

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 that reads "Jisoo Ha". The signature is fluid and cursive, with a long horizontal stroke at the end.

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

| Role | Name | Affiliation |
|--------------------------|-------------------------|---|
| Chair | Yoh, Eunah | Keimyung University, Korea |
| Committee Members | Yi, Kyong-Hwa | The Catholic University of Korea, Korea |
| | Kim, Sungmin | Seoul National University, Korea |
| | Yim, Eunhyuk | Sungkyunkwan University, Korea |
| | Hong, Kyung Hwa | Kongju National University, Korea |
| | Kim, Se Jin | Hanyang University, Korea |
| | Gam, Hae Jin | University of North Texas, USA |
| | Koo, Sumin | Yonsei University, Korea |
| | Bae, Yun Jee | Inha University, Korea |
| | Kim, Koh Woon | Duksung Women's University, Korea |
| | Jang, Shin Young | Gachon University, Korea |
| | Park, Sujin | 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 | 50th Anniversary Celebration <ul style="list-style-type: none"> • Opening Speech of The President's Greetings • Congratulatory • Screening The 50th Anniversary Video • Presenting Kscst's Future Vision • Award Ceremony <ul style="list-style-type: none"> - Meritorious Achievements Award - Lee Heung Soo Distinguished Publication Award - Youngone Rising Scholar Award | The RAUM | MC: Prof. Se Jin Kim Hanyang University, Korea |
| 17:40-19:00 | Pre-Conference Dinner <ul style="list-style-type: none"> • Congratulatory Toasts | The RAUM | MC: Prof. Shin Young Jang, Gachon University, Korea |
| 19:00-20:30 | Networking Reception <ul style="list-style-type: none"> • Celebration Performance (Korean Traditional Music) <ul style="list-style-type: none"> - Ku Darim, Jeongga (Korean Classical Vocal Music) - Lee Soyeon, Haegeum (Two-Stringed Korean Fiddle) - Lee Jeongyoon, Daegeum (Large Korean Bamboo Flute) • Closing Remarks | 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 st floor | |
| Plenary Session (8:40~12:10) | | | |
| 8:40-9:00 | Greetings Congratulatory Messages | HALL, 3 rd floor | MC: Prof. Yun Jee Bae Inha University, Korea |
| 9:00-10:00 | Keynote Speech 1 : “Critical Gender Issues in Fashion Studies” Andrew Reilly (Professor and curator in the Fashion Design and Merchandising program at the University of Hawai'i, Mānoa, USA) | HALL, 3 rd floor | President: Prof. Eunah Yoh Keimyung University, Korea |
| 10:00-11:00 | Keynote Speech 2 : “Threads of Resistance: Rethinking Gender-Fluid and Non-Binary Fashion Design” Judith Beyer (Fashion studies lecturer at AMD Akademie Mode & Design, Germany) | HALL, 3 rd floor | President: Prof. Kyong-Hwa Yi The Catholic University of Korea, Korea |
| 11:00-11:10 | 10-minute break | | |

Programs

| Time | Program & Activity | Venue | Memo |
|---------------------------------------|--|----------------------------------|--|
| 11:10-12:10 | <p>Keynote Speech 3 : “The Lolita Subculture: Reclaiming and Celebrating Cute Femininity and Girlie Innocence as Empowerment and Emancipation” Yuniya Kawamura (Professor of sociology at the Fashion Institute of Technology)</p> | HALL, 3 rd floor | <p>President: Prof. Eunhyuk Yim, Sungkyunkwan University, Korea</p> |
| 12:10~14:00 | Lunch | 17 th floor | |
| 13:00~14:00 | Poster Presentations and Q&A | | <p>President: Prof. Kyung Hwa Hong, Kongju National University, Korea</p> |
| Special Lectures (13:40~15:10) | | | |
| Fashion, Culture, Technology | | | |
| 13:00~15:10 | <p>Special Lecture 1 : “Reconfiguring Production and Consumption: Fashion Tech and Its Social Implications in Japan” Yoko Fujishima (Professor at the College of Social Sciences, Ritsumeikan University, Japan)</p> | HALL, 3 rd floor | <p>President: Prof. Seung-Eun Lee, Central Michigan University, USA Prof. Wi-Suk Kwon, Auburn University, USA</p> |
| | <p>Special Lecture 2 : “Fashion Design Education Utilizing AI and 3D Simulation Technology in Hong Kong” 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> | | |
| Textile Science and Technology | | | |
| 13:40-15:10 | <p>Special Lecture 1 : “Balancing Performance and Comfort in Modern Sports Apparel: The Role of Adaptive Dynamic Materials” Sarah Kamel (Rheon Labs, Great Britain)</p> | Lounge, 2 nd floor | <p>President: Prof. Sungmin Kim, Seoul National University, Korea Prof. Myeongul Jung, Hanyang University, Korea</p> |
| | <p>Special Lecture 2 : “TBA” Dr. Thomas Gries (RWTH Aachen ITA, Germany)</p> | | |
| | <p>Special Lecture 3 : “TBA” Mr. Frédéric Van Houte (Director General at CIRFS, European Man-made Fibers Association, Belgium)</p> | | |
| Workshop for Publication | | | |
| 14:00-15:00 | <p>Workshop 1 : “How to improve your chances of getting published in 2026 and beyond” James Campbell (Global Head of Marketing & Sales, Intellect Books & Journals, UK)</p> | ROOM G, 2 nd floor | <p>President: Prof. Sumin Helen Koo, Yonsei University, Korea</p> |
| | <p>Workshop 2 : “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, USA)</p> | | |
| | <p>Workshop 3 : “Publishing in the Journal of the Korean Society of Clothing and Textiles and Fashion and Textiles” Dr. Sumin Helen Koo (Professor of the department of Clothing and Textiles, Yonsei University, Korea)</p> | | |

Programs

| Time | Program & Activity | Venue | Memo |
|---|--|--------------------------------|---|
| 50-Minute Fashion Talk Session with UNT undergraduate students | | | |
| 14:00-14:50 | “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) | ROOM A2, 2 nd floor | Presider: Prof. Chai Young Lee, Gyeongkuk National University, Korea |
| Concurrent Session | | | |
| Graduate Students Research Competition & Oral/Poster Presentations | | | |
| 15:20-17:30 | Graduate Students Research Competition: Textile and Clothing Science | TBA | Presider: Prof. Minjoo Kang Jeju National University, Korea |
| | Graduate Students Research Competition: Fashion Business and Cultural Studies | TBA | Presider: Prof. Sujin Park The Catholic University of Korea, Korea |
| | Oral Session 1: Technology for Clothing and Textiles | Lounge 2 nd Floor | Presider: Prof. Yae Won Park, Yonsei University, Korea |
| | Oral Session 2: Fashion Consumers’ Preferences and Behaviors | ROOM B 2 nd Floor | Presider: Prof. Hyojung Cho, Meredith College, USA |
| | Oral Session 3: Fashion and Gender | HALL 3 rd Floor | Presider: Prof. Koh Woon Kim, Duksung Women’s University, Korea |
| | Oral Session 4: Technology and Fashion | ROOM G 2 nd Floor | Presider: Prof. Hwa Kyung Song, Kyung Hee University, Korea |
| | Oral Session 5: Cultural Perspectives on Fashion and Clothes | ROOM A2 2 nd Floor | Presider: Prof. Dawn Jung, Myongji College, Korea |
| | Oral Session 6: Fashion Marketing/Fashion Presentation/Education | ROOM A1 2 nd Floor | Presider: Prof. Heesoon Yang, Sangmyung University, Korea |
| 17:30-18:00 | Graduate Student Research Competition and Best Paper Awards Ceremony / Closing | HALL 3 rd 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

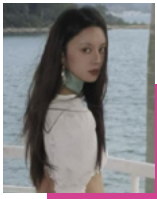


Yoko Fujishima

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 23rd (Sat.) 15:20-17:30

Graduate Student Research Competition

Textile and Clothing Science

ROOM TBA

Prsider: 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 [†] Seojin Jung Jooyoun Kim [*] | Seoul National University, Korea |
| G-1-2 | AI GENERATED 3D MODELING OF MALE UPPER TORSO FOR ADDITIVE MANUFACTURING | Dikshita Chowdhury [†] Sunhee Lee [*] | Dong-A University, Korea |
| G-1-3 | CHARACTERIZATION OF 3D PRINTED UPPER TORSO USING LW-TPU FILAMENTS BY ADDITIVE MANUFACTURING | Dikshita Chowdhury [†] Sunhee Lee [*] | Dong-A University, Korea |
| G-1-4 | INTEGRATING GENERATIVE AI AND 3D TOOLS IN MOTOCROSS APPAREL DESIGN AND VISUAL PRESENTATION | Soohyun Ro [†] Hyunzin Ko [*] | Konkuk University, Korea |
| G-1-5 | CHARACTERIZATION AND FEASIBILITY DETERMINATION OF STRETCHABLE TEXTILE-BASED INTERCONNECTS FOR WEARABLE ROBOT SUITS | So Hyun Lee [†] Taejun Park Yong-Lae Park Juyeon Park [*] | Seoul National University, Korea |
| G-1-6 | LLM-BASED BODY SHAPE PREDICTION AND SIZE-FIT COMPLAINT ANALYSIS | Gyungjin Jung [†] Yeonghoon Kang Sungmin Kim [*] | Seoul National University, Korea |
| G-1-7 | DEVELOPMENT AND APPLICATION OF PCM-COATED LINING FABRICS FOR FUNCTIONAL JACKET DESIGN | Hyeon-seon Cho [†] Sumin Koo Heeju Terry Park ^{*1} | Yonsei University, Korea ¹ 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 [†] Suhyun Lee [*] | Seoul National University, Korea |

* : Corresponding author

† : Student presenter

Fashion Business and Cultural Studies

ROOM TBA

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 [†] Yuri Lee [*] | 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 [†] Mi Ning Wenhui Sun Minsung Cha Yoon-Jung Lee [*] | Korea University, Korea |
| G-2-3 | EXPLORING INCLUSIVE ACTIVEWEAR DESIGN THROUGH A CREATIVE DESIGN ACTIVITY FRAMEWORK FOR CHILDREN WITH DEVELOPMENTAL DISABILITIES | Jiwon Huh [†] Jee Hyun Lee [*] Chanmi Hwang [†] | Yonsei University, Korea ¹ North Carolina State University, USA |
| G-2-4 | PERCEIVED NATURALNESS IN MOTION: VISUAL EVALUATION OF VIRTUAL GARMENT SIMULATION | Seowon Heo [†] Chahong Chung Jisoo Ha [*] | 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 ^{*†} ByoungHo Ellie Jin | North Carolina State University, USA |
| G-2-6 | THE ROLE OF SERENDIPITY IN CONSUMER ACCEPTANCE TOWARD AI-BASED FASHION RECOMMENDATION SYSTEM | HyaE In Jeong ^{*†} 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 ^{*†} 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 [†] Sun-Hee Park [*] | Ewha Womans University, Korea |

* : Corresponding author

† : Student presenter

May 23rd (Sat.) 15:20-17:30

Oral Presentation

Oral Session 1. Technology for Clothing and Textiles

Lounge 2nd 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* ¹ | FITI Testing & Research Institute, Korea ¹ 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 | THE DIGNITY OF IDENTITY: GENDER-RESPONSIVE TECHNICAL ADAPTIVE HOSPITAL WEAR THROUGH MODULAR CLOSURES | Akhilesh Kumar* Sukhvir Singh | SGT University, India |
| O-1-5 | ADAPTIVE FASHION SOLUTIONS TO BALANCE ASYMMETRY FOR WOMEN WITH SCOLIOSIS USING 3D DESIGN AND AI | Minyoung Suh* Kyounggha Ji Reo Song ¹ | North Carolina State University, USA ¹ California State University Long Beach, USA |
| O-1-6 | AN EXPERIMENTAL STUDY ON MINERAL WASTE UTILIZATION FROM ROOF TILES IN TEXTILE DYEING | Tyar Ratuannisa* Nidiya Kusmaya Chandra Tresnadi Annisa Nurfitriyana | Institut Teknologi Bandung, Indonesia |

* : Corresponding author

Oral Session 2. Fashion Consumers' Preferences and Behaviors

ROOM B 2nd Floor

Presider: Prof. Hyojung Cho, Meredith College, USA

| No. | Title | Author | Affiliation |
|-------|--|--|--|
| O-2-1 | EXAMINING SUSTAINABILITY POLICY IMPLEMENTATION IN THE WESTERN CAPE CLOTHING, TEXTILE, LEATHER, AND FOOTWEAR SECTOR: A POLICY IMPLEMENTATION FRAMEWORK PERSPECTIVE | Asithandile Zixesha* Sipho Mbatha | University of South Africa, South Africa |
| O-2-2 | 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-2-3 | 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-2-4 | 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 ¹ Gopi Deshpande Jeff Katz Xiao Huang ² Yun Wang ³ Adam Goodman ⁴ | Auburn University, USA ¹ University of South Carolina, USA ² Zhejiang Fashion Institute of Technology, China ³ Emory University, USA ⁴ University of Alabama at Birmingham, USA |
| O-2-5 | 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 ¹ Byoungcho Ellie Jin ² | Yonsei University, Korea ¹ University of Houston, USA ² North Carolina State University, USA |

* : Corresponding author

Oral Session 3. Fashion and Gender

HALL 3rd 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 ¹ | Illinois State University, USA ¹ 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* ¹ | Pearl college of China (Jiyang College of Zhejiang A&F University), China ¹ 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 ¹ | The University of Manchester, UK ¹ Manchester Metropolitan University, UK |

* : Corresponding author

Oral Session 4. Technology and Fashion

ROOM G 2nd 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 | ENHANCING CRAFT-BASED FASHION PROCESSES THROUGH VIRTUAL PROTOTYPING WITH CLO3D FOR EDUCATIONAL PURPOSES | Tyar Ratuannisa* Annisaa Nurffitriyana | Institut Teknologi Bandung, Indonesia |
| O-4-6 | 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 2nd 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 | ZERO-WASTE PATTERN CUTTING IN BATIK TANAH LIEK: CULTURAL NARRATIVE, CRAFT ETHICS, AND DECOLONIAL PERSPECTIVE IN SUSTAINABLE FASHION DESIGN | Annisa Noor Innaya* Tyar Ratuannisa | Bandung Institute of Technology (ITB), Indonesia |
| 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 2nd Floor
 Presider: Prof. Heesoon Yang, Sangmyung University, Korea

| No. | Title | Author | Affiliation |
|-------|---|-----------------------------|--------------------------------------|
| O-6-1 | 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-6-2 | UNDERGROUND FASHION SHOWS IN AOTEAROA NEW ZEALAND: CHALLENGING COLONIAL HETEROPATRIARCHAL SYSTEMS OF POWER AND REPRESENTATION | Vanessa Gerrie* | Massey University, New Zealand |
| O-6-3 | RESPONSIBLE TEXTILES: INTEGRATION OF INDIGENOUS TEXTILES INTO STREETWEAR OF FEMALE UNIVERSITY STUDENTS IN SOUTHWESTERN, NIGERIA | Oluwambe Akinmoye* | Mountain Top University, Nigeria |
| O-6-4 | EXPLORING LUXURY BRAND IDENTITY THROUGH PODCASTS: A COMPARATIVE STUDY OF CHANEL AND GUCCI | Rachel Lamarche-Beauchesne* | Torrens University, Australia |
| O-6-5 | BUILDING AI LITERACY IN A FASHION MARKETING COURSE: PEDAGOGICAL IMPLICATIONS | Seung-Eun Lee* | Central Michigan University, USA |

* : Corresponding author

May 23rd (Sat.)

Poster Presentation

Presider: Prof. Kyung Hwa Hong, Kongju National University, 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 ¹ | North Carolina State University, USA ¹ 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 ByoungHo 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 |
|---------------|--|---|---|
| P-E-09 | CELEBRITIES OR SOCIAL MEDIA INFLUENCERS? HOW INFLUENCER TYPE AND BENIGN ENVY SHAPE LUXURY PURCHASE INTENTION | Jiawei Feng Minyi Yuan Namhee Yoon* ¹ | Korea University, Korea ¹ Daegu National University of Education, Korea |
| P-E-10 | IMPACT-FEASIBILITY FRAMEWORK FOR PRIORITIZING AI ADOPTION IN THE FASHION INDUSTRY | EungTae Kim* | Chungnam National University, Korea |
| P-E-11 | WHEN DO VISUAL ANTHROPOMORPHIC CHATBOTS WORK? EVIDENCE FROM LLM-BASED INTERACTIONS | Yoo-Won Min* ByoungHo Ellie Jin | North Carolina State University, USA |
| P-E-12 | HEALING-ORIENTED EXPERIENTIAL CONSUMPTION: INSTRUCTOR-DRIVEN EXPERIENTIAL PATHWAYS TO LOYALTY IN PAID NATURAL DYEING PROGRAMS | Jeongsim Yang Heesook Hong* | Jeju National University, Korea |
| P-E-13 | 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* ¹ | Korea University, Korea ¹ Daegu National University of Education, Korea |
| P-E-14 | MODEL SIZE AND CONSUMER PERCEPTION: HOW REGULAR-SIZED CONSUMERS RESPOND TO PLUS-SIZE APPAREL DISPLAYS | Jung Eun Lee* | Auburn University, USA |
| P-E-15 | BEYOND SUSTAINABILITY CONCEPTS: MATERIAL-SPECIFIC TRUST AND PURCHASE INTENTION AMONG CHINESE CONSUMERS IN THEIR 20S | Haihong Liu Shinjung Yoo* | Kyung Hee University, Korea |
| P-E-16 | 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 |
| P-E-17 | FROM CLOTHING TO NATIONAL IMAGE: HOW FOREIGNERS INTERPRET NATIONAL FLAG SYMBOLS IN KOREAN DRESS | Ke Meng Heeju Chae* | Kangwon National University, Korea |
| P-E-18 | DO CONSUMERS PLACE VALUE ON CARBON-NEUTRAL APPAREL? EVIDENCE FROM A CONTINGENT VALUATION STUDY IN CHINA | Ke Meng Heeju Chae* | Kangwon National University, Korea |
| P-E-19 | FROM CHATBOT HUMANLIKENESS TO CONSUMER USE INTENTIONS THROUGH PERCEIVED EXPERTISE AND FRIENDLINESS | Dooyoung Choi* Jaeha Lee ¹ Ha Kyung Lee ² | Old Dominion University, USA ¹ North Dakota State University, USA ² Chungnam National University, Korea |
| P-E-20 | WHEN DO FASHION REVIEWS FOOL AI? INSIGHTS FROM MISCLASSIFICATION IN SENTIMENT ANALYSIS | Hyunjeong (Lacy) Rhee* Li Zhao | University of Missouri, USA |
| P-E-21 | WHY CONSUMERS BUY ULTRA-FAST FASHION DESPITE NON-ECO-FRIENDLINESS: EVIDENCE FROM ESTONIAN AND KOREAN CONSUMERS | Piret Roos Chorong Youn* | Pusan National University, Korea |
| P-E-22 | 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 |
|---------------|---|--|---|
| P-E-23 | MITIGATING INFORMATION ASYMMETRY IN FASHION E-COMMERCE VIA TRUST-WEIGHTED DISTILBERT AND NON-LINEAR REVIEW ANALYSIS | Habin Kim Eunsoo Baek* | Hanyang University, Korea |
| P-E-24 | NARRATIVE TRANSPORTATION IN VIRTUAL INFLUENCER STORYTELLING: STORYTELLER, STORY RECEIVER, AND CONSEQUENCES | Songmee Kim Woojin Choi* ¹ | Yeungnam University, Korea ¹ Kunsan National University, Korea |
| P-E-25 | 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 |
| P-E-26 | STYLE-BASED SEGMENTATION OF THE CASUALWEAR MARKET: AN UNSUPERVISED LEARNING APPROACH TO CONSUMER CLUSTERING | Ha Youn Kim Woojin Choi* | Kunsan National University, Korea |
| P-E-27 | TRUST FORMATION IN FASHION INFLUENCERS THROUGH HEURISTIC MECHANISMS: A TEXT MINING ANALYSIS OF PARASOCIAL CUES | Seonyoung Yoon Seunghee Lee* | Sookmyung Women's University, Korea |
| P-E-28 | TRUST FORMATION IN RECOMMERCE FASHION PLATFORM: THE MEDIATING ROLE OF COGNITIVE AND AFFECTIVE TRUST | Woo Bin Kim Hee Jin Hur* ¹ | Chung-Ang University, Korea ¹ Konkuk University, Korea |
| P-E-29 | 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 |
| P-E-30 | 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 |
| P-E-31 | 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 |
| P-E-32 | TOWARD A CUMULATIVE UNDERSTANDING OF VIRTUAL INFLUENCER EFFECTIVENESS: A THEORY-INTEGRATED META-ANALYTIC FRAMEWORK | Eonyou Shin* Angie Lee ¹ | Virginia Tech, USA ¹ Auburn University, USA |
| P-E-33 | FACTORS UNDERLYING TRANSITIONS TOWARD SUSTAINABLE CLOTHING DISPOSAL: A WEB CRAWLING-BASED TEXT MINING STUDY | Yujeong Won ^{1,2} Seyoon Jang* ³ Yuri Lee ¹ | ¹ Seoul National University, Korea ² The Hong Kong Polytechnic University, Hong Kong ³ Kunsan National University, Korea |
| P-E-34 | ANTICIPATORY DRESS COORDINATION AS RELATIONAL SELF-PRESENTATION AMONG KOREAN COLLEGE STUDENTS | MiYoung Lee Hyojung Cho* ¹ | Inha University, Korea ¹ Meredith College, USA |
| P-E-35 | CASE STUDY ON DIGITAL BRANDING STRATEGIES AND INSTAGRAM CONTENT PRACTICES OF FEMALE SOLO ENTREPRENEURS IN FASHION AND GOODS BUSINESSES | Gihyung Kim* | Youngsan University, Korea |
| P-E-36 | 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 |
|---------------|---|---|---|
| P-E-37 | 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 |
| P-E-38 | THE POWER OF FOOD-BASED SENSORY LANGUAGE: HOW FOOD METAPHORS TRIGGER MENTAL IMAGERY AND SHAPE CONSUMER RESPONSES | Yiwen Cai* Yoon-Jung Lee Taeyoen Kim ¹ | Korea University, Korea ¹ Seoul National University, Korea |
| P-E-39 | UNDERSTANDING DIGITAL TRANSFORMATION IN GLOBAL FASHION EDUCATION: INSIGHTS FROM LEADING UNIVERSITIES IN THE U.S., EUROPE, AND CHINA | Ha Youn Kim* Jihyun Kang ¹ Shinyoung Park ² Songmee Kim ³ Sunyang Park ¹ Woojin Choi | Kunsan National University, Korea ¹ Seoul National University, Korea ² Seoul Women's University, Korea ³ Yeungnam University, Korea |
| P-E-40 | 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 |
| P-E-41 | 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 |
|---------------|---|--|---|
| P-T-01 | UPCYCLING ACORN SHELLS FOR FUNCTIONAL TEXTILE FINISHING: POTENTIAL AND PERFORMANCE | Kyung Hwa Hong* | Kongju National University, Korea |
| P-T-02 | COMPARATIVE EVALUATION OF SUPERCRITICAL CO ₂ AND WATER DYEING OF PET FABRIC USING DIGITAL IMAGE ANALYSIS | Yoonkyung Cho Sarkar Ali Rayhan Shafira Fitri Baraja ¹ Ida Nuramdhani* ¹ | Incheon National University, Korea ¹ Politeknik STTT Bandung, Indonesia |
| P-T-03 | DEVELOPMENT AND VALIDATION OF A DIGITAL IMAGE-BASED FABRIC COLOR ANALYSIS SYSTEM: IMPACT OF KEY PREPROCESSING STEPS | Sarkar Ali Rayhan Ida Nuramdhani ¹ Niki Irwandi ¹ Farhah Nabilah ¹ Yoonkyung Cho* | Incheon National University, Korea ¹ Politeknik STTT Bandung, Indonesia |
| P-T-04 | CHARACTERIZATION OF MERCERIZED BACTERIAL CELLULOSE BIO-LEATHER | Juneyoung Minn Bum Hoon Lee ¹ Hye Rim Kim* | Sookmyung Women's University, Korea ¹ Shinhan University, Korea |
| P-T-05 | FROM PET TO FIBER: UNDERSTANDING CONSUMER ACCEPTANCE OF CHIENGORA (DOG HAIR FIBER) PRODUCTS IN CHINA | Wenyang Ji Shinjung Yoo* | Kyung Hee University, Korea |
| P-T-06 | A CREATIVE FASHION DESIGN PROCESS INTEGRATING GENERATIVE AI, VR, AND CL3D | Desheng Li Yoon Kyung Lee* | Pusan National University, Korea |
| P-T-07 | PREDICTING AND VISUALIZING WEAR COMFORT USING HUMAN THERMOPHYSIOLOGICAL MODELING AND GENERATIVE AI | Yitong He Shinjung Yoo* | Kyung Hee University, Korea |
| P-T-08 | CHARACTERIZATION OF 3D PRINTED LATTICE STRUCTURE WITH VARIOUS THICKNESS USING THERMOSET URETHANE ACRYLATE BASED RESINS | Imjoo Jung Sunhee Lee* | Dong-A University, Korea |
| P-T-09 | 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 |
| P-T-10 | 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 ¹ | Korea Institute of Industrial Technology, Korea ¹ Shinshu University, Japan |
| P-T-11 | STIFFENING FINISHING OF COTTON FABRICS COATED WITH GROUND BACTERIAL CELLULOSE | Juyeon Lee Juneyoung Minn Hye Rim Kim* | Sookmyung Women's University, Korea |
| P-T-12 | 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 |

| No. | Title | Author | Affiliation |
|---------------|--|---|---|
| P-T-13 | 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 ¹ Andy Reilly | University of Hawai'i at Mānoa, USA ¹ Punahou School, USA |
| P-T-14 | 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 |
| P-T-15 | ELECTROCHEMICAL PERFORMANCE OF MXENE- AND PEDOT: PSS-COATED POLYESTER/COTTON YARN ELECTRODES | Minseo Kim Seungsin Lee* | Yonsei University, Korea |
| P-T-16 | 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 |
| P-T-17 | ZERO-WATER, CLOSED-LOOP DYEING INTEGRATING SUPERCRITICAL CO ₂ TECHNOLOGY AND BIODEGRADABLE NATURAL-DYE NANOPARTICLES | Ankita Lambat** | RTMN University, India |
| P-T-18 | A FRAMEWORK FOR ASSESSING SUSTAINABILITY OF EXHIBITION BRANDS: THE CASE OF TEXTILE RECYCLING EXPO 2026 | Palak Bansal Hyun Ah Kim* | Changwon National University, Korea |
| P-T-19 | A STUDY ON THE FEASIBILITY OF SUSTAINABLE SERICIN-BASED HYDROGEL PREPARATION | Donghwi Kim Sohee Lee* | Gyeongsang National University, Korea |
| P-T-20 | 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 |
| P-T-21 | 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 |
| P-T-22 | EFFECTS OF PERSIMMON EXTRACT AS A BIO-MORDANT ON DYEING PROPERTIES OF POLYESTER FABRIC WITH COCHINEAL | SoYeon Lee Eunjou Yi* | Jeju National University, Korea |
| P-T-23 | 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 |
| P-C-02 | EMPIRICAL ANALYSIS OF WORKFLOW INTEROPERABILITY BETWEEN VR-BASED 3D SKETCHING AND VIRTUAL GARMENT SIMULATION | Rui Yu Eun Joo Ryu ¹ Hwa Kyung Song* | Kyung Hee University, Korea ¹ Gyeongsang National University, Korea |
| P-C-03 | EXPLORING MASS PERSONALIZATION FOR ADAPTIVE FORMAL SUIT: SCALABLE DESIGN AND PRODUCTION SOLUTIONS FOR WHEELCHAIR USERS | Jia Wu* Xun "Catherine" Sun ¹ | Auburn University, USA ¹ Illinois State University, USA |
| P-C-04 | MOBILIZING DIGITALLY-ENABLED RESOURCES FOR LARGE-SCALE CUSTOMIZATION IN THE APPAREL CROSS-BORDER SUPPLY CHAIN: A CASE STUDY APPROACH | Jia Wu* Xun "Catherine" Sun ¹ | Auburn University, USA ¹ Illinois State University, USA |
| P-C-05 | SYSTEMATIC REVIEW OF RESEARCH TRENDS IN MULTIDIMENSIONAL CLOTHING PRESSURE EVALUATION FOR WEARING COMFORT PREDICTION | Yao Wei Hwa Kyung Song* | Kyung Hee University, Korea |
| P-C-06 | AN INTEGRATED DIGITAL WORKFLOW FOR ON-DEMAND SMART CLOTHING DEVELOPMENT | Sojung Lee Daeyoung Lim* Wonyoung Jeong* | Korea Institute of Industrial Technology, Korea |
| P-C-07 | PRESSURE ACTUATION BEHAVIOR OF HYBRID NITINOL-TEXTILE KNIITED FABRICS FOR WEARABLE ACTUATORS | Nam-Yim Kim Yeonju Choi Hyojeong Lee* | Kongju National University, Korea |
| P-C-08 | DEVELOPMENT OF EDUCATION CONTENTS FOR ANTHROPOMETRY USING AUGMENTED REALITY | Chanwoo Ryu Sungmin Kim* | Seoul National University, Korea |
| P-C-09 | BEYOND BASIC ANTHROPOMETRICS: BODY-PART FIT-BASED SIZE RECOMMENDATION IN FASHION E-COMMERCE | Hyeryeon Park Yeonghoon Kang Sungmin Kim* | Seoul National University, Korea |
| P-C-10 | DEVELOPMENT OF AN AUTOMATED LINING PATTERN GENERATION SYSTEM FOR TAILORED JACKETS | Mingi Jeong Sungmin Kim* | Seoul National University, Korea |
| P-C-11 | DEVELOPMENT OF GRADING RULES AND APPLICATION METHODOLOGIES FOR MALE Y-SHAPED UPPER GARMENTS BASED ON ANTHROPOMETRIC ANALYSIS | Jemin Han Heejae Lee Hee Eun Choi* | Seoul National University, Korea |
| P-C-12 | QUANTITATIVE EVALUATION CRITERIA FOR SIZE APPROPRIATENESS USING CROSS-SECTIONAL MEASUREMENTS AND AIR GAP ANALYSIS | Jiyoung Choi Ye Eun Kim Hee Eun Choi* | Seoul National University, Korea |
| P-C-13 | A 2D IMAGE-BASED FRAMEWORK FOR SAGITTAL POSTURE CLASSIFICATION IN MUSCULAR MALES | Ye Eun Kim Jiyoung Choi Hee Eun Choi* | Seoul National University, Korea |
| P-C-14 | WEARABILITY OF THE MASK-COSTUME SYSTEM IN BONGSAN TALCHUM: FROM PERFORMER UTTERANCES TO DESIGN REQUIREMENTS | Mikyung Lee Juyeon Park* | Seoul National University, Korea |

| No. | Title | Author | Affiliation |
|---------------|--|--|---|
| P-C-15 | INTEGRATED DESIGN METHODOLOGY FOR SPECIALIZED CLOTHING TO OPTIMIZE USER SAFETY AND MOBILITY | Da Som Koo Hye Jun Yoon* | Korea Institute of Industrial Technology, Korea |
| P-C-16 | 3D SCANNING-BASED FOOT MORPHOLOGY TYPOLOGY FOR CUSTOM INSOLE DEVELOPMENT IN PERSONS WITH DISABILITIES | Jieun Kim Hyunah Kim* Palak Bansal Hasan Mohammad Razibul | Changwon National University, Korea |
| P-C-17 | A STUDY ON BODY TYPE CLASSIFICATION OF PLUS-SIZE WOMEN | Heewon Jeong* Jongkyu Lee Hosun Lim | Sookmyung Women's University, Korea |
| 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* ¹ | Kyungpook National University, Korea, ¹ Chungnam National University, Korea |
| P-C-19 | DEVELOPMENT OF A BODY-TYPE-BASED REALTIME VIRTUAL TRY-ON SYSTEM | Jeongwook Choi* Hyungjin Kim Haeun Lee | Kyung Hee University, Korea |
| P-C-20 | A STOUYD ON THE ANALYSIS OF DESIGN COMPEONENTS AND CHARACTERISTICS OF JIU-JIUSU UNIFORMS | Hyejeong Bak Myung Hee Lee* | Pukyong National University, Korea |
| P-C-21 | PERSONALIZATION OF ASSISTIVE MECHANISM IN WEARABLE ROBOT SHOES BASED ON USER ANTHROPOMETRY | Sung Jin Park Sukyung Kang So Hyun Lee Sangik Cho Juyeon Park* | Seoul National University, Korea |
| P-C-22 | MULTI-DIMENSIONAL WEARABILITY EVALUATION OF LUMBAR SUPPORT DEVICES INCORPORATING 3D-PRINTED SUPPORTS | Seiyong Park Dong-Eun Kim* | Ewha Womans University, Korea |

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Session 4. Fashion Design and Cultural Studies on Fashion

| No. | Title | Author | Affiliation |
|--------|--|--|--|
| P-F-01 | SNEAKERHEAD CULTURE IN SOUTH KOREA: POST-SUBCULTURAL PRACTICES IN AN ONLINE COMMUNITY | Solhwi Kim Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-02 | AVANT-GARDE FASHION AND EDMUND BURKE'S THEORY OF THE SUBLIME: AN EMBODIED ANALYSIS OF COMME DES GARÇONS | Yunjae Lee JeeHyun Lee* | Yonsei University, Korea |
| P-F-03 | BRAND VALUE TRANSFORMATION IN FASHION BRAND COLLABORATIONS: THE CASE OF CROCS | Jihyun Kang* Eunhyuk Yim | Sungkyunkwan University, Korea |
| P-F-04 | WEDDING DRESSES AS RESISTANCE TO GENDER NORM :VIVIENNE WESTWOOD'S BRIDAL COLLECTION | Ye-seul Park Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-05 | SELF-CULTURAL APPROPRIATION AND THE POSITION OF NON-WESTERN DESIGNERS IN THE GLOBAL FASHION SYSTEM: FOCUSED ON MISS SOHEE | Jieun Lee Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-06 | SELF-CULTURAL APPROPRIATION IN GENERATIVE AI IMAGES INCORPORATING TRADITIONAL DRESS: FOCUSED ON KEEPKWAN'S INSTAGRAM | Jieun Lee Mikyung Kim Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-07 | AFFORDANCES AND CONSTRAINTS OF GENERATIVE AI IN FASHION COMMUNICATION | Mikyung Kim Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-08 | PERCEPTION OF PVC FABRIC DRAPE APPEARANCE | Sujin Park Jisoo Ha* ¹ | The Catholic University of Korea, Korea ¹ Seoul National University, Korea |
| P-F-09 | DRESSING THE NATION: THE HANBOK, NATIONALIST MYTHOLOGY, AND ANTI-LGBTQ+ CHRISTIAN PROTESTS | Heeryang Kim Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-10 | REFRAMING KOREAN EMBROIDERY : CREATIVE FORCE IN THE GLOBAL DESIGN | Minhee Ye Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-11 | THE INTERNALIZATION OF WESTERN FASHION DISCOURSE IN JAPANESE FASHION MEDIA ON JAPANESE AVANT-GARDE DESIGNERS IN THE 1980S -AN ANALYSIS OF ARTICLES IN <i>SOEN-</i> | Yebeen Kim Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-12 | REINVENTING HAUTE COUTURE FOR FUTURE FASHION: VIRTUAL AND PHYGITAL EXTENSIONS IN DIGITAL ECOSYSTEMS | Ju Kyoung Han Yoon Kyung Lee* | Pusan National University, Korea |
| P-F-13 | FASHIONING FEMININITY: GENDERED AESTHETICS IN VIETNAMESE ROYAL COURT WOMEN'S DRESS (1802-1945) | Thi Ha Le* Trinh Bui ¹ | Vietnam National University, Vietnam ¹ Duy Tan University, Vietnam |
| P-F-14 | PERFORMING PUBLICNESS: THE SYMBOLIC CAPITALIZATION OF LUXURY FASHION BRANDS' MÉCÉNAT ACTIVITIES | Jaehee Suh Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-15 | FROM STIGMA TO SELFIES: KOREAN PLUS-SIZE BODIES BETWEEN RESISTANCE AND BRANDING | Yunjin Suh Eunhyuk Yim* | Sungkyunkwan University, Korea |
| P-F-16 | CONTINUITY AND CHANGE IN JOSEON WOMEN'S DRESS NORMS: DRESSING THE PAST IN <i>VOGUE KOREA</i> | Yoon Jung Ko Eunhyuk Yim* | Sungkyunkwan University, Korea |

| No. | Title | Author | Affiliation |
|--------|--|---|---|
| P-F-17 | RESTRUCTURING TRADITIONAL CRAFT HERITAGE WITHIN CONTEMPORARY FASHION VALUE CHAINS: THE IDENTITY PARADOX AND THE "EMPTY HERITAGE" PHENOMENON IN VAN PHUC SILK VILLAGE (VIETNAM) | Hang Cao* | University of Industrial Fine Arts, Vietnam |
| P-F-18 | A STUDY ON THE ELEMENTS FOR MAKING REAPPEARED SHIN DON'S BANBI ATTIRE IN THE LATE GORYEO PERIOD | Jeong Choi* | Wonkwang University, Korea |
| P-F-19 | A CRITICAL ANALYSIS OF SEOUL'S FASHION CITY BRANDING: TEXT MINING AND CRITICAL DISCOURSE ANALYSIS OF <i>SEOUL FASHION ROAD</i> | Heeryang Kim Mikyung Kim Eunhyuk Yim* | Sunkyunkwan University, Korea |
| P-F-20 | PERCEPTIONS OF AI ADOPTION IN FASHION DESIGN: A COMPARISON BETWEEN KOREA AND CHINA | Se Jin Kim* | Hanyang University, Korea |
| P-F-21 | CRAFT ARTIFICATION AS A BRANDING TOOL FOR LUXURY FASHION BRANDS | Chunmei Liang Jee Hyun Lee* | Yonsei University, Korea |
| P-F-22 | NARRATIVE ANALYSIS OF MOTHER-DAUGHTER CLOTHING MEMORIES THROUGH THE LENS OF FEMALE DIRECTORS: FOCUSING ON THE CHINESE FILM "HI, MOM" | Yinuo Zhang Chahong Chung Jisoo Ha* | Seoul National University, Korea |
| P-F-23 | A METHODOLOGICAL STUDY ON EXPERIMENTAL CHALLENGES AND SOLUTIONS IN ELDERLY-ORIENTED FASHION COLOR DESIGN RESEARCH | Jieun Kim Jeongmin Kho Taeyeon Park Chunmei Liang Jee Hyun Lee* | Yonsei University, Korea |
| P-F-24 | COMPARATIVE ANALYSIS OF COLOR IMAGE PERCEPTION BETWEEN NORMAL COLOR VISION AND COLOR VISION DEFICIENCY FOR FASHION COLOR PLANNING | Jeongmin Kho Jieun Kim Taeyeon Park Chunmei Liang Jee Hyun Lee* | Yonsei University, Korea |
| P-F-25 | CONFIGURATION-DEPENDENT STIFFNESS IN TEXTILE KNEE SLEEVE: A PILOT STUDY | Ju Hyeon Oh Yagmur Koca Sumin Koo* | Yonsei University, Korea |
| P-F-26 | DESIGN AND PILOT EVALUATION OF AN ERGONOMIC POSTURE-SUPPORT BRA FOR WOMEN WITH MACROMASTIA | Yagmur Koca Ju Hyeon Oh Sumin Koo* | Yonsei University, Korea |
| P-F-27 | A STUDY ON MUSCLE ACTIVATION, POSTURAL CONTROL, AND USER EXPERIENCE ACCORDING TO DESIGNS OF TENS-BASED ANKLE REHABILITATION WARMERS | Jung Yuna Cho Yumin Sumin Koo* | Yonsei University, Korea |
| P-F-28 | EMBODIED POSTPARTUM EXPERIENCES AND FASHION PRACTICES: A NARRATIVE INQUIRY | Jungeun Cho Jisoo Ha* | Seoul National University, Korea |
| P-F-29 | SENSORY AND EMOTIONAL PERCEPTION OF PLEATED PANTS: A COMPARATIVE STUDY OF ACTUAL AND VIRTUAL REPRESENTATIONS FOCUSING ON REFLECTANCE | Sujin Lim Jisoo Ha* | Seoul National University, Korea |

| No. | Title | Author | Affiliation |
|---------------|--|--|--|
| P-F-30 | GENDER PERFORMATIVITY IN COSPLAY COSTUMES AND CHARACTERS ON BILIBILI IN CHINA | Yanong Feng Se Jin Kim* | Hanyang University, Korea |
| P-F-31 | INNER MONGOLIAN CASHMERE APPAREL DESIGN BASED ON A REGIONAL DESIGN APPROACH | Minggen Xin Se Jin Kim* | Hanyang University, Korea |
| P-F-32 | DIGITAL IMAGE EDITING AS ERVING GOFFMAN'S IMPRESSION MANAGEMENT THROUGH FEEDBACK | Sieun Shin Jisun Lee Jaehoon Chun* | Seoul National University, Korea |
| P-F-33 | CUTESY OUTING: PLAYFUL PLAID ACTIVEWEAR FOR EMOTIONAL WELL-BEING IN FUTURE FASHION | Chia-Yeh Tsai* ¹ Yi-Ci Lin ^{1,2} Chi-An Lee ¹ | ¹ Fu Jen Catholic University, Taiwan ² National Taipei University of Technology, Taiwan |
| P-F-34 | FROM DESIGNER TO CURATOR: COGNITIVE AND CREATIVE TRADE-OFFS IN GEN AI-ASSISTED DESIGN | Shin Young Jang* | Gachon University, Korea |
| P-F-35 | UNDERSTANDING USER EMOTIONAL RESPONSES TO VIRTUAL FASHION DESIGN | Koeun Kang Se Hee Bang Eun Kyoung Yang* | Yonsei University, Korea |
| P-F-36 | A SCOPING REVIEW ON THE APPEARANCE OF EMBODIED ARTIFICIAL AGENTS | Su Jung Kim Se Jin Kim* | Hanyang University, Korea |
| P-F-37 | ANDROGYNOUS FASHION STYLES OF CHINESE FASHION INFLUENCERS ON DOUYIN | Minggen Xin Se Jin Kim* | Hanyang University, Korea |
| P-F-38 | FROM PROFESSIONALISM TO STORYTELLING: THE EVOLUTION OF MEN'S STAGE COSTUMES ON MUSIC TELEVISION SHOWS – A CASE OF VIET NAM | Huu Thuy Vy Nguyen Se Jin Kim* | Hanyang University, Korea |
| P-F-39 | FROM LYRICS TO TEXTILES: AN AI-SUPPORTED FRAMEWORK FOR EMOTION-DRIVEN TEXTILE DESIGN USING TAMIL AND KOREAN MATERNAL SONGS | Gayathri Ravichandran* EungTae Kim Juhyun Ro | Chungnam National University, Korea |
| P-F-40 | ORNAMENTATION IN SUSTAINABLE FASHION DESIGN: CHARACTERISTICS AND ITS ROLE IN COMMUNICATING ETHICAL VALUES | Seunghyun Chun Se Jin Kim* | Hanyang University, Korea |
| P-F-41 | FASHION AFTER BODY POSITIVITY: LIBERATION OR A NEW NORMALIZATION? A CASE STUDY OF SKIMS | Da Won An Se Jin Kim* | Hanyang University, Korea |
| P-F-42 | A CASE STUDY ON ONLINE-BASED CO-DESIGN FOR THE CONTEMPORARY INHERITANCE OF TRADITIONAL CULTURES OF CHINESE ETHNIC MINORITIES | Da Won An Se Jin Kim* | Hanyang University, Korea |
| P-F-43 | UPWARD SOCIAL COMPARISON ON FASHION INSTAGRAM: A NARRATIVE INQUIRY INTO EFFORTLESS ACHIEVEMENT AND UNEARNED PRIVILEGE | Hyunjoo Hur Jaehoon Chun* | Seoul National University, Korea |
| P-F-44 | DEVELOPMENT AND EVALUATION OF A FULLY SOFT PASSIVE BRACE FOR REDUCING KNEE HYPEREXTENSION | Yumin Cho Yuna Jeong Sumin Koo* | Yonsei University, Korea |
| P-F-45 | DEVELOPMENT OF 3D-PRINTED INTERLOCKING TEXTILES FOR MODULAR FASHION | Jiwon Lee Jaehoon Chun* | Seoul National University, Korea |

| No. | Title | Author | Affiliation |
|---------------|---|---|--|
| P-F-46 | TIKTOK'S BRAT AESTHETIC: FEMINIST FRAMES AND THE FASHION AESTHETIC CODES OF INTENTIONAL IMPERFECTION | Koh Woon Kim* | Duksung Women's University, Korea |
| P-F-47 | LEARNING EXPERIENCES AND DESIGN THINKING IN FASHION DRAPING EDUCATION USING GENERATIVE AI-BASED SIMULATION | Yeon-Soo Kim Sungeun Suh* | Gachon University, Korea |
| P-F-48 | ANALYZING THE PLAYFUL NATURE OF HANBOK ENGAGEMENT THROUGH HUIZINGA'S THEORY OF PLAY | Min Ji Kim Soon-Young Kim* | Jeonbuk National University, Korea |
| P-F-49 | A STUDY ON DIFFERENCES IN TACTILE LANGUAGE FROM 2D FASHION MATERIAL IMAGES AND TACTILE PERCEPTIONS OF TEXT-BASED AI-GENERATED IMAGES | Jongsun Kim Se Jin Kim* ¹ | Kangwon National University, Korea ¹ Hanyang University, Korea |
| P-F-50 | EDUCATING DESIGNERS FOR THE NEW FASHIONSCAPE: INTEGRATING CULTURAL IDENTITY AND SUSTAINABILITY IN FASHION DESIGN CURRICULA IN VIETNAM | Trinh Bui* Thi-Ha Le ¹ | Duy Tan University, Vietnam ¹ Vietnam National University, Vietnam |

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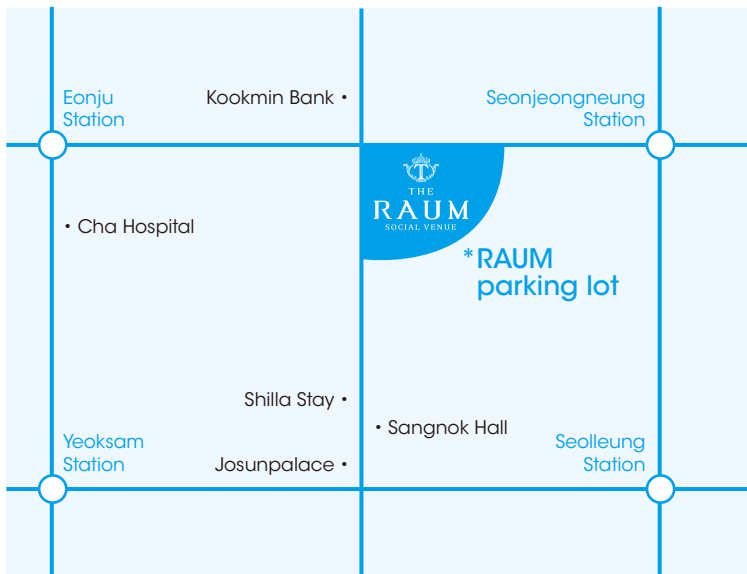
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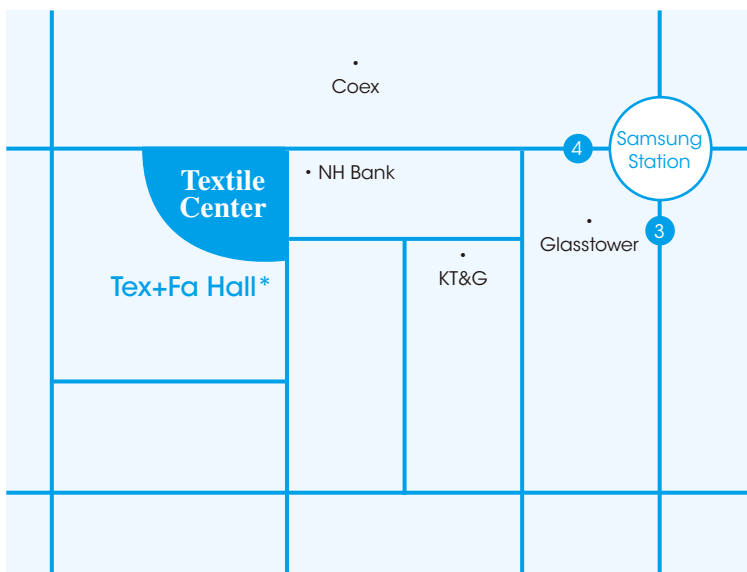
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