ho Ellie Jin* Jiwoon Kim Yoo-Won Min	North Carolina State University, USA
P-E-08	ENVIRONMENTAL VALUE-BASED SEGMENTATION AND CONSUMER RESPONSES TO REGIONAL ECO-FRIENDLY NATURAL DYEING EXPERIENCES	Soonae Jo Jaeyoung Yu Heesook Hong*	Jeju National University, Korea

No.	Title	Author	Affiliation
<b>P-E-09</b>	CELEBRITIES OR SOCIAL MEDIA INFLUENCERS? HOW INFLUENCER TYPE AND BENIGN ENVY SHAPE LUXURY PURCHASE INTENTION	Jiawei Feng Minyi Yuan Namhee Yoon* <sup>1</sup>	Korea University, Korea <sup>1</sup> Daegu National University of Education, Korea
<b>P-E-10</b>	IMPACT-FEASIBILITY FRAMEWORK FOR PRIORITIZING AI ADOPTION IN THE FASHION INDUSTRY	EungTae Kim*	Chungnam National University, Korea
<b>P-E-11</b>	WHEN DO VISUAL ANTHROPOMORPHIC CHATBOTS WORK? EVIDENCE FROM LLM-BASED INTERACTIONS	Yoo-Won Min* ByoungHo Ellie Jin	North Carolina State University, USA
<b>P-E-12</b>	HEALING-ORIENTED EXPERIENTIAL CONSUMPTION: INSTRUCTOR-DRIVEN EXPERIENTIAL PATHWAYS TO LOYALTY IN PAID NATURAL DYEING PROGRAMS	Jeongsim Yang Heesook Hong*	Jeju National University, Korea
<b>P-E-13</b>	FROM ONLINE BUZZ TO SNS SHARING IN POP-UP STORES: THE MEDIATING ROLES OF SOCIAL ATTRACTION AND EMOTIONAL CONTAGION	Yanyi Fung Wenhui Sun Mi Ning Namhee Yoon* <sup>1</sup>	Korea University, Korea <sup>1</sup> Daegu National University of Education, Korea
<b>P-E-14</b>	MODEL SIZE AND CONSUMER PERCEPTION: HOW REGULAR-SIZED CONSUMERS RESPOND TO PLUS-SIZE APPAREL DISPLAYS	Jung Eun Lee*	Auburn University, USA
<b>P-E-15</b>	BEYOND SUSTAINABILITY CONCEPTS: MATERIAL-SPECIFIC TRUST AND PURCHASE INTENTION AMONG CHINESE CONSUMERS IN THEIR 20S	Haihong Liu Shinjung Yoo*	Kyung Hee University, Korea
<b>P-E-16</b>	MODES OF EXPRESSION IN FASHION BRANDS FOR SUSTAINED CONSUMER RELATIONSHIP BUILDING: A STRUCTURAL ANALYSIS OF INSTAGRAM CONTENT	Woojin Kim Heeju Chae*	Kangwon National University, Korea
<b>P-E-17</b>	FROM CLOTHING TO NATIONAL IMAGE: HOW FOREIGNERS INTERPRET NATIONAL FLAG SYMBOLS IN KOREAN DRESS	Ke Meng Heeju Chae*	Kangwon National University, Korea
<b>P-E-18</b>	DO CONSUMERS PLACE VALUE ON CARBON-NEUTRAL APPAREL? EVIDENCE FROM A CONTINGENT VALUATION STUDY IN CHINA	Ke Meng Heeju Chae*	Kangwon National University, Korea
<b>P-E-19</b>	FROM CHATBOT HUMANLIKENESS TO CONSUMER USE INTENTIONS THROUGH PERCEIVED EXPERTISE AND FRIENDLINESS	Dooyoung Choi* Jaeha Lee <sup>1</sup> Ha Kyung Lee <sup>2</sup>	Old Dominion University, USA <sup>1</sup> North Dakota State University, USA <sup>2</sup> Chungnam National University, Korea
<b>P-E-20</b>	WHEN DO FASHION REVIEWS FOOL AI? INSIGHTS FROM MISCLASSIFICATION IN SENTIMENT ANALYSIS	Hyunjeong (Lacy) Rhee* Li Zhao	University of Missouri, USA
<b>P-E-21</b>	WHY CONSUMERS BUY ULTRA-FAST FASHION DESPITE NON-ECO-FRIENDLINESS: EVIDENCE FROM ESTONIAN AND KOREAN CONSUMERS	Piret Roos Chorong Youn*	Pusan National University, Korea
<b>P-E-22</b>	MENTAL SIMULATION AS A MECHANISM LINKING VISUAL INFORMATION TO PURCHASE INTENTION IN ONLINE FASHION PRODUCTS	Meiqi Shen Ha Kyung Lee*	Chungnam National University, Korea

No.	Title	Author	Affiliation
<b>P-E-23</b>	MITIGATING INFORMATION ASYMMETRY IN FASHION E-COMMERCE VIA TRUST-WEIGHTED DISTILBERT AND NON-LINEAR REVIEW ANALYSIS	Habin Kim Eunsoo Baek*	Hanyang University, Korea
<b>P-E-24</b>	NARRATIVE TRANSPORTATION IN VIRTUAL INFLUENCER STORYTELLING: STORYTELLER, STORY RECEIVER, AND CONSEQUENCES	Songmee Kim Woojin Choi* <sup>1</sup>	Yeungnam University, Korea <sup>1</sup> Kunsan National University, Korea
<b>P-E-25</b>	HOW BRAND ESG DIMENSIONS DRIVE BRAND LOYALTY THE MEDIATING ROLE OF BRAND DIFFERENTIATION AND THE MODERATING EFFECT OF K-FASHION PERCEPTION	Woojin Choi Ha Youn Kim*	Kunsan National University, Korea
<b>P-E-26</b>	STYLE-BASED SEGMENTATION OF THE CASUALWEAR MARKET: AN UNSUPERVISED LEARNING APPROACH TO CONSUMER CLUSTERING	Ha Youn Kim Woojin Choi*	Kunsan National University, Korea
<b>P-E-27</b>	TRUST FORMATION IN FASHION INFLUENCERS THROUGH HEURISTIC MECHANISMS: A TEXT MINING ANALYSIS OF PARASOCIAL CUES	Seonyoung Yoon Seunghee Lee*	Sookmyung Women's University, Korea
<b>P-E-28</b>	TRUST FORMATION IN RECOMMERCE FASHION PLATFORM: THE MEDIATING ROLE OF COGNITIVE AND AFFECTIVE TRUST	Woo Bin Kim Hee Jin Hur* <sup>1</sup>	Chung-Ang University, Korea <sup>1</sup> Konkuk University, Korea
<b>P-E-29</b>	MODELING VALUE TRANSFORMATION IN AI-BASED FASHION DESIGN SERVICE: A SOCIO-TECHNICAL FUTURES PERSPECTIVE USING STEEP AND FUTURES WHEEL	Se Hee Bang Jihyeon Kim Eun Kyoung Yang*	Yonsei University, Korea
<b>P-E-30</b>	THE EFFECTS OF MANNEQUIN DESIGN TYPES ON BRAND PERSONALITY AND BRAND ATTITUDE: COMPARING REALISM AND ABSTRACTION IN ANIMAL-MASKED DISPLAY FIGURES	Su Been Son* Hakyung Lee Ju Hyun Ro	Chungnam National University, Korea
<b>P-E-31</b>	THE EFFECT OF CLOTHING-PRODUCT VISUAL INTEGRATION IN ONLINE IMAGE ADVERTISING ON ORIGINALITY, INTEREST, AND PURCHASE INTENTION	Seoyeon Han* Hakyung Lee EungTae Kim	Chungnam National University, Korea
<b>P-E-32</b>	TOWARD A CUMULATIVE UNDERSTANDING OF VIRTUAL INFLUENCER EFFECTIVENESS: A THEORY-INTEGRATED META-ANALYTIC FRAMEWORK	Eonyou Shin* Angie Lee <sup>1</sup>	Virginia Tech, USA <sup>1</sup> Auburn University, USA
<b>P-E-33</b>	FACTORS UNDERLYING TRANSITIONS TOWARD SUSTAINABLE CLOTHING DISPOSAL: A WEB CRAWLING-BASED TEXT MINING STUDY	Yujeong Won <sup>1,2</sup> Seyoon Jang* <sup>3</sup> Yuri Lee <sup>1</sup>	<sup>1</sup> Seoul National University, Korea <sup>2</sup> The Hong Kong Polytechnic University, Hong Kong <sup>3</sup> Kunsan National University, Korea
<b>P-E-34</b>	ANTICIPATORY DRESS COORDINATION AS RELATIONAL SELF-PRESENTATION AMONG KOREAN COLLEGE STUDENTS	MiYoung Lee Hyojung Cho* <sup>1</sup>	Inha University, Korea <sup>1</sup> Meredith College, USA
<b>P-E-35</b>	CASE STUDY ON DIGITAL BRANDING STRATEGIES AND INSTAGRAM CONTENT PRACTICES OF FEMALE SOLO ENTREPRENEURS IN FASHION AND GOODS BUSINESSES	Gihyung Kim*	Youngsan University, Korea
<b>P-E-36</b>	THE EFFECT OF LOGO SALIENCE IN POP-UP STORES ON VISIT INTENTIONS: FOCUSING ON THE MEDIATING EFFECTS OF PROCESSING	Ji Yeon Ryu* Ha Kyung Lee	Chungnam National University, Korea

No.	Title	Author	Affiliation
<b>P-E-37</b>	PARENTAL INFLUENCE ON CHILDREN'S SECOND-HAND APPAREL CONSUMPTION: A FAMILY-BASED REVIEW INTEGRATING SUSTAINABILITY VALUES, LIFESTYLE PERSPECTIVES, AND PERCEIVED RISK	Kyoryoung Kim Sujin Park Kyong- Hwa Yi*	The Catholic University of Korea, Korea
<b>P-E-38</b>	THE POWER OF FOOD-BASED SENSORY LANGUAGE: HOW FOOD METAPHORS TRIGGER MENTAL IMAGERY AND SHAPE CONSUMER RESPONSES	Yiwen Cai* Yoon-Jung Lee Taeyoen Kim <sup>1</sup>	Korea University, Korea <sup>1</sup> Seoul National University, Korea
<b>P-E-39</b>	UNDERSTANDING DIGITAL TRANSFORMATION IN GLOBAL FASHION EDUCATION: INSIGHTS FROM LEADING UNIVERSITIES IN THE U.S., EUROPE, AND CHINA	Ha Youn Kim* Jihyun Kang <sup>1</sup> Shinyoung Park <sup>2</sup> Songmee Kim <sup>3</sup> Sunyang Park <sup>1</sup> Woojin Choi	Kunsan National University, Korea <sup>1</sup> Seoul National University, Korea <sup>2</sup> Seoul Women's University, Korea <sup>3</sup> Yeungnam University, Korea
<b>P-E-40</b>	THE EFFECTS OF LOGO LANGUAGE AND BRAND IDENTITY FRAMING ON CONSUMER BRAND PERCEPTIONS IN FASHION BRANDS	Jeongwon Yoon Ha Kyung Lee Hanna Kim*	Chungnam National University, Korea
<b>P-E-41</b>	THE STRATEGIC ARTIFICATION OF LUXURY FASHION: A CULTURAL LEGITIMACY ANALYSIS THROUGH ARTISTIC CLASSIFICATION SYSTEMS	Jimin Kim*	Seoul National University, Korea

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## Session 2. Textile Science and Technology

No.	Title	Author	Affiliation
<b>P-T-01</b>	UPCYCLING ACORN SHELLS FOR FUNCTIONAL TEXTILE FINISHING: POTENTIAL AND PERFORMANCE	Kyung Hwa Hong*	Kongju National University, Korea
<b>P-T-02</b>	COMPARATIVE EVALUATION OF SUPERCRITICAL CO <sub>2</sub> AND WATER DYEING OF PET FABRIC USING DIGITAL IMAGE ANALYSIS	Yoonkyung Cho Sarkar Ali Rayhan Shafira Fitri Baraja <sup>1</sup> Ida Nuramdhani* <sup>1</sup>	Incheon National University, Korea <sup>1</sup> Politeknik STTT Bandung, Indonesia
<b>P-T-03</b>	DEVELOPMENT AND VALIDATION OF A DIGITAL IMAGE-BASED FABRIC COLOR ANALYSIS SYSTEM: IMPACT OF KEY PREPROCESSING STEPS	Sarkar Ali Rayhan Ida Nuramdhani <sup>1</sup> Niki Irwandi <sup>1</sup> Farhah Nabilah <sup>1</sup> Yoonkyung Cho*	Incheon National University, Korea <sup>1</sup> Politeknik STTT Bandung, Indonesia
<b>P-T-04</b>	CHARACTERIZATION OF MERCERIZED BACTERIAL CELLULOSE BIO-LEATHER	Juneyoung Minn Bum Hoon Lee <sup>1</sup> Hye Rim Kim*	Sookmyung Women's University, Korea <sup>1</sup> Shinhan University, Korea
<b>P-T-05</b>	FROM PET TO FIBER: UNDERSTANDING CONSUMER ACCEPTANCE OF CHIENGORA(DOG HAIR FIBER) PRODUCTS IN CHINA	Wenyang Ji Shinjung Yoo*	Kyung Hee University, Korea
<b>P-T-06</b>	PREDICTING AND VISUALIZING WEAR COMFORT USING HUMAN THERMOPHYSIOLOGICAL MODELING AND GENERATIVE AI	Yitong He Shinjung Yoo*	Kyung Hee University, Korea
<b>P-T-07</b>	CHARACTERIZATION OF 3D PRINTED LATTICE STRUCTURE WITH VARIOUS THICKNESS USING THERMOSET URETHANE ACRYLATE BASED RESINS	Imjoo Jung Sunhee Lee*	Dong-A University, Korea
<b>P-T-08</b>	STUDY OF 3D PRINTED CONDUCTIVE INSOLE WITH VARIOUS CORE SIZE AND THICKNESS USING DUAL-NOZZLE FDM 3D PRINTER	Sunhee Lee* Anita Ishrat Jahan Imjoo Jung	Dong-A University, Korea
<b>P-T-09</b>	FABRICATION AND CHARACTERIZATION OF BIOMASS-BASED NEEDLE-PUNCHED NONWOVEN SUBSTRATES FOR VEGAN LEATHER: EFFECTS OF BIOMASS TYPE AND NEEDLE-PUNCHING CONDITION	Hyelim Kim Younghwan Bae Wonyoung Jeong* KyoungHou Kim <sup>1</sup>	Korea Institute of Industrial Technology, Korea <sup>1</sup> Shinshu University, Japan
<b>P-T-10</b>	STIFFENING FINISHING OF COTTON FABRICS COATED WITH GROUND BACTERIAL CELLULOSE	Juyeon Lee Juneyoung Minn Hye Rim Kim*	Sookmyung Women's University, Korea
<b>P-T-11</b>	A FULL FACTORIAL DESIGN APPROACH TO OPTIMIZE THERMAL CROSSLINKING CONDITIONS OF <i>SOPHORAE FRUCTUS</i> /PVA NANOFIBERS FOR WOUND DRESSING APPLICATIONS	Yujin Lee Jungsoon Lee*	Chungnam National University, Korea
<b>P-T-12</b>	A LITERATURE REVIEW OF TEXTILE-INDUCED DERMAL AND RESPIRATORY TOXICITY AND THE POTENTIAL HEALTH-PROTECTIVE BENEFITS OF HAWAIIAN NATURAL FIBER-DYE	Young Jin Bahng* Lydia Son <sup>1</sup> Andy Reilly	University of Hawai'i at Mānoa, USA <sup>1</sup> Punahou School, USA

No.	Title	Author	Affiliation
<b>P-T-13</b>	EFFECTS OF ROLL-PRESS PARAMETERS ON THE LAMINATION PROCESS OF BACTERIAL CELLULOSE BIO-LEATHER	Joonhee Lim Juneyoung Minn Hye Rim Kim*	Sookmyung Women's University, Korea
<b>P-T-14</b>	ELECTROCHEMICAL PERFORMANCE OF MXENE- AND PEDOT: PSS-COATED POLYESTER/COTTON YARN ELECTRODES	Minseo Kim Seungsin Lee*	Yonsei University, Korea
<b>P-T-15</b>	EVALUATION OF PRESSURE GENERATION MECHANISMS AND DEFORMATION ACCOMMODATION CHARACTERISTICS THROUGH TENSILE MECHANICAL BEHAVIOR ANALYSIS OF SMA WIRE-NYLON HYBRID KNITS	Nam-Yim Kim Hyojeong Lee*	Kongju National University, Korea
<b>P-T-16</b>	A FRAMEWORK FOR ASSESSING SUSTAINABILITY OF EXHIBITION BRANDS: THE CASE OF TEXTILE RECYCLING EXPO 2026	Palak Bansal Hyun Ah Kim*	Changwon National University, Korea
<b>P-T-17</b>	A STUDY ON THE FEASIBILITY OF SUSTAINABLE SERICIN-BASED HYDROGEL PREPARATION	Donghwi Kim Sohee Lee*	Gyeongsang National University, Korea
<b>P-T-18</b>	NATURAL DYEING OF NYLON/SPANDEX FABRIC WITH BLACK TEA WASTE USING PERSIMMON EXTRACT AS A BIO-MORDANT	Athuruwala Dedigamage Supun Nirath Gunawardhana Eunjou Yi*	Jeju National University, Korea
<b>P-T-19</b>	LIFE CYCLE ASSESSMENT (LCA) OF A SELECTIVE SEPARATING RECOVERY PROCESS TO RECOVER POLYAMIDE 6 AND SILVER FROM E-TEXTILES	Kyungha Baik Taekyung Lee Suhyun Lee*	Seoul National University, Korea
<b>P-T-20</b>	EFFECTS OF PERSIMMON EXTRACT AS A BIO-MORDANT ON DYEING PROPERTIES OF POLYESTER FABRIC WITH COCHINEAL	SoYeon Lee Eunjou Yi*	Jeju National University, Korea
<b>P-T-21</b>	MECHANISTIC UNDERSTANDING OF C-CNF/CA/KGM SAPS THROUGH SWELLING KINETICS, DFT CALCULATIONS, AND MOLECULAR DOCKING FOR SUSTAINABLE PERSONAL HYGIENE APPLICATION	Cheera Prasad Ashikur Rahman Sumaiya Tabassum Shuvo Abdullah Al Mamun Ji Eun Jung Ji sung Sung Hyeong Yeol Choi*	Dong-A University, Korea

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## Session 3. Clothing Science and Technology

No.	Title	Author	Affiliation
P-C-01	RECOGNIZING HYBRID FASHION AESTHETICS WITH A MOE-CNN MODEL AND DYNAMIC SEMANTIC MAPPING	Na Ma Jee Hyun Lee*	Yonsei University, Korea
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P-C-03	EXPLORING MASS PERSONALIZATION FOR ADAPTIVE FORMAL SUIT: SCALABLE DESIGN AND PRODUCTION SOLUTIONS FOR WHEELCHAIR USERS	Jia Wu* Xun "Catherine" Sun <sup>1</sup>	Auburn University, USA <sup>1</sup> Illinois State University, USA
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P-C-18	TENSILE ELOGATION OF LATERED FABRICS CONSIDERING DIRECTIONALITY AND DOUBLE-LAYERING: A FUNDAMENTAL STUDY TOWARD GARMENT PRESSURE PREDICTION FOR COMPRESSION WEAR	Okkyung Lee Yejin Lee* <sup>1</sup>	Kyungpook National University, Korea, <sup>1</sup> Chungnam National University, Korea
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\* : Corresponding author

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<b>P-F-50</b>	EDUCATING DESIGNERS FOR THE NEW FASHIONSCAPE: INTEGRATING CULTURAL IDENTITY AND SUSTAINABILITY IN FASHION DESIGN CURRICULA IN VIETNAM	Trinh Bui* Thi-Ha Le <sup>1</sup>	Duy Tan University, Vietnam <sup>1</sup> Vietnam National University, Vietnam
<b>P-F-51</b>	A CREATIVE FASHION DESIGN PROCESS INTEGRATING GENERATIVE AI, VR, AND CL3D	Desheng Li Yoon Kyung Lee*	Pusan National University, Korea

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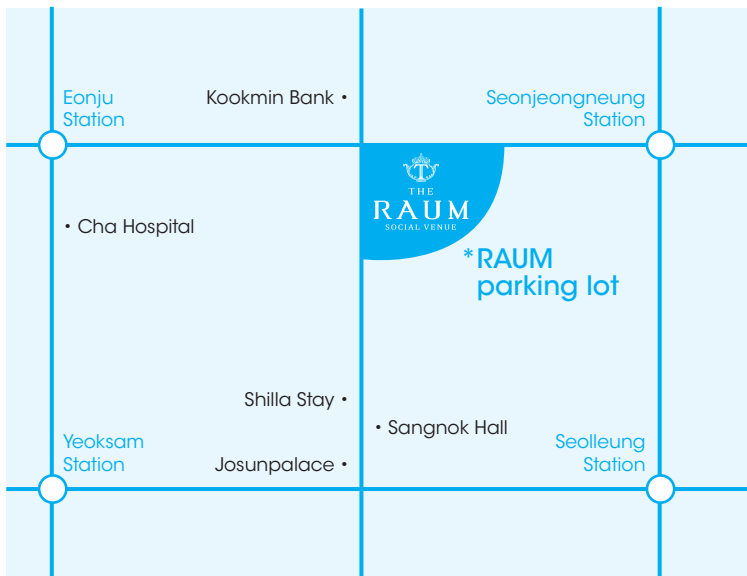
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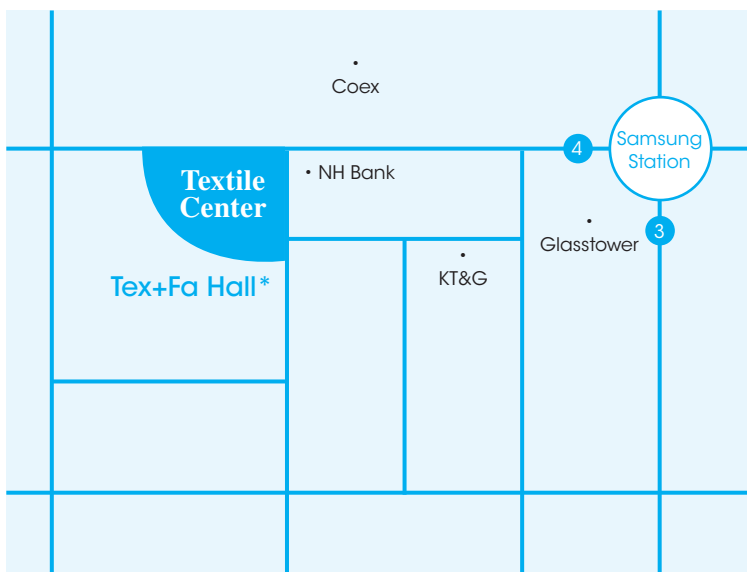
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