



**No One is an Island  
Honolulu 2012**

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# **International Textile and Apparel Association**

## **2012 Annual Conference**

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#### **Tuesday, November 13**

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5:00pm-9:00pm	Registration Open, <i>Lanai</i>

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	Co-Sponsored by Fairchild Books	

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**Useful Information**

- Registration: The registration desk is located on the 3rd floor of Paoakalani Tower in front of Kona Ballrooms. Please note that registration will be closed during large events: receptions, meals, and live design exhibit.
- Poster Boards: Pick up poster boards at the Registration Desk. A preparation area with mounting supplies will be available *Waikiki 3*, Thursday, beginning at 1:30pm.
- Tour Buses: All tour buses will depart from the Paoakalani Avenue entrance of Paoakalani Tower. Tours meet 15 minutes prior to scheduled departure in the Tour Lobby.
- Name Tags: Nametags or guest tickets required for all events.
- Programs: Printed programs are available by purchase only, \$15.

## *No One is an Island*



The International Textile and Apparel Association welcomes you to Oahu, one of the most beautiful islands in the world! The rich are woven into the conference through session presentations, creative works, and focused tours.

We are honored to have two outstanding keynote speakers. Josh Feldman is CEO of Tori Richard, a premier resort lifestyle company headquartered in Honolulu. Also joining us is Miranda Gordon, Director, Creative Marketing Studio of Firmenich Fragrances.

On a global basis, over a billion people daily consume a product that has been “scent-enriched” by Firmenich!

To this year’s conference we welcome colleagues from the Korean Society of Clothing and Textiles. The ITAA-KSCT Joint Symposium will be a wonderful opportunity to highlight and expand our international focus and will serve as a venue for discovering new alliances and fostering future transnational scholarly collaborations. Expanding our cultural experience, we will have not only a special showing of ali’i royal garments, but also opportunities to participate in workshops that will introduce the traditional crafts of the Hawaiian Islands.

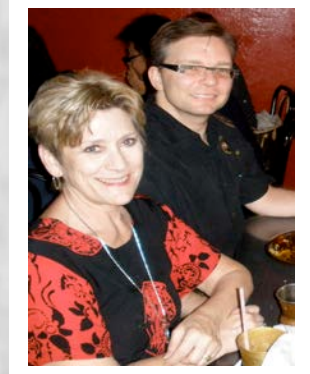
Throughout the conference there will be numerous opportunities to network with colleagues we have known for many years, as well as those we will enjoy meeting for the first time. Taking a cue from our location, this year’s “fireside chat” will be poolside, giving graduate students the chance to visit with Dr. Elaine Pedersen.

On a final note, and in keeping with the Aloha Spirit, I personally would like to recognize conference co-chairs Andy Reilly and Linda Bradley and their outstanding conference planning team. The time and effort they have invested over the past year has resulted in a conference full of special events, exceptional speakers, intellectually stimulating presentations, and exposure to amazing creative scholarship. I know we will leave this year’s conference energized and motivated!

Kathleen Rees  
ITAA President

## *Highlighting the Aloha Spirit*

As we planned this conference we wanted to highlight the Aloha Spirit of the islands. We determined that the program should incorporate both traditional and new ideas and concepts. Our theme—No one is an Island—is a wink to this year’s location. The Hawaiian Islands are one of the most remote populated locations in the world, but are not isolated from the world, nor the world of fashion. The theme is also representative of the nature of the fashion business, where everyone is linked together.



For the conference we incorporated some new ideas.

- We altered the usual dates so that people who celebrate American Thanksgiving could have the option to stay longer in Hawai‘i if they chose.
- We began with a logo design contest. We challenged the constituents to develop a logo. Keith Nishida’s (Oregon State University) design of the *honu* turtle was selected. As Keith explained, in Hawaiian legend the *honu* turtle led the first inhabitants to the islands of Hawai‘i; similarly, ITAA leads the discipline to new ideas.
- We held a drawing for a complimentary room for those who pre-registered. Congratulations to Dr. Cao Huantian from University of Delaware.
- We listened to the constituency about the need to embrace sustainability, printed the program on recycled paper, and utilized a downloadable format for the program to reduce waste.
- We added an award ceremony to the conference. This ceremony will honor the recipients of best paper and design awards in one session.
- We provided an afternoon of free time. We always felt it was a shame that when going to conferences we were indoors most of the time, so use this opportunity to explore the surrounding community of Waikiki, the city of Honolulu, or the island of O‘ahu.
- We returned to the traditional presentation of oral posters. We felt this would provide the best way for presenters to reach as many people as possible.
- We added a special design theme to the design competition. The Hawaiian-inspired category is meant to compliment the traditional categories (target market and fiber arts) while highlighting this year’s location.
- We insured that the conference attendees will be able to get a taste of Hawaiian traditions with regard to clothing and textiles. We will begin with a traditional Hawaiian blessing, by Marques Marzan, a specialist in pre-contact textiles. He will wear traditional Hawaiian dress as he does the blessing prior to the *luau*. We will see a fascinating fashion show of rare garments worn by Hawaiian royalty (these are privately owned, and are not part of a museum collection.). At the hotel, you will see a small exhibit of traditional aloha attire as well as an exhibition of *kapa apana*, handmade Hawaiian quilts (a cultural adaptation of American appliqué quilts). A fantastic exhibit of Hawaiian fashion has toured American museums; its last show has been arranged to be at the Bishop Museum concurrent with the ITAA meetings. We will tour HI Fashion: The Legacy of Alfred Shaheen on Saturday.

We’d also like to thank the conference planning committee for all their work. Each person contributed time and talent to making this conference happen: Cathryn Studak (Registration Desk Coordinator), Joe Hancock (Resource Exhibit Coordinator), Marianne Bickle (Poster Sessions Coordinator), Diane Sparks (Mounted Exhibit Coordinator), Young Bahng (Volunteer Coordinator), Marcia Morgado (Tour Coordinator), Stephanie Inouye (Roommate Coordinator), Gargi Bhaduri (Poolside Chat Coordinator), Cindy Istook (Design Review Coordinator), Lisa McRoberts (Design Review Coordinator), Kim Hiller (Research/Teaching Review Coordinator), and Diana Saiki (Research/Teaching Review Coordinator). We especially like to thank Nancy Rutherford (ITAA Director), Kathleen Rees (ITAA President), Ginger Woodard (VP Scholarship) and the entire ITAA Council. Their contributions, ideas, and enthusiasm have helped change what was just a thought 5 years ago into today’s reality.

Andy Reilly and Linda Bradley  
Conference Co-Chairs 2012

## ITAA 2012 Annual Conference Keynote Speakers

### Josh Feldman, President and CEO of Tori Richard, Ltd.

Josh Feldman is the President and CEO of Tori Richard, Ltd. Founded in 1956, Tori Richard, Ltd. is a vertical manufacturer, wholesaler and retailer of better branded resort apparel, licensed apparel products, private label and uniforms. Company products are sold in over 2000 better specialty and department store locations throughout the world. In Hawaii, the company has 140 employees and 10 company owned retail stores. Tori Richard, Ltd.'s wholly owned subsidiary, Kahala Sportswear, was the first company to commercially produce Hawaiian shirts, known locally as "Aloha Shirts" in 1936. Tori Richard, Ltd. Creates through its various divisions over 500 unique textile prints per year. Fabric printing is primarily done in Japan and has been for over 50 years. However the company also produces textiles in China, Korea, Vietnam, Peru, Thailand, India and Indonesia.



Mr. Feldman serves as Vice Chair of Board of Directors: Hawaii Public Radio and Trustee, Honolulu Museum of Art. (Formerly known as Honolulu Academy of Art)

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### Miranda Morgado Gordon, Director, Creative Marketing Studio, Firmenich

Honolulu native Miranda Morgado Gordon grew up understanding that adorning one's body with fresh flowers is as much a part of personal image as selecting one's clothing, shoes, hair and makeup. At Punahou she learned to speak French and how to make *lei*, and at Princeton she studied Classical Archaeology and the flowering plants of central New Jersey. With an MBA in Luxury Marketing from Columbia Business School, Miranda has accumulated 18 years of academic and professional experience in the perfume business. Her career is presently focused on analyzing the dynamics of the perfume industry, sharing perfume knowledge, forecasting fragrance trends, creating perfume concepts for fashion design and luxury brands, and developing sustainable brand strategies. Her current title is Director, Creative Marketing Studio, at the New York City offices of international fragrance manufacturer Firmenich. Her favorite textile is silk velvet burnout and her favorite scent is white ginger.



### Jean L. Parsons, Pearson Prentice Hall Lecturer

Jean L. Parsons holds a Ph.D. in Costume History from University of Maryland and is currently an associate professor at University of Missouri. A recognized scholar in both design and history, her research areas include digital textile and apparel design, sustainable design, and history of the apparel industry. Her design interests are in digital processes, with a focus on experimental shapes and alternate garment forms. She is currently exploring intersections of design practice and historic artifact analysis, designing engineered digital textile prints for patterns cut with minimal waste. Dr. Parsons has exhibited in both national and international juried art exhibitions. Her designs have won numerous awards, and she has also mentored many award winning graduate and undergraduate students. In 2010, Dr. Parsons received the Rossmann Manatt Award at Iowa State University, an award that recognizes a tenured faculty member who has demonstrated exceptional level of creativity and productivity in scholarship, teaching and service. In addition, she was named a scholar of the Costume Society of America in 2007. She co-authored, with Jane Farrell-Beck, *20th Century Dress in the United States*.



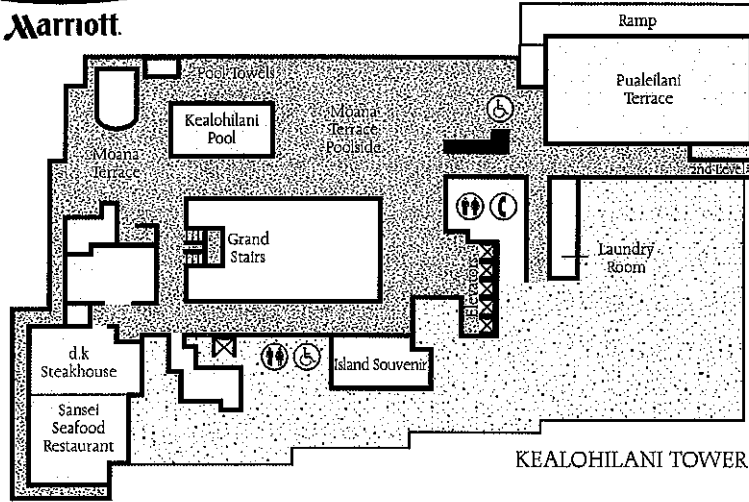
### Kim K.P. Johnson, ITAA Distinguished Scholar

Kim K. P. Johnson, Ph.D., is Professor in the Retail Merchandising Program within the College of Design at the University of Minnesota. Dr. Johnson is known for her teaching and research in two areas: the social psychology of dress and consumer behavior as it relates to apparel. She has co-authored books, encyclopedia entries, newsletter articles, book chapters, and has published research findings in a variety of peer-reviewed journals. Dr. Johnson has served ITAA in a variety of roles including Editor of the *Clothing and Textiles Research Journal*, Vice-President of Publications, and as President-Elect, President, and Counselor. She was made a fellow of ITAA in 2002. In 2012, she received the University of Minnesota's award for outstanding contributions to Post Baccalaureate, Graduate, and Professional Education.

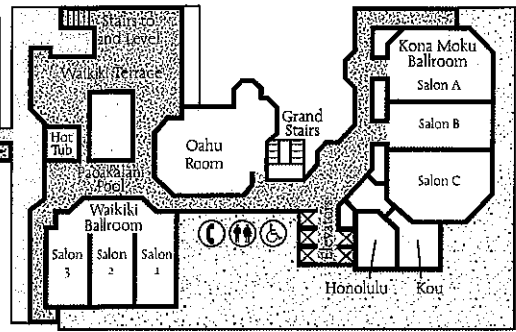




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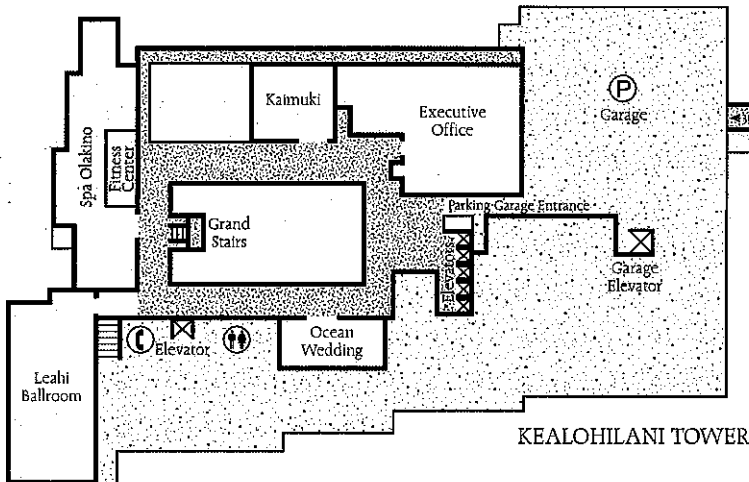


KEALOHILANI TOWER

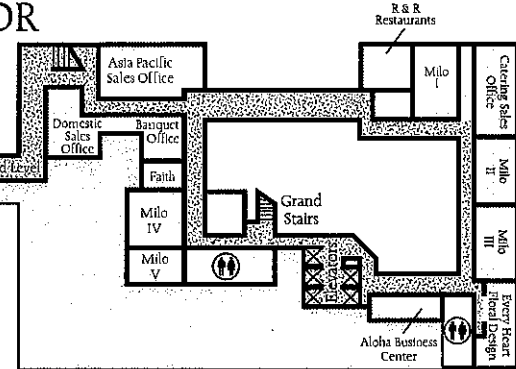


PAOKALANI TOWER

### SECOND FLOOR

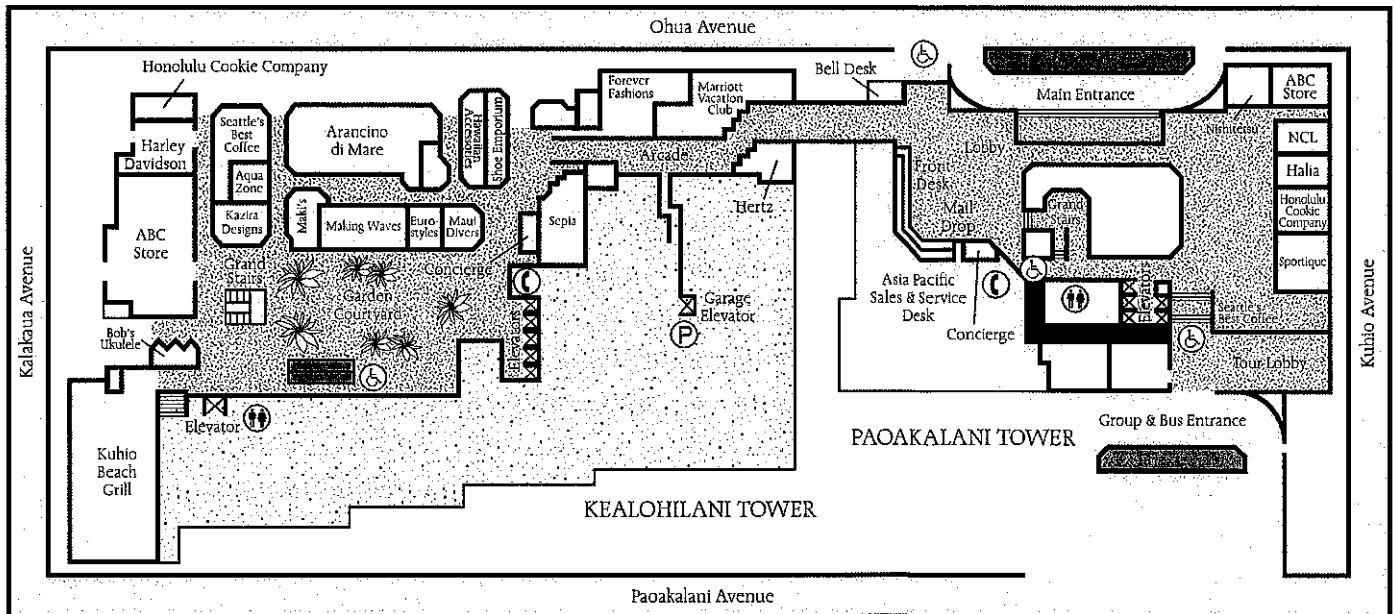


KEALOHILANI TOWER



PAOKALANI TOWER

### FIRST FLOOR



KEALOHILANI TOWER

PAOKALANI TOWER

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## **Tuesday, November 13**

8:30am-7:30pm Council Meeting  
1:00pm-8:00pm Registration Open

*Presidential Suite  
Lanai*

## **Wednesday, November 14**

8:00am-6:00pm Registration Open

*Lanai*

8:00am-Noon Workshop - Leaning towards Leadership *Milo 1*  
Topics and activities designed to develop and strengthen your ability to confidently and effectively lead others. The book, *Leadership the Eleanor Roosevelt Way*, will be used as a framework. Coordinators/Presenters: Karen K. Leonas, Washington State University; Jane Hegland, South Dakota State University; Gwen O'Neal, University of North Carolina, Greensboro; Holly Bastow-Shoop, North Dakota State University; and Leslie Davis Burns, Oregon State University.

8:00am-Noon Workshop – Use and Application of the Sustainable Apparel Index *Waikiki 3*  
A work session to learn the use and application of Higg Index for measuring the environmental and social performance of apparel products and supply chains that produce them. Higg Index is a tool developed by the Sustainable Apparel Coalition, an industry-wide group of leading apparel and footwear brands, retailers, manufacturers, non-governmental organizations, academic experts and the U.S. Environmental Protection Agency working to reduce the environmental and social impacts of apparel and footwear products around the world. Moderator/Coordinator: Marsha Dickson, University of Delaware/Anupama Pasricha, St. Catherine University; Presenters: Jason Kibbey, Executive Director of the Sustainable Apparel Coalition, Kelly Cobb, University of Delaware.

8:00am-3:00pm Tour - Honolulu Museum of Art and Shangri La  
*(Meet in Tour Lobby – Paoakalani Ave Entrance at 7:45 am)*  
Honolulu's premiere fine arts museum houses a large collection of Asian arts. A guided tour of textile items in the museum's collection is planned. Shangri La is the Honolulu home of the American tobacco heiress and philanthropist Doris Duke. Built in 1937 it houses Duke's impressive collection of Islamic art and is considered one of Hawai'i's most architecturally significant homes. A small group tour provides a unique opportunity to see the massive painted ceilings, elaborately carved doorways, intricate mosaic tile panels, colorful textiles and other art forms, accompanied by the sound of crashing waves, fountains, and bird calls. Have lunch in the lovely outdoor café.

8:30-11:30am Tour - Iolani Palace  
*(Meet in Tour Lobby – Paoakalani Ave Entrance at 8:15 am)*  
An architectural treasure, this original residence of Hawai'i's royal monarchy has been meticulously restored and is recognized as one of the most spectacular restorations in Polynesia. A docent-guided tour of the upper floors followed by individual exploration of the basement galleries is planned.

1:00-4:00pm      **Workshop – Teaching Textiles Online**      *Milo 1*  
 Back by popular demand, in this workshop Patty Brown will demonstrate the use of The Textile Kit™ swatch set and iTextiles™ e-Textbook and full course support software for teaching textiles. Particular emphasis will be given to how to use the software’s electronic textbook, how to access its thousands of digital images and video clips, the use of PowerPoint lectures provided to students versus instructor-only PowerPoint presentations, interactive review features available to students, Study and Review Questions and Table-Top Labs, Exercises and Experiences, reference features such as terminology definitions and audio pronunciations, conducting online assessment of student learning, and other available online assistance and support for kit assembly and use. Significant time will be spent on all participants sharing past experiences (what worked well, what didn’t), technology issues and solutions, institutional constraints and how they can be overcome, and brainstorming new ideas for teaching Textiles both online and in traditional classroom or blended settings. We will question and compare the effectiveness of online delivery methods versus (or in addition to) traditional classrooms, and discuss what can make online teaching more effective.  
 Coordinator: Patty Brown, ATEXINC Corporation

3:00-4:00pm      VPs meet with Committee Chairs      *Leahi Ballroom*  
 CTRJ Editorial Board Meeting      *Milo 2*

4:00-5:00pm      CTRJ Editor and Associate Editors Meeting      *Milo 2*  
 New Attendees Meeting      *Milo 3*  
*President: Dee Knight, University of North Texas, VP Operations*  
 A special welcome for first-time attendees at an ITAA conference—we want to meet you!  
 Personalize your ITAA experience by getting acquainted with the Council, committee chairs, and each other before the Opening Reception.



5:00 pm      **Opening Reception, Co-Sponsored by Fairchild Books and ITAA**      *Pualeilani Terrace*  
 Greet and meet your colleagues and friends at the opening luau. The luau will include delicious Hawaiian foods and a special fashion show of garments worn by the aliʻi (Hawaiian royalty). Aloha Attire or casual wear is encouraged.



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## Clothing Cultures

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The journal intends to address issues of clothing from design and manufacture to retail and consumption in whatever form this takes. Drawing from notions of the everyday as well as geographical difference, *Clothing Cultures* addresses issues of disparity and standardisation, the circulation of goods, styles and motifs, performance and disappearance, from concept to wardrobe. *Clothing Cultures* will provide an inter-disciplinary discourse surrounding the everyday experience of clothing. All articles are peer-reviewed.



NEW

## Critical Studies in Men's Fashion

### Principal Editor

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*Critical Studies in Men's Fashion* is the first journal to focus exclusively on men's dress as a means of examining the tangible and intangible aspects of creating and maintaining appearance. Theoretical and empirical scholarship in the form of original articles, reports, and media reviews is welcome. The journal will accept articles that are theoretical or empirical, from any discipline or theoretical foundation. All articles are peer-reviewed.



## Fashion, Style & Popular Culture

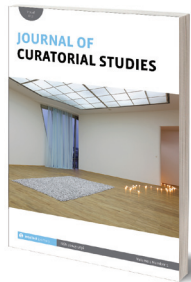
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*Fashion, Style & Popular Culture* is a peer-reviewed journal specifically dedicated to the area of fashion scholarship and its interfacings with popular culture. It was established to provide an interdisciplinary environment for fashion academics and practitioners to publish innovative scholarship in all aspects of fashion and popular culture relating to design, textiles, production, promotion, consumption and appearance-related products and services, in addition to psychological/sociological aspects of dress, style, body image, and cultural identities.



## Journal of Curatorial Studies

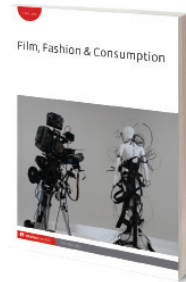
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The *Journal of Curatorial Studies* is an international, peer-reviewed publication that explores the cultural functioning of curating and its relation to exhibitions, institutions, audiences, aesthetics and display culture. The journal takes a wide perspective in the inquiry into what constitutes "the curatorial." Curating has evolved considerably from the connoisseurship model of arranging objects to now encompass performative, virtual and interventionist strategies.



## Film, Fashion & Consumption

ISSN: 20442823 | Online ISSN: 20442831

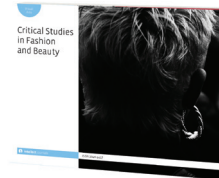
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*Film, Fashion & Consumption* is a peer-reviewed journal designed to provide an arena for the discussion of research, methods and practice within and between the fields of film, fashion, design, history, art history and heritage. The journal seeks to stimulate ongoing research on these topics and to attract contributions not only from scholars researching in these areas, but also from practitioners.



## Critical Studies in Fashion and Beauty

ISSN: 20404417 | Online ISSN: 20404425

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*Critical Studies in Fashion and Beauty* is the first journal dedicated to the critical examination of the fashion and the beauty systems as symbolic spaces of production and reproduction, representation and communication of artifacts, meanings, social practices, and visual or textual renditions of cloth, clothing and appearance.

## **Thursday, November 15**

7:30am-Noon Registration Open

*Lanai*

### **7:00 - 8:45 am Breakfast General Session**

*Kona A-C*

*Presider: Kathleen Rees, Texas A&M University-Kingsville, ITAA President*

Welcome

President's Address

### **9:00- 10:15am Concurrent Breakout Session I**

#### **1 ITAA Distinguished Scholar Lecture**

*Waikiki 1 Presider: Harriet McLeod, Kent State University*

#### **Intellectual (Auto) Biographies: Documenting the Contributions of Scholars in Clothing and Textiles**

Kim K.P. Johnson, University of Minnesota, USA

#### **2 Creativity, Smart Technology, and Consumers**

*Milo 1 Presider: Charles Freeman, Mississippi State University*

#### **A Sustainable Design Paradigm for Smart Performance Textiles and Apparel**

Eulanda A. Sanders, Ph.D. Colorado State University/Iowa State University, USA; Ajoy K. Sarkar, Colorado State University/Fashion Institute of Technology, USA; Logan Garey, Anna Rieder, Jared Blumentritt, and Eric Gauck, Colorado State University, USA

#### **Creativity and Tolerance of Ambiguity in Fashion Design Students**

Joyce Robin Robinson, Beth Winfrey Freeburg, and Jane E. Workman, Southern Illinois University, USA

#### **Evaluating Creativity in Undergraduate Fashion Illustrations: An Instrument Reliability Analysis**

Charles Freeman, Mississippi State University, USA and Lisa McRoberts, Louisiana State University, USA

#### **Orientation of Chinese Designer Brands: Market vs. Design**

Juanjuan Wu, University of Minnesota, USA; Yue Hu, Shanghai University of Engineering Science, China; Lei Xu, Shanghai Second Polytechnic University, China; Marilyn R. Delong, University of Minnesota, USA

#### **3 Dress and Culture**

*Milo 2 Presider: Kaye Crippen, University of Arkansas-Pine Bluff*

#### **Producing Place, Declaring Rights: Ceremonial Curtains of Nuuchahnulth First Nations**

Denise Nicole Green, University of British Columbia, Vancouver, Canada

#### **The Evolution of the Quincenera: Dress as a Reflection of Syncretism in a Traditional Rite of Passage among Latinas**

Jessica Renee Lantz and Linda Arthur Bradley, Washington State University, USA

#### **The Role of Dress in Women's Transition from Iranians to Iranian-Americans**

Fatemeh Ghayournejadian and Kim Hiller Connell, Kansas State University

#### **Understanding the Environment of Black Micro Enterprises in the Caribbean**

Amanda J. Muhammad, Bowling Green State University, USA and Jana Hawley, University of Missouri, USA

**4 Globalization and its Impact on Trade, Business, and Education**

*Milo 3                    Presider: Ting Chi, Washington State University*

**Impact of U.S. Apparel Imports from China on Those from Other Asian Countries**

Eun Hee Kim and Marjorie J.T. Norton, Virginia Polytechnic Institute and State University, USA

**The Global Connections Project, Version 2.0. Continuing the Focus on Understanding Global Concepts and Cultural Diversities**

Anna A. Magie, Deborah D. Young, and Sheri L. Dragoo, Texas Woman's University, USA

**The Price of Levi's Jeans across Countries: Why and How are They Different?**

Junghwa Son and ByoungHo Jin, The University of North Carolina at Greensboro, USA

**The United States-Korea Free Trade Agreement and Its Impacts on China's Textile and Apparel Exports to the United States**

Sheng Lu, University of Rhode Island, USA; Kitty Dickerson, University of Missouri, USA

**5 Redefining Boundaries: Learning from Change and Service Experiences**

*Waikiki 2                    Presider: Cathryn Studak, University of the Incarnate Word*

**Merchandising Program Relocation Model**

Kelly Green Atkins and Anna Duggins Roberts, East Tennessee State University, USA

**Developing Partnerships with High Schools for Fashion Student Recruitment**

Cathryn Studak and Melinda Adams, University of the Incarnate Word, USA

**Service Learning for Fashion Retailing Students Following a Natural Disaster**

Barbara (Babs) Davis, The University of Alabama, USA

**Service-Learning Supports Professional Development in a Pre-Internship Seminar Course**

Linda Manikowske, WooMi Phillips, and Matthew Skoy North Dakota State University, USA

**6 Functional/Protective Apparel Design**

*Waikiki 3                    Presider: Mercan Derafshi, Washington State University*

**Culinary Clothing and Safety: Kitchen Uniforms as Personal Protective Equipment**

Briana Ehnes, Rachel McQueen, and Megan Strickfaden, University of Alberta, Canada

**Development of Hospital Patient Apparel with Enhanced Functional, Expressive, and Aesthetic Attributes**

Juyeon Park, Ajoy Sarkar, and Melissa Cozza, Colorado State University, USA

**Pretty in PPE: The Relationship between Personal Protective Equipment (PPE), Self-Efficacy, and Job Satisfaction of Women in the Building Trades**

Linsey Gordon, Angella J. Kim, and Heidi Wagner, University of Minnesota, USA

**Development and Evaluation of a Nursing Sports Bra Prototype**

Kristen Morris, Cornell University, USA; Juyeon Park, Colorado State University, USA; and Ajoy Sarkar, Colorado State University/Fashion Institute of Technology, USA

**7 Integrating Industry and Sustainability Perspectives in Teaching of Textile and Apparel Courses**

*Milo 4                      Presider: Jane Hegland, South Dakota State University*

**Identifying the Skills that Students Need to Succeed: Perspectives of US and Global Apparel Entrepreneurs and Small Business Owners**

Nancy Hodges, Kittichai Watchravesringkan, and Jennifer Yurchisin, The University of North Carolina at Greensboro, USA, Elena Karpova and Sara Marcketti, Iowa State University, USA, Jane Hegland, South Dakota State University, USA and Ruoh-Nan Yan, Colorado State University, USA

**The Integration of Sustainability in Textiles and Apparel Education: Key Stakeholder Narratives**

Cosette M. Armstrong, Oklahoma State University, USA and Melody L.A. LeHew, Kansas State University, USA

**Ethics across Curriculum: Child Labor as an Essential Topic in Global Trade Course**

Mariné Aghekyan, Ph.D. California State University Long Beach, USA

**Teaching CAD Patternmaking: Relating Apparel Manufacturing Efficiency to the Envelope Industry**

Alphonso McClendon, Drexel University, USA

**8 Social Media and Multichannel Retailing**

*Milo 5                      Presider: Leslie Burns, Oregon State University*

**Content Analysis of Tablet Apparel Catalogs**

Tracie Tung and Leslie Davis Burns, Oregon State University, USA

**Relational Social capital in the Virtual Network of QQ China: Transforming into Consumer Virtual Engagements and Purchase Intentions**

Ran Huang M.S., HaeJung Kim Ph.D, and JiYoung Kim, Ph.D., University of North Texas, USA

**Social Network Adoption: Influence of Cultural Dimensions Using Adapted Theory of Reasoned Action**

Sanjukta Pookulangara, University of North Texas, USA and Ge Xiao, Wilkes University, USA

**Using 3D Avatars as Online Sales People: The Effect of Avatar Type on Credibility, Homophily, Attractiveness, and Intention to Interact**

Ian Mull, Jamie Wyss, Eunjung Moon, and Seung-Eun Lee, Central Michigan University, USA

**10:30 -11:45am Concurrent Breakout Session II**

**9 Sustainability and Consumer Behavior**

*Waikiki 1                      Presider: Kim Hiller Connell, Kansas State University*

**Eco-Citizens in Clothing Consumptions: Impacts of Business Stewardship and Consumer Sustainability Value on Their Lifestyle Practices**

Stacy Hyun-Nam Lee M.S. HaeJung Kim Ph.D, Kiseol Yang Ph.D University of North Texas, USA

**Socially Responsible Consumer Behavior in Apparel and Textiles: Developing a Conceptual Model to Guide Future Research**

Erin M. Monfort-Nelson and Kim Y. Hiller Connell, Kansas State University, USA

**Using Normative Social Influence to Motivate Sustainable Apparel-Purchasing Behaviors**

Kim Y. Hiller Connell and Joy M. Kozar, Kansas State University, USA

**Young Consumers' Environmental Attitudes and Eco-fashion Purchase Intentions: The Impact of Marketing Related Variables**

Sonali Diddi and Linda S. Niehm Iowa State University, USA

**10 Awe and Charm: A Space for Iconic Deviancy**

*Waikiki 2      Presider: Susan Kaiser, University of California Davis*

**A Model of Deviant Appearance and Behavior Construction and Management in Adolescent Females: A Content Analysis of the Films *Thirteen* and *Augusta, Gone***

Genna Reeves-DeArmond, Oregon State University, USA and Emily Wieghaus, Colorado State University, USA

**Brand This Way: Lady Gaga's Fashion as Storytelling Context to the GLBT Community**

Joseph H. Hancock, II, Drexel University, USA

**Space and Sexuality through Style: Fashioning Rural, Urban, and Suburban Masculinities**

Susan B. Kaiser, Sara T. Bernstein, Denise Nicole Green, Tania Hammidi, Kelly Sullivan, and Margaret Thordsen, University of California, Davis, USA

**The Hitler Meme as Inspiration in Fashion**

Laura K. Kidd, Southern Illinois University Carbondale, USA

**11 Innovative Technology in Design & Product Development**

*Milo 1      Presider: Pamela Ulrich, Auburn University*

**A Wearable System Design for Outdoor Activities and Tourism**

Helen S. Koo, and Kristy A. Janigo, University of Minnesota, USA

**Analysis of Upper Body Measurement Changes in Motion using Motion Capture System**

MyungHee Sohn and Elizabeth Bye, University of Minnesota, USA

**Hot or Not? Crowd-Sourced Evaluation of Computer-Generated Outfits**

Lucy E. Dunne, Vivian Zhang, and Loren Terveen, University of Minnesota, USA

**Statistical Human Body Form Classification: Methodology Development and Application**

Frederick Cottle, Lenda Jo Connell, Pamela Ulrich, and Karla Simmons, Auburn University, USA

**12 Consumers' Responses to Misinformation and Negative Emotions**

*Milo 2      Presider: Jung Ha-Brookshire, University of Missouri*

**Bamboozled or Dog Fur? Consumers' Physiological Reactions to Mislabeled Fibers**

Jung Ha-Brookshire and Pamela Norum, University of Missouri, USA

**Body Image and Retail Therapy Behaviors among College Students**

Angella J. Kim and Kim K.P. Johnson, University of Minnesota, USA

**Fraud or Misleading: What to Distrust?**

Gargi Bhaduri and Jung E. Ha-Brookshire, University of Missouri, USA

**When the Shoe Doesn't Fit: A Content Analysis of Female Consumers' Negative Emotions**

Juyeon Park and Lisa Curwen, Colorado State University, USA

**13 History and Culture**

*Milo 3      Presider: Linda Bradley, Washington State University*

**Annie Malone's Images of African American Beauty, Inside and Out**

Chajuana V. Trawick, St. Louis Public School District, USA

**Creative Hybridity in Alfred Shaheen's Development of Hawaiian Prints for Aloha Attire**

Linda Arthur Bradley, Washington State University, USA

**Ghanaian Inspired Student Designs: Course Project in History of Costume**

Kimberly Miller-Spillman, PhD, University of Kentucky, USA

**Stylistic Elements of Asian Dress as used in 20th Century Fashion Design**

Ja-young Hwang and Sara B. Marcketti, Iowa State University, USA

**14 Fashion Studies: Innovation and Diffusion**

*Waikiki 3      Presider: Charlotte Jirousek, Cornell University*

**“What they are...we are not”: A Proposed Theoretical Approach to Fashion Diffusion Models**

Charles Freeman, Mississippi State University, USA

**Behind the Curtain: Selectively Revealing or Concealing the Supply Chain Activities in Luxury Fashion Magazines**

Katie Baker Jones and Jung E. Ha-Brookshire, University of Missouri, USA

**Fashion Theory Application to Longitudinal Data**

Wanda K. Cheek, Mississippi State University, USA

**The Vignelli Approach to Apparel Design: An Examination of an Architect’s Venture into Sustainable Fashion**

Kristen Morris, Melissa Moukperian, and Charlotte Jirousek, Cornell University, USA

**15 Functional Textiles and Clothing**

*Milo 4      Presider: Subhas Ghosh, Eastern Michigan University*

**Body Armor and Load Carriage Effects on Lower Extremity Joint Movement**

Huiju Park, Cornell University, USA and Donna Branson, Adriana Petrova, Semra Peksoz, Bert Jacobson, Aric Warren, Carla Goad, and Panagiotis Kamenidis, Oklahoma State University, USA

**Build-up of Axillary Malodor in Cotton and Polyester Clothing with Multiple Use**

Rachel McQueen, James Harynuk, Wendy Wismer, Yin Xu, Paulina de la Mata, Shyue Shyang Ng, University of Alberta, Canada

**Embedding Aromatherapy Essential Oils on Textiles Using  $\beta$ -Cyclodextrin Inclusion Complex**

Subhas Ghosh and Natalie Reynolds, Eastern Michigan University, USA

**Comparison of Aluminum Mordanted and Nonmordanted Wool and Cotton Dyed with Walnut**

Kelsie Doty and Sherry Haar, Kansas State University, USA

**16 Interactive & Collaborative Learning in Design & Product Development**

*Milo 5      Presider: Kelly Cobb, University of Delaware*

**CoLab: A Two-fold Development Model Utilizing Studio Collaboration to Inspire Product and Professional Development.**

Kelly Cobb The University of Delaware, USA

**Developing Functional Safety Apparel Designs Incorporating Electroluminescent Technology in an Undergraduate Computer Based Methods for Apparel Class**

Kathleen R. Smith, Ed.D. Lauren Speight, B.S. University of Arkansas, USA

**Fashion and Optometry: A Collaborative Partnership**

Theresa Lopez and Sharon Welkey University of the Incarnate Word, USA

**Illustrating Learning While Mentoring Teaching**

Sheri L. Dragoo, Texas Woman's University, USA

- 12:00-1:30pm Lunch General Session** *Kona A-C*  
*Presider: Elizabeth Bye, University of Minnesota, ITAA VP Education*  
 Keynote Speaker, Josh Feldman, CEO Tori Richard
- 1:30-3:30pm Tour - Tori Richards  
*(Meet in Tour Lobby – Paoakalani Ave Entrance at 1:15pm)*  
 Hawai'i's most prestigious apparel manufacturing firm specializes in luxury resort apparel made up in unique, sophisticated, in-house fabric designs. Tour the facility accompanied by a company executive who will describe the history, design philosophy, and operations of this family business that has achieved worldwide recognition for designs that reflect exotic resort destinations.
- 1:30-3:30pm Tour - DFS-Galleria – Hawai'i  
*(Meet in Tour Lobby – Paoakalani Ave Entrance at 1:15pm)*  
 DFS is the world's leading luxury retailer catering to the international traveler. The Galleria – Hawai'i stores occupy prime retail space along Kalakaua Avenue bordering Waikiki Beach. The tour includes a visit to the high-end stores and facilities, and a talk by a DFS-Hawai'i executive.
- 1:30-4:30pm Hawaiian Craft Workshops *Waikiki 1*  
 This year, two hands-on workshops introduce you to traditional crafts of the Hawaiian Islands. Instructors are experts in their crafts.
- 1:30-2:30 Ribbon Lei—traditional leis wither and die in days but with this workshop you will learn how to make a lei that lasts forever.
- 2:30-3:30 Raffia/Shell Bracelets—bring home a beautiful souvenir that you can wear. Raffia and local shells are combined to make artistic and unique jewelry.
- 6:45-8:00pm Graduate Student Poolside Chat *Paoakalani Pool*  
*Presider: Gargi Bhaduri, University of Missouri, ITAA Graduate Liaison*  
 Conversation with Dr. Elaine Pedersen, Oregon State University



**한국의류학회**

The Korean Society Clothing and Textiles



## **ITAA-KSCT Joint Symposium: Enhancing International Collaborations** *Waikiki 1*

### **2:00-3:30pm Session 1: Curriculum, Undergraduate Programs, and Industry Relations**

*Presider: Leslie Davis Burns, Oregon State University, USA*

#### **Oral Presentations**

##### **Initiative ITAA and KSCT**

##### **Initiating Conversation on Coalition Between ITAA and KSCT Members: Groundwork for a Global Collaboration in the Textiles and Clothing**

Jung Ha-Brookshire, University of Missouri, USA; Jihyun "J" Kim, Virginia Tech, USA (co-leaders); Yuri Lee, Seoul National University, Korea; Hanna Kim, Chungnam National University, Korea; Jinhwa Lee, Pusan National University, Korea; Eunah Yoh, Keimyung University, Korea

##### **Curriculum Development**

##### **Demands for Clothing and Textiles Curriculum Development in the Globalized Environment**

Yuri Lee\*, Seoul National University, Korea; Youngjoo Na, Inha University, Korea; Soonjee Park, Yeungnam University, Korea; Mikyung Song, Seoul Women's University, Korea; Kyu-Hye Lee, Hanyang University, Korea; Seunghee Lee, Sookmyung Women's University, Korea; Eunhyuk Yim, Sungkyunkwan University, Korea; Yeonhee Jeong, Kunsan National University, Korea

##### **Undergraduate Curriculum, Industry Relations**

##### **How Do Korean Apparel and Fashion Majors Produce Fashion Professionals?**

Jinsook Hwang\*, Konkuk University, Korea; Eunae Kim, Yonsei University, Korea; Cheunsoon Ahn, University of Incheon, Korea; Soonchun Park, Chosun University, Korea; Eunkyung Jeon, University of Ulsan, Korea; Jeongeun Shim, Yonsei University, Korea

##### **Utilization of Manpower in Korean Fashion Industry**

Yongju Kim\*, Hansung University, Korea; Hyo-Seon Ryu, Seoul National University, Korea; Chuyeon Suh, Dong-A University, Korea; Kyong-Hwa Yi, The Catholic University of Korea, Korea; Yuri Lee, Jin Ah Son, Seoul National University, Korea

#### **Poster Session**

##### **Creative Teaching**

##### **Teaching Locally Learning Globally: Team-Taught Class in Mongolia and South Korea**

Jaeil Lee\*, Seattle Pacific University, USA; Yoon-Jung Lee\*, Kyung-Hee Hong, Korea University, Korea; Eun Jung Kim, Mongolia International University, Mongolia

##### **The Cross-Cultural Fashion Project: An International Collaborative Online Student Activity**

Jasmin Kwon, Tom Brinthaup, Middle Tennessee State University, USA

##### **Using the Creative Idea Development Model in Fashion Design Class -Focus on Compounding Model**

Yoonkyung Lee\*, Seoul National University, Korea

**3:50-6:00pm Session 2: Innovative Research/Creative Activity in Textiles and Clothing**

*Presider: Cheunsoon Ahn, University of Incheon, Korea*

**Oral Presentations**

**Bridging the Gap, East and West Culture**

**Study on the Similarities of Culture Shown in the Ancient Relics of the East and the West - for the Purpose of Using It as Fashion Source**

Keumseok Chae, Sohee Kim\*, Sookmyung Women's University, Korea

**Product Development**

**Functional Panel Design of 3D Compression Suit and Performance of Body Movement**

Namyim Kim\*, Yanjun Wu, Jiyoung Choi, Kyunghi Hong, Chungnam National University, Korea

**Global Market, Global Consumer**

**A Study on Perceived Risk of Apparel E-Shopping-Focused on the Comparison of the Consumers Between Japan and Korea**

Sang-Hee An\*, Bunka Gakuen University, Japan

**Corporate Social Responsibility Communications of Global Apparel Firms: The Website Analysis of U.S., European, and Asian Firms**

Hongjoo Woo, Byoungho Jin, The University of North Carolina at Greensboro, USA

**Country of Origin Factors Influencing Perceived Price for Multinational Products**

Yoon So-Hyang, Jung Ha-Brookshire, University of Missouri, USA

**Small Business Internationalization: What Hinders and How Can We Help?**

Byoungho Jin, Sojin Jung, The University of North Carolina at Greensboro, USA

**Poster Session**

**Research and Industry Collaborations**

**Collaboration between Designers and Managers: From the Perspective of Cultural Branding Strategy**

Yoo Jin Kwon\*, Korea National Open University, Korea

**Creative International Collaboration Activity: A Case Study of a Street Fashion Magazine, "Cracker Your Wardrobe"**

Na-an Ju\*, Hoe-jin Jung, Kyu-hye Lee, Hanyang University, Korea

**International Research Collaboration Patterns in Clothing and Textiles**

Heesoon Yang, Seoul National University, Korea; Hye Jung Jung, Chung-Ang University, Korea;

Chorong Youn\*, Yun Jung Choi, Seoul National University, Korea

**Consumer Behavior**

**Comparative Study on the Effect of Country-of-Brand and Brand Personality on Sportswear Purchase Intentions of University Students in Korea and China**

Yong-Sook Kim\*, Chonbuk National University, Korea

**Consumers' Perceptions Concerning Service Fairness and Their Effect on Relationship Quality and Performance in Clothing Stores**

Gyeong-eun Oh, Jeong In Hwang, Jae-Ok Park\*, Hanyang University, Korea

**Consumers' Satisfaction with Cosmetics after Purchase According to Perceived Risk and Information Source Utilization: Viewed by the Type of Distribution Channel**

Ye-Seong Kim, Ansan University, Korea; Choon Sup Hwang\*, Kyung-Hee University, Korea

**Factors Influencing Korean Slow Fashion Consumer Purchase Attitudes**

Jeong Sun Lee\*, Hyuk Sang Kwon, Ae-Ran Koh, Yonsei University, Korea

**Perceived Inferiority of Review Quality: Increasing Perceived Risk of Online Shopping and Decreasing Online Purchase Intention**

Heesook Hong\*, Jeju National University, Korea; Yoo-Kyoung Seock, The University of Georgia, USA; Gi-Eok Kim, Eunyong Kim, Jeju National University, Korea

**The Effect of Country Image on Korean Fashion Brand Preferences of Chinese Consumers**

Xu Yuanyuan, Shenyang Aerospace University, China; Jinsook Hwang\*, Konkuk University, Korea

**The Effects of Communication and Mountain Climbing Wear Benefits Sought on Clothing Usage Behavior**

Suh Young Ahn\*, Mi Ree Park, Seung Won Yoon, Ae-Ran Koh, Yonsei University, Korea; Mi Ah Lee, Seoul National University, Korea

**The Effect of Customer Loyalty Programs in On-Offline Channels**

Minjung Park\*, Sangmyung University, Korea

**Design and Aesthetics**

**Analyses of Surrealist Fashion Design Based on Object Utilization Categories**

Jee Hyun Bang, Yhe-Young Lee\*, Korea University, Korea

**Application and a Method to Extract a Color Chip from Color Images that Correspond to Image Scale**

Keum Hee Lee\*, Seoul Women's University, Korea; Min Young Ahn, Digital Seoul Culture Arts University, Korea

**Exploring Muscularity in the Ideal Body of Korean Women**

Yhe-Young Lee\*, Korea University, Korea; Heekang Moon, Pai Chai University, Korea; Hyun-Hwa Lee, Inha University, Korea

**Product Development**

**Analysis of the Demand on the Disposable Sanitary Pad by Use Evaluation According to Age Groups**

Eunkyung Jeon\*, Jeehyun Moon, University of Ulsan, Korea

**An Analysis on Technical Design of Disposable Protective Coveralls to Reduce Farmer's Syndrome**

Eunkyung Jeon\*, Jeehyun Moon, University of Ulsan, Korea

**Comparison of Perceived Virtual Fit on 3D Clothing Modeling Systems Between Korean and American College Women - Focus on Virtual Fit for Women's Jeans**

Wolhee Do\*, Chonnam National University, Korea; Susan Ashdown, Cornell University, USA

**Development of Man's Base Layer Compression Garment Using 3D Korean Standard Figure Adopting the Concept of 3D Geometrical Sculpturing**

Soyoung Kim\*, Yejin Lee, Jiyoung Choi, Yanjun Wu, Namyim Kim, Heeran Lee, Kyunghi Hong, Chungnam National University, Korea

**Development of Tight-fitted Replica Pattern Using Regression Equations from 3D to 2D Direct Pattern Development**

Yanjun Wu\*, Jiyoung Choi, Namyim Kim, Kyunghi Hong, Chungnam National University, Korea

**The Computerized Human Body Modeling and Work Motion-Capturing within the 3-D Virtual Clothing Simulation System for the Wearer Mobility Evaluation of Painting Work Clothes**

Gin Ah Park\*, Changwon National University, Korea

**The Effect of the 3D Compression Pants with Kinesio Taping on Isokinetic Muscle Strength During Knee Joint Movement**

Jiyoung Choi\*, Yanjun Wu, Namyim Kim, Kyunghi Hong, Heeguen Park, Wanglok Lee, Chungnam National University, Korea

**Smartwear**

**Reverse Heat Transfer in Structural Fire-Protective Clothing**

Duck Weon Lee, Eunae Kim\*, Yonsei University, Korea

**Change in Way of Thinking: Air Layer Expands to Make Smart Outdoor Jacket at Cold Environment**

Jiyeon Lee, Guira Park, Eunae Kim\*, Yonsei University, Korea

**Analysis of Fiber, Dye, and Print**

**Cellulosic Fabrics from Wooden Lacquer Wares Excavated at Paju Hyeemwonji**

Hyo-Seon Ryu\*, Seoul National University, Korea; Jeong-min Chae, Dankook University, Korea

**HPLC Analysis of Indigotin and Indirubin Composition in Indigo Powder Dyes and Its Effect on the Color and the Antimicrobial Effect of Dyed Cotton Fabric**

Cheunsoon Ahn\*, Jeeun Oh, University of Incheon, Korea

**Subjective and Objective Evaluation of Sensation and Hand Values of Persimmon Juice Dye-Printed Fabrics**

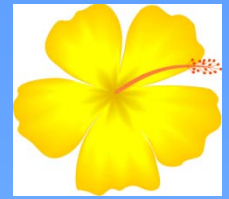
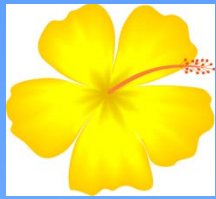
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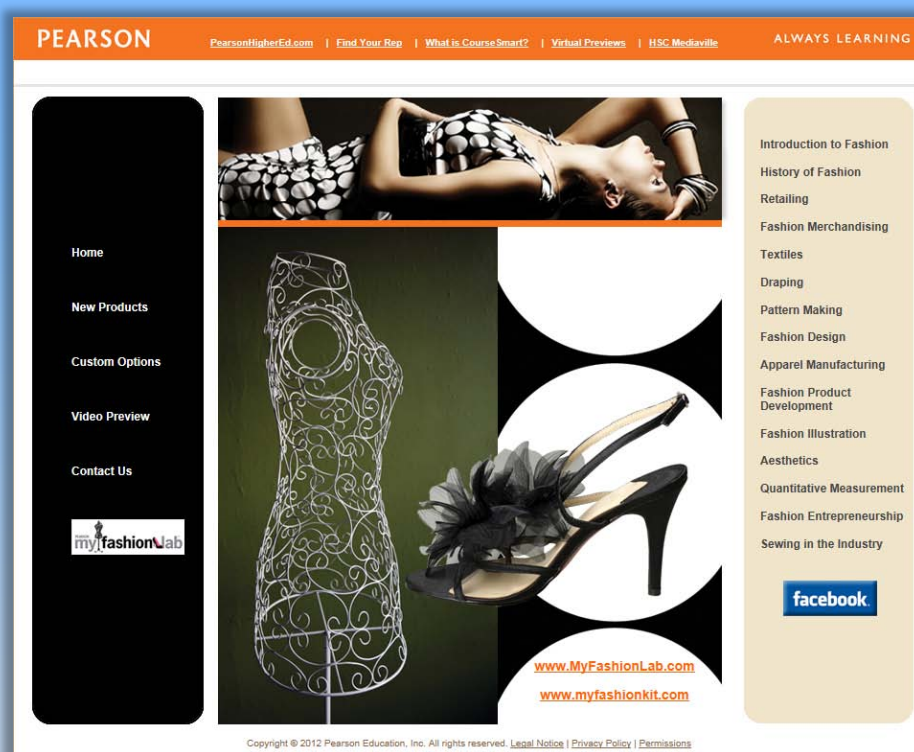
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## **Friday, November 16**

7:30am-5:30pm Registration Open

*Lanai*

### **7:30am-2:00pm Poster Session**

*Kona A-C*

*Presider: Marianne Bickle, University of South Carolina, ITAA Treasurer*

7:30-8:00am Poster Set Up  
8:00-9:15am Authors Available with Posters  
9:15-12:30pm Posters Remain in Place for Extended Viewing  
2:00pm Poster Removal Complete

### **Aesthetics, Design, Product Development**

#### **1 2D/3D Digital and Real Flamingo Pua-inspired Product Prototype Exploration**

Elaine Polvinen and Lynn Boorady, Buffalo State College, USA

#### **2 A Meta-Analysis of Apparel-Related Research for Plus-Size Teens**

Laurel Romeo and Young-A Lee, Iowa State University, USA

#### **3 Analysis of Lower Body Characteristics of Korean Women Using 3D Body Scan Data**

Dong-Eun Kim, California State University-Long Beach, CA, USA

#### **4 Analysis of Petite Sized Women's Figures Based on SizeUSA Data: An Assessment of Petite Sizing Systems Used in the U.S. Apparel Industry**

Young Sook Kim and Hwa Kyung Song, Kyung Hee University, Korea and Susan P. Ashdown, Cornell University, USA

#### **5 Computer-Aided-Design for a Visual Merchandising Class: A Case Study with the Program Developer and the Industry for a Curriculum Development.**

Sookhyun Kim, Johnson & Wales University, USA, and Len Horridge, vrSoftware, England

#### **6 Creating Pageant Apparel Using Industry Technology: A Graduate Course**

Laurie M. Apple, Ph.D., Stephanie K. Hopper, B.S. University of Arkansas, USA

#### **7 Deconstruct then Reconstruct: A Sustainable Fashion Design Project for Graduate Students**

Lu Ann Lafrenz, Ryerson University, Canada

#### **8 Design Strategies in Transitional Economy: The Case of Chinese Underwear Enterprise Aimer Group, Ltd.**

Hong Yu, Ryerson University, Canada, Ping Zhao and Jingjing Xia, Beijing Institute of Fashion Technology, P.R. China

#### **9 Fractal Analysis: Use of Chaos Theory as a Design Model for Felting Processes**

Eulanda A. Sanders, Colorado State University/Iowa State University, USA

#### **10 Interpersonal Skills Needed by Fashion Design Graduates: Focus on Teamwork**

Eunyoung Yang, Meredith College, USA, Sheri L. Dragoo and Deborah D. Young, Texas Woman's University, USA

#### **11 Pinterest Project: Using Social Media and Co-Design to Develop Apparel Design Skills**

Kendra-Louise Meyer, Albright College, USA

#### **12 Ready-to-Wear Shift Dress: A Real World Design Problem**

Belinda T. Orzada, University of Delaware, USA

#### **13 Real versus Representations: Inspirational Sources in the Textile Design Process**

Lesley Stafiniak, Megan Strickfaden, and Tom Terzin, University of Alberta, Canada

#### **14 Redesigning Cancer, Designing Hospital Gowns for Oncology Patients**

Trenton Bush, MA and Valerie Birk, MA, Ball State University, USA

**15 Suits Design using Three-Dimensional Apparel CAD system for Disabled Young Women Using a Wheelchair**

Keiko Watanabe and Nozomi Onoe, Kyoto Women's University, Japan, Aoi Morishita, University of Shiga Prefecture, Japan

**16 Universal Sleepwear Design Application for Women with Lymphedema**

Kirsten Schaefer, Yvonne Lin, and Sandra Tullio-Pow, Ryerson University, Canada

**17 Wearable Art, Increasing a Student's Aesthetic Perception**

Valerie Birk, MA and Trenton Bush, MA, Ball State University, USA

**18 Women's self-perceptions: A case study of equestrian apparel**

Jessica L. Ridgway and Jean L. Parsons, University of Missouri, USA

**Consumer Behavior**

**1 "Feeling Empowered to Be Able to Walk Away": Exploring Consumers' Coping Strategies to Fighting Impulses**

Monica Ramos and Ruoh-Nan (Terry) Yan, Colorado State University, USA

**2 An Analysis of Consumer Misbehavior on Black Friday**

Briana Milavec and Sharron J. Lennon, University of Delaware, USA

**3 Black Friday Consumer Misbehavior from the Retail Workers' Perspective**

Nicole Vassallo and Sharron J. Lennon, University of Delaware, USA

**4 Comparing Consumer Responses to Cause-Related Marketing Practices: Transaction-Based Cause-Related Marketing and Cause-Related Experiential Marketing**

Ji Young Lee and Kim K. P. Johnson, University of Minnesota, USA

**5 Complexity, Prior Experience, and Consumer Acceptance of Mass Customization of Online Apparel Shopping**

Romniya Bakkar and Nancy J. Rabolt, San Francisco State University, USA

**6 Consumer Perceived Values of Traditional Hawaiian Dress: The Effects of Socio-demographic Factors**

Stephanie Inouye, Ting Chi, and Linda Arthur Bradley, Washington State University, USA

**7 Consumers' Cognitive, Affective, and Behavioral Responses towards Multichannel Mass Merchants: A Comparison of Three Competing Models**

Jihyun "J" Kim, Virginia Tech Hyun-Hwa Lee, Inha University, Korea

**8 Effect of Individual Difference on Online Review Perception and Usage Behavior: Need for Cognitive Closure and Demographics**

Yoon Jin Ma, Ph.D., Illinois State University, USA, Kim Hahn, Ph.D., Kent State University, USA, Hyun-Hwa Lee, Ph.D., Inha University, Korea

**9 Effects of Chinese Consumers' Shopping Orientation and Browsing on Purchasing Behavior**

Yan-ni Lu, Soonhwa Ko, and Youngsun Rhee, Chungnam, National University, Republic of Korea

**10 Effects of Fashionable Clothing Images on Lifestyle and Shopping of Middle-Aged Women**

Hyun-Jung Lee, Jee-Sun Park, Kyu-Hye Lee, Hanyang University, Korea

**11 Exploring Relationships between Self-Brand Congruence and Brand Commitment**

Jongeeun Rhee, University of Wisconsin-Stout, USA, Kim K. P. Johnson, University of Minnesota, USA, and Ji Hoon Ryoo, University of Nebraska, USA

**12 Exploring Student and Alumni Purchase Behavior of University-Licensed Merchandise**

Amelia Adora Asperin and Jaeha Lee, North Dakota State University, USA

**13 Exploring the Effect of Fear Appeals on U.S. Consumers in the Textile and Apparel Marketplace**

Mona Emadi and Jung Ha-Brookshire, University of Missouri, USA

**14 Garment Quality Evaluation: Influence of Fashion Leadership, Fashion Involvement and Gender**

Priscilla N. Gitimu, Youngstown State University, USA, Jane E. Workman and Joyce R. Robinson, Southern Illinois University, USA

**15 Influences of Gender, Need for Affect, and Tolerance for Risk-taking on Frequency of Use of Information Sources**

Siwon Cho and Jane E. Workman, Southern Illinois University Carbondale, USA

**16 Innovative Use of Teaching Garment Quality Analysis**

Karla P. Simmons, Auburn University, USA

**17 Negative Perceptions of Review Quality versus Usefulness of Online Reviews**

Heesook Hong, Jeju National University, Jeju, Korea, Hye-Shin Kim and Sharron J. Lennon, University of Delaware, USA

**18 Parents as Buyers of Characterized Children Fashion Products: An Exploratory Study**

Keang Young Kang, Hoseo University, Republic of Korea, Kim K. P. Johnson and Hye-Young Kim, University of Minnesota, USA

**19 Situational Influences on Using Mobile Shopping**

Kiseol Yang, Serena Soto, & Ashley Barge, University of North Texas, USA

**20 Social Networking as an Innovation: Its Relation to Consumer Attitudes and Behaviors towards Social Network Marketing**

Nancy J. Rabolt, Maribel Cortez, Heather Frey, Saleen Lok, Marygill Macatbag, and Stephanie Starr, San Francisco State University, USA

**21 The Effect of Shopping Quality and Shopping Value on Purchase Intention in Mobile Fashion Shopping**

Chunyeon Kim and Jinsook Hwang Konkuk University, Korea

**22 The Effect of Website Reputation and Brand Name on Consumer Responses on the Internet**

Jungmin Yoo, East Carolina University, USA and Minjeong Kim, Oregon State University, USA

**23 The Impact of Retail Therapy on Apparel Consumers' Post-Purchase Emotions**

Hyo Jung (Julie) Chang, Junghwa Son, Jennifer Yurchisin, The University of North Carolina at Greensboro, USA

**24 The Intention of Adopting Online Mass Customization for People with Physical Limitations: A Qualitative Approach**

Yoon Jung Park, Linda Niehm, and Fatma Baytar, Iowa State University, USA

**25 The Joint Effect of Private Self-Consciousness and Self-Monitoring on Luxury Fashion Brand Consumption Behavior**

Hye-Young Kim, University of Minnesota, USA and Jeong-Ju Yoo, Baylor University, USA

**26 The Relationships among Hedonic Shopping, Compulsive Buying, Attachment to Possessions and Compulsive Hoarding**

Seahee Lee, Northern Illinois University, USA, Kim, K. P. Johnson, University of Minnesota, USA, Soojung Lee, Ewha Womans University, Korea

**27 What Drives Consumers to Use m-commerce for Apparel Shopping?**

Eunju Yoon, Xiuyuan Gao, University of Nebraska-Lincoln, USA, and Young Ha, California State University-Long Beach

**29 Who is Scanning QR Codes for Shopping? A Comparison of QR code Users and Non-users by Their Psychological and Behavioral Characteristics**

Jay Sang Ryu, Texas State University - San Marcos, USA

**30 Women's Workout Clothes and Market Segments Based on Workout Motivation**

Sunmyoung Cho and Ae-Ran Koh, Yonsei University, Korea

## **Culture**

### **1 Consuming American Culture: Investigating Cultural Meanings of American Fashion in Japan**

Juyoung Lee, Jihyeong Son and Mary Lynn Damhorst, Iowa State University, USA

### **2 How Cultural Values Affect Materialism through Desired Benefits of Pop-up Retail by Chinese (Taiwanese) Consumers**

Wei-Chen Chen, Ling Tung University, Taiwan and Ann Marie Fiore, Iowa State University, USA

### **3 It Takes a Village to Have a Wedding: A Cross-cultural Analysis of Palestinian and Kurdish Wedding Dress and its Symbolism of Prescribed Values Related to the Family Unit**

Genna Reeves-DeArmond, Oregon State University, USA

## **Fashion Studies**

### **1 The Role of Teaching Controversial Issues in Education: Critical Thinking the Fur Industry**

Theresa Lastovich, University of Minnesota, USA

## **Historic**

### **1 College Women: Apparel Consumption during World War II**

Jennifer M. Mower and Elaine L. Pedersen, Oregon State University, USA

### **2 Donna R. Danielson, Fashion Illustrator at Iowa State University, 1964-1991**

Lan Zhou and Sara B. Marcketti, Iowa State University, USA

## **International**

### **1 An Application of Uppsala Model to Internationalization of U.S. Fashion Companies: The Cases of Tiffany & Co. and Polo Ralph Lauren in Japan**

Hyeon Jeong Cho and ByoungHo Jin University of North Carolina at Greensboro, USA

### **2 Distinctive Pattern of Internationalization Between Apparel and Information Technology Industry: Uppsala Model Approach**

Sojin Jung and ByoungHo Jin, The University of North Carolina at Greensboro, USA

### **3 Exploring Key Resources of India's Apparel Export Firms' Competitive Advantages**

Debanjan Das and Jung E. Ha-Brookshire, University of Missouri, USA

### **4 Impacts of Quota Elimination on World Textile Trade: A Reality Check from 2000 to 2010**

Sheng Lu, University of Rhode Island, USA

### **5 Marketing Research In The Global Markets and Implementation In Turkey's Textile and Clothing Industry**

Mercan Derafshi, Washington State University, USA, Turan Atilgan, Merve Kozendek, Pelin Demiralp, Aegean University, Turkey

## **Merchandising, Marketing, Retailing I: Management**

### **1 Enablers and Inhibitors of Mobile Coupon Usage Intention: Empirical Testing of a Conceptual Model for Permission-based Marketing**

Hyunjoo Im, University of Minnesota, USA and Young Ha, California State University-Long Beach, USA

### **2 The Role of Use Satisfaction on Repurchase Intention**

Ho Jung Choo, Seoul National University, Korea, Namhee Yoon, University of Washington, USA, Heekang Moon and Hyunsook Kim Pai Chai University, Republic of Korea, and Hakyung Lee, Seoul National University, Korea

## **Merchandising, Marketing, Retailing II: Visual and Promotion**

### **1 Benefits and Values in Forming Mobile Shopping Satisfaction**

Kiseol Yang and Yi-Ling Tasi, University of North Texas, USA

### **2 Influence of Demographics on Channel-Migration: A MIMIC Modeling Approach**

Sanjukta Pookulangara and Prathiba Natesan University of North Texas, USA

### **3 Innovative Branding: The University Tartan**

Jaeha Lee and Amelia Adora Asperin, North Dakota State University, USA

### **4 Investigating the Effects of Perceived Usefulness and Perceived Enjoyment of Virtual Product Experience on Multi-dimensional Product Performance Risk--Visual, Tactile, and Trial Risks--in an Online Apparel Shopping Context**

Ui-Jeen Yu, Illinois State University, USA and Mary Lynn Damhorst, Iowa State University, USA

### **5 Is Service Learning Really Twice as Nice**

Anna A. Magie, Deborah D. Young, and Sheri L. Dragoo, Texas Woman's University, USA

### **6 Perceived Risk of Online Apparel Mass Customization: Scale Development and Validation**

Hyun-Hwa Lee, Inha University, Korea and Heekang Moon, Pai Chai University, Korea

## **Professional Development, General**

### **1 21st Century Fashion Careers: Content Analysis of Job Skill Requirements and Implications for Academia**

Yoon Jung Park, Yao Lu, Amrut Sadachar, and Srikant Manchiraju, Iowa State University, USA

### **2 What Employers Want: Soft Skills Required for Entry Level Fashion Designers**

Hayat Albloushy, Barbara Frazier, and Zee-Sun Yun, Western Michigan University, USA

## **Pedagogy**

### **1 Creativity Building Blocks: A Hands-on Approach to Creativity**

Virginia H. Elsasser and Julia Sharp, Centenary College, USA

### **2 Drape-to-draft Block Patterns**

Carol J. Salusso, Washington State University, USA and Deborah Vandermar, International Academy of Design and Technology, USA

### **3 Enhancing Creativity and Preparing Students for Careers in the Apparel Industry through Implementing a Blogging Assignment in an E-commerce Course**

Beth Myers, Georgia Southern University, USA and Pamela Norum, University of Missouri, USA

### **4 How to Get to Students to "like it:" An Advanced e-commerce and Social Media Workshop for the Merchandising Curriculum**

Hui Siang-Tan, Melissa L. Jakubauskas, and Linda S. Niehm, Iowa State University, USA

### **5 Learning the Importance of Clear Communication and Teamwork: Developing an Experiential Apparel Development/Production Assignment**

Paula B. Sampson, Ball State University, USA

### **6 Linking Skills in Pattern Making and Apparel Production**

Theresa C. Alexander and Lalon Alexander, University of the Incarnate Word, USA

### **7 Teaching Practicum Assessment: Student Portfolios**

Kathryn Eason, Nora M. MacDonald, and M. Lynn Barnes, West Virginia University, USA

### **8 The Democratic Exhibition Design Process**

Megan Strickfaden, University of Alberta, Canada

### **9 The Role of Museum Exhibits in Teaching Textiles Related Courses**

Sonali Diddi and Sara B. Marcketti, Iowa State University, USA

### **10 Using Online Social Games as a Teaching Tool for Visual Merchandising**

Ian Mull, Seung-Eun Lee, and Erica Palentyn, Central Michigan University, USA

### **11 Visual Merchandising and Promotion: Gaining Computer-aided-design Skills**

Carol J. Salusso, Chiayun Tsai, and Nicole Smith, Washington State University, USA

## **Social, Psychological Aspects**

- 1 A Qualitative Study on Brand Narratives about Emotional Attachments to Possessions**  
Sunmyoung Cho and Ae-Ran Koh, Yonsei University, Korea
- 2 Body Satisfaction and Attitudes Toward Cosmetic Surgical/nonsurgical Procedures Among Female College Students: Theory of Planned Behavior**  
Minsun Lee, Minjung Lee, and Mary Lynn Damhorst, Iowa State University, USA
- 3 Celebrity Influence on Men's Clothing and Consumption**  
Jihyeong Son and Mary Lynn Damhorst Iowa State University, USA
- 4 Could Costumes Create Change? A Quantitative Study of Preschool Children's Physical Activity as Affected by Costumes**  
Melanie Carrico, Linda Hestenes, Sojin Jung, Jiayao Li, and Yudan Chen Wang, University of North Carolina-Greensboro, USA
- 5 Cross-Cultural Examination of Body-Tanning Behaviors among Female College Students in the United States and South Korea: The Tanning Effect on Body and Life Satisfaction**  
Jeong-Ju Yoo, Baylor University, USA, and Won-Moo Hur, Pukyung National University, Korea
- 6 Exploration of Prominent Personality Types of Undergraduate Apparel Studies Students Using Myers-Briggs Type Indicator**  
Chad Sowers, Kathryn Reiley, Helen S. Koo, MyungHee Sohn, Gozde Goncu Berk, and Karen LaBat, University of Minnesota, USA
- 7 Exploring the Discrepancies between Perceived Body and Actual Body Structure**  
Hwa Kyung Song, Kyung Hee University, Korea, and Susan P. Ashdown, Cornell University, USA
- 8 Fashion, Personality, and Health Risks**  
Sharron J. Lennon, University of Delaware, USA and Minjeong Kim, Oregon State University, USA
- 9 Gender Differences in Color Selection for Apparel Products**  
Rebekah Lewis and Hira Cho, California State University, USA
- 10 I'm Free Now: The Self-perceptions of African Americans Who Wear Their Hair Natural**  
Tameka N. Ellington, Kent State University, USA
- 11 Images of Beauty: Race, Gender, Age, and Occupational Analysis of Fashion Magazine Covers**  
Taeim Han and Nancy Ann Rudd, The Ohio State University, USA
- 12 Modeling of Mother's Evaluation of Children's Clothing Brands with Latent Factors**  
Ji-Yeon Kim, Jee-Sun Park, and Kyu-Hye Lee, Hanyang University, Korea
- 13 Mom do I Look Fat? A Study of Adolescent-parent Relationships and Body Image**  
Yukti K. Sancheti and Pamela V. Ulrich, Auburn University, USA
- 14 The "Hybrid Hero" in Western Dime Novels: An Analysis of Women's Gender Performance, Dress, and Identity in the Deadwood Dick Series**  
Cameron Moon and Jennifer Paff Ogle, Colorado State University, USA
- 15 The Effects of Ideal Female Body Images and Consumers' Body Satisfaction on Intentions to Use Virtual Try-on Models in Online Apparel Shopping**  
Eonyou Shin and Fatma Baytar, Iowa State University, USA
- 16 The Role of Self-identity and Norms in Organic Apparel Consumption**  
Hanna Kim, Chungnam National University, Korea, Eun-Jung Lee, Kent State University, USA, and Won-Moo Hur, Pukyung National University, Korea
- 17 Using Avatars and Body Image for Motivation for a Healthy Weight in Children**  
Karla P. Simmons, Pamela V. Ulrich, Lenda Jo Connell, Sareen Gropper, and Ali Morgan, Auburn University, USA
- 18 Visual Identities: Use of Narrative Inquiry to Understand Frida Kahlo's Self-Representation to Create a Space of Critical Hybridity in Her Artwork**  
Maricela DeMirjyn, Ph.D. Colorado State University, USA and Eulanda A. Sanders, Ph.D. Colorado State University/Iowa State University, USA

## **Sustainability, Social Responsibility**

### **1 Consumers' Perceptions of Socially Responsible Apparel Labeling**

Hae Jin Gam and Yoon Jin Ma, Illinois State University, USA, and Pimpawan Kumphai, Kasetsart University, Thailand

### **2 Drivers of Frequent Apparel Disposal: A Comparison by Generational Cohort and Gender**

Chunmin Lang and Cosette M. Armstrong, Oklahoma State University, USA, and Laura A. Brannon, Kansas State University, USA

### **3 Environmentally Conscious Apparel Purchase: An Exploratory Study of Chinese Consumer Attitude and Decision-making Process**

Yiwen Zheng and Ting Chi, Washington State University, USA

### **4 Factors Affecting Fast-Fashion Consumers' Post-Purchase Behavior**

Hyun-Mee Joung, Northern Illinois University, USA

### **5 How Local is Local to You? Consumer and Retailer Perceptions of "Shopping Locally"**

Allie Grotts and Jung Ha-Brookshire, University of Missouri, USA

### **6 How Sustainability Affects Fashion Behaviors, Attitudes and Perceptions of College Students**

Sheri L. Dragoo and Meredith Adair, Texas Woman's University, USA

### **7 La Ola Verde: Female, Hispanic Consumers and the Green Movement**

Stefanie Ann Ramirez, M.S. and Lisa B. McRoberts, Ph.D., Louisiana State University, USA

### **8 Role of Consumers' Personal Values in Ethical Fashion Consumption Behavior**

Srikant Manchiraju, Iowa State University, USA

### **9 Slow Fashion Movement: An Exploratory Study**

Sanjukta Pookulangara, University of North Texas, USA and Arlesa Shephard, Texas A & M - Kingsville, USA

### **10 Sustainable Apparel Consumption Behavior among U.S. Students**

Ruoyu Feng, Amrut Sadachar, and Elena E. Karpova, Iowa State University, USA

### **11 Sustainable Fashion Consumption: An Expanded Theory of Planned Behavior**

Srikant Manchiraju, Ann Marie Fiore, and Daniel W. Russell, Iowa State University, USA

### **12 Sustainable Practices in Children's Wear Fabric Design**

Wei Cao, California State University Northridge, USA

### **13 The Effects of Ethical Consumption Beliefs of Korean and Chinese Consumers on their Attitudes toward Eco-friendly Artificial Leather Apparel Products**

Hye Jung Jung and Kyung Wha Oh, Chung-Ang University, Korea

### **14 The Regal Redesign Trunk Show: Employing Collaborative Learning to Educate Apparel Design Students on Sustainability**

Anupama Pasricha, St. Catherine University, USA and Kristy A. Janigo, Art Institutes International Minnesota, USA

### **15 Twenty Miles from Field to Fashion: Localized Production of Textiles and Accessories**

Huantian Cao, Christine Howard, Karen Piro, Hillary Tattersall, and John Frett, University of Delaware, USA

### **16 Using a Non-profit Organization and Stakeholder Theory to Teach Social Responsibility in a Merchandising Program**

Irene Foster and Hae Won Ju, Framingham State University, USA

## **Textile and Apparel Industries**

### **1 Body Scanning with Kinect to Develop an Avatar**

ShuHwa Lin, University of Hawaii at Manoa, USA, Rayneld Johnson, Wayne State University, USA, Didier Stricker and Yan Cui, Kaiserslautern University, Germany

### **2 Exploring the Borders between Work and Life Domains Described by Women in the U.S. Apparel Industry**

Laura Mc Andrews and Jung E Ha-Brookshire, University of Missouri, USA

### **3 Fit Satisfaction of Crocheted Apparel: DIY Craft Customization, Frustration, and Education**

Kate Buckner and Elizabeth Bye, University of Minnesota, USA

#### **Technical Design**

##### **1 3D Shaping Techniques for Knit Garments**

Traci A.M. Lamar and Yanxue Ma, North Carolina State University, USA

##### **2 Consumers' Evaluations of CAD vs. Hand Fashion Illustration**

Renee Baker and Hae Jin Gam, Illinois State University, USA, Su Kyoung An, Central Michigan University, USA

##### **3 Designing Women's Snowboarding Clothing: Application and Extension of the FEA Consumer Needs Model**

Paige Emerich, M.S. Colorado State University, USA, and Eulanda A. Sanders, Ph.D. Colorado State University/Iowa State University, USA

##### **4 Development of Safety Apparel for Young Hockey Players**

P.Y. Chau, Philippe Roy, and Randy Horton, Ryerson University, Canada

##### **5 Teaching Apparel Quality and Product Analysis**

Mercan Derafshi and Patricia Ann Fischer, Washington State University, USA

##### **6 The Development of the Young Male Tennis Clothing Prototype**

Heejae Jin and Kathy Mullet, Oregon State University, USA

##### **7 Water Fun: An Investigation of Swimwear Needs for a Child with Cerebral Palsy**

P.Y. Chau and Sandra Tullio-Pow, Ryerson University, Canada

#### **9:00am-5:00pm Resource Exhibit**

*Kona A-C*

Kona A-C will be a hub of activity all day Friday. We are fortunate to have so many resource exhibitors at our conference this year. See exhibitor information on page 55. Research posters will remain in place all morning for extended viewing. Career Fair and International Bazaar will be held here in the afternoon. Additionally, there will be an exhibit of traditional aloha attire and an exhibit of *kapa apana*, handmade Hawaiian quilts, with quilting demonstration by Hawaiian Master Quilter, Carol Kamaile, and her students.

#### **9:30-10:45am Concurrent Breakout Session III**

##### **17 Behaviors toward Luxury and Cool Products**

*Milo 1*      *Presider: Mijeong Noh, Western Illinois University*

##### **Luxury and Necessity Assessments: Goods That We Cannot Do Without**

Jongeun Rhee and Greta Hau, University of Wisconsin-Stout, USA

##### **The Influence of Brand Consciousness on Young Consumers' Self versus Social Consumption for Luxury Fashion Products**

Sarah Giovannini and Yingjiao Xu, North Carolina State University, USA

##### **Why and How Luxury Clothing Consumers Complain? : A Grounded Approach**

Su Yeon Kim, and Ae-Ran Koh, Yonsei University, Seoul, Korea, and Byoungjo Jin, The University of North Carolina at Greensboro, USA

##### **Young Consumers' Innovativeness and Hedonic/Utilitarian Attitudes toward Cool Products**

Mijeong Noh, Western Illinois University, USA and Rodney C. Runyan, Texas State University-San Marcos, USA

## **18 Brand and Promotion**

*Waikiki 1      Presider: Jiyeon Kim, University of South Carolina*

### **Building Brand Equity for Unfamiliar Asian Companies**

Sarah Song and Minjeong Kim, Oregon State University, USA

### **Exploring the Personality of Sportswear Brands**

Xiao Tong, The University of Alabama, USA, and Jin Su, Indiana University of Pennsylvania, USA

### **Is Virtual Reality Retailing on the Way? -- A Scoop from Second Life®**

Jiyeon Kim, Ph.D., The University of South Carolina, USA

### **The Influence of Text Logo of Women's Fashion Brand on Consumer Perception**

Baolu Wang and Lei Jiang, Beijing Institute of Fashion Technology, China

## **19 Active Learning/Career and Leadership Development**

*Waikiki 2      Presider: Phyllis Bell Miller, Mississippi State University*

### **Response Journal Writing as a Technique to Promote Understanding of Scholarly Research in Clothing and Textiles Undergraduate Education**

Genna Reeves-DeArmond, Oregon State University, USA

### **Stepping into the World of Fashion: A First-Year Experience (FYE) Course That Helps Students to Select the Right Career Path**

Phyllis Bell Miller, Mississippi State University, USA

### **The Cyclone of Experiential Learning: Developing Student Leaders**

Robert Ott, Ryerson University, Canada

### **The Fashion Show Production Class: Best Practices**

Vera Bruce-Ashley, El Camino College, USA

## **20 Sociocultural Aspects of Textiles and Clothing**

*Milo 2      Presider: Casey Stannard, Oregon State University*

### **Motivations for Participation in Knitting among Young Women**

Casey R. Stannard, M.A., Oregon State University, USA and Eulanda A. Sanders, Ph.D. Colorado State University/Iowa State University, USA

### **Resurgence of Textile-making in Contemporary Asian Culture: Intergenerational Differences**

Kim Hahn, Ph.D., Kent State University, USA Ann Collier, Ph.D., University of Wisconsin - Eau Claire, USA, and Ree Chyu, Ph.D., Ewha Women's University, Korea

### **Skirting the Issue of Masculinity? An Exploratory Study of Individuals' Gender Identity Construction through Utilikilt Consumption**

Kelly L. Reddy-Best and Alexandra Howell, Oregon State University, USA

### **The Role of Physical Appearance in Equestrian Sports: Social Physique Anxiety and Collegiate Riders' Attitudes towards Expectations of Rider Costume and Physique**

Patricia M. Privette and Nancy A. Rudd, The Ohio State University, USA

**21 Strategies for Teaching Sustainability and Social Responsibility**

*Waikiki 3      Presider: Charles Freeman, Mississippi State University*

**A Graduate Course Project: Incorporating Sustainability into a Fashion Undergraduate Curriculum**

Lu Ann Lafrenz, Ryerson University, Canada

**Approach to Real Sustainable Practice in the classroom**

Kim Hahn., Noel Palomo-Lovinski, and Linda Ohrn-McDaniel, Kent State University, USA

**Project Parachute: Shifting the End-of-life Destination of Military Parachutes from Landfill to New Products**

Juyeon Park and Melissa Cozza, Colorado State University, USA

**Sewing for a Cause: Incorporating Service-learning Into an Introductory Apparel Construction Course**

Charles Freeman, Mississippi State University, USA

**22 Textile and Apparel Industry: Issues on Brands, Size and Fit, and Mass Customization**

*Milo 3      Presider: Cynthia Istook, North Carolina State University*

**A Case Study of Mass Customization: Design and Production Considerations**

Tasha L. Lewis, Cornell University, USA and Kristin Nelson, The Custom Factory

**Analysis on Elderly Women's Lower Torso Body Shape**

Hiroko Takabu and Tomoko Uenishi, Jissen Women's University, Japan, Keiko Watanabe, Kyoto Women's University, Japan, and Aoi Morishita, The University of Shiga Prefecture, Japan

**Branding Textile Industrial Clusters: The Impact of Cluster Brands on Individual Textile Firm Brands and Industrial Buyer Intentions**

Yao Lu and Linda Niehm, Iowa State University, USA.

**Teen Size Study Reveals Indefinite Figures and Fit Problems in Junior Category**

Su-Jeong Hwang Shin and Deborah Fowler, Texas Tech University, USA, and Cynthia L. Istook, North Carolina State University, USA

**23 Textiles: More than Just Apparel**

*Milo 4      Presider: Minyoung Suh, North Carolina State University*

**Development of a Patient Garment from the Functional-Modesty-Aesthetic (FMA) Model**

Helen S. Koo, and Seoha Min, University of Minnesota, USA

**Development of Wireless Transmission between Inductively Coupled Layers in Smart Clothing**

Minyoung Suh, Katherine Carroll College of Textiles, and William Oxenham, North Carolina State University, USA

**Functional Clothing for Natural Disaster Survivors**

Nabeela Ahsan and Sandra Tullio-Pow, Ryerson University, Canada

**War Brides: A Practice-Based Examination of Translating Women's Voices into Textile Art**

Wendy D. Barnes and Sherry J. Haar, Kansas State University, USA

**24 Exploration of Shopping Value and Purchase Intention**

*Milo 5                      Presider: Virginia Noon, Framingham University*

**Brand Purchase Intent in Online Apparel Shopping: An examination of Brand Experience, Image Self-Congruity, Brand Affect, and Brand Trust**

Jessie Chen-Yu, Virginia Tech, USA, and Siwon Cho, Southern Illinois University Carbondale, USA

**Concept Analysis of Purchase Intention**

Ruirui Zhang, Tracie Tung, Eunyoung Kim, and Elaine Pedersen, Oregon State University, USA

**Effects of Shopping Orientation on Consumer Shopping Value: An Exploratory Study**

Lizhu Davis, Ph.D. California State University, Fresno, USA

**Willingness to Pay for Socially Responsible Attributes in Textile Products: An Empirical Analysis of Apparel and Sheets**

Pamela S. Norum, University of Missouri, USA

**Special Topic Session 1: A History of World Dress: Part 2**

*Leahi Ballroom                      Coordinators: Abby Lillethun, Montclair State University, USA;  
Linda Welters, University of Rhode Island, USA*

This session, responding to interest demonstrated at the 2011 Philadelphia ITAA conference, continues the effort to seek pedagogical solutions to transform dress history course content toward a globally inclusive perspective.

Panelists: Joanne Eicher, Professor Emerita, University of Minnesota, and Editor-in-Chief, Berg Encyclopedia of World Dress and Fashion, USA, Charlotte Jirousek, Associate Professor, Cornell University, USA; Abby Lillethun, Associate Professor, Montclair State University, USA; Dilia Lopez-Gydosh, Assistant Professor, University of Delaware, USA; Linda Welters, Professor, University of Rhode Island, USA

**11:00-12:15am Concurrent Breakout Session IV**

**25 Innovative Teaching in Merchandising and Product Development**

*Milo 1                      Presider: Joan Ellis, Washington State University*

**Are They Getting It? Using Audience Response Systems in Merchandising Mathematics**

J.L. Ellis, Washington State University, USA

**Fostering Students' Global Competence by Linking Knowledge to Practice**

Mariné Aghekyan, California State University-Long Beach, USA, and Seunghee Lee, Sookmyung Women's University, Korea

**High-Impact Practices; Maximizing our Potential**

Sharon Welkey, University of the Incarnate Word, USA, and Beth Wuest, Texas State University, San Marcos, USA

**Student Perceptions and Valuing of Peer and Self-Assessments in a Senior Product Development Class**

Connie Ulasewicz, San Francisco State University, USA

## 26 Student Best Papers

Waikiki 1 *Presider: Susan Kaiser, University of California Davis*

**Doctoral Winner:** Ju-Young M. Kang, University of Hawai'i at Manoa; Faculty Sponsor: Kim K.P. Johnson  
How does social commerce work for apparel shopping?: Apparel social e-shopping with social network storefronts

**Doctoral Runner-up:** Eunjoo Cho, Iowa State University; Faculty Sponsor: Anne Marie Fiore  
Validation of a new brand image scale and its application in testing Lovemarks Theory

**Masters Winner:** Rui Yang, North Carolina State University; Faculty Sponsor: Yinjiao Xu  
Influence of Public self-consciousness on Chinese consumer behavior for luxury fashion products: a cultural perspective

**Masters Runner-up:** Lisa G. Curwen, Colorado State University; Faculty Sponsors: Ajoy Sarkar and Juyeon Park  
Challenges and solutions of sustainable apparel product development: A case study of Eileen Fisher

**Undergraduate Student Winners:** Thea Matos and Lauren Graebner, Oregon State University; Faculty Sponsors: Genna Reeves-DeArmond and Elaine Pedersen  
Intersections of cross-cultural style: The design and assessment of the infinity Hijab headscarf for Saudi Arabian women

## 27 Sustainable Design and Production

Milo 2 *Presider: Kristen Schaefer, Ryerson University*

**Collaborative Redesign of Used Clothes as a Sustainable Fashion Solution: Exploring Consumer Interest and Experience**

Kristy A. Janigo and Juanjuan Wu, University of Minnesota, USA

**Reflections on a "Wardrobe Diet:"**

□ Exploring Sustainable Wardrobes

Elisabeth Reed, Jennifer Banning, and Hae Jin Gam, Illinois State University, USA

**Regenerative Abundance: Fast and Sustainable Apparel Production in Toronto**

Sarah Portway, Ryerson University, Canada and Tasha Lewis, Cornell University, USA

**The Sustainable Bride: An Exploration in Conceptual Bridal Design**

Kirsten Schaefer and Henry Navarro, Ryerson University, Canada

## 28 Textile Performance Evaluation

Milo 3 *Presider: Su Kyoung An, Central Michigan University*

**Comparison of the Effect of Traditional and Front-Loading High-Efficiency Washers and Dryers on the Performance of Colorfastness and Dimensional Change**

Soak Wai Wong, Jessie Chen-Yu, and JoAnn Emmel, Virginia Tech, USA

**Comparisons of Traditional and High-Efficiency Washers and Dryers in the Performance of Stain Removal, Appearance Smoothness and Fabric Hand**

Jessie Chen-Yu, Soak Wai Wong, and JoAnn Emmel, Virginia Tech, USA

**Dry Resistance Difference between a Male and Female Thermal Manikin Wearing Ballistic Vests**

Su Kyoung An and Tanya Domina, Central Michigan University, USA

**Effect of Relative Humidity on Liquid Transport Properties in Merino Wool Knit Fabrics**

Rachel McQueen, Shahid Jalbani, and Jane Batcheller, University of Alberta, Canada

## **29 Body Image and Appearance-related Behavior**

*Waikiki 2      Presider: Debbie Christel, Oregon State University*

### **Appearance Comparison and Clothing Practices for Enhancing Mood**

Ju-Young M. Kang, University of Hawai'i at Manoa, and Kim K. P. Johnson, University of Minnesota, USA

### **Bias towards obese persons among undergraduate apparel design and merchandising management students**

Debbie Christel, PhD., and Kelly Reddy-Best, M.S., Oregon State University, USA

### **Predicting Risky Appearance Management Behaviors in Young Women: A Comparison Between the U.S. and South Korea**

Kim K. P. Johnson, University of Minnesota, USA, Eundeok Kim, Florida State University, Tallahassee, USA, and Ji Young Lee and Angella J. Kim, University of Minnesota, USA

### **The Body Image Bazaar: Celebrating the Body through Positive Imagery and Healthy Behaviors**

Nancy A. Rudd, The Ohio State University, USA

## **30 Integrated Teaching Methods**

*Milo 4      Presider: Kathy Mullet, Oregon State University*

### **Applied Learning in a Cross-Cultural Dress and Textiles Course: The Development and Assessment of a Product Development Project**

Genna Reeves-DeArmond and Elaine L. Pedersen, Oregon State University, USA

### **A Community Service-Learning Project in Apparel Design and Merchandising**

Jongeeun Kim and Hira Cho, California State University at Northridge, USA

### **Integrating Historical Research into the Apparel Design Studio**

Kathy Mullet, Casey R. Stannard, and Kelly L. Reddy-Best, Oregon State University, USA

### **Integrating Problem-Based Learning in Fashion Projects**

Nioka Wyatt, Philadelphia University, USA

## **31 Retail Management**

*Waikiki 3      Presider: Sharron Lennon, University of Delaware*

### **Doing the Right Thing: The Role of Community Norms in Rural Consumers' Perceptions of Local Retailers**

Linda S. Niehm, Iowa State University, USA, Barbara Frazier, Western Michigan University, USA, Leslie Stoel, The Ohio State University, USA, and Jihyeong Son, Iowa State University, USA

### **M-Consumer Segmentation : M-Communication, M-Distribution, and M-Accessibility**

Ju-Young M. Kang, University of Hawai'i at Manoa, and Kim K. P. Johnson, University of Minnesota, USA

### **The Relationships among Success of Assortment Planning, Firm Performance, and Retail Environment**

Youngjin Bahng, University of Hawai'i at Mānoa, USA, and Doris H. Kincade, Virginia Tech, USA

### **Using Google Sites to Encourage Active Learning: An Alternative to a Written Report**

Sharron J. Lennon, University of Delaware, USA

## 32 Innovative Teaching Strategies

*Milo 5*      *Presider: Lucy Dunne, University of Minnesota*

### **Addicted to Hashtags: Don't Be a Castaway**

Ashley Hasty and Mary Embry, Indiana University, USA

### **Designer/Technology Interface: Hand and Computer Fashion Sketching**

Mary Ruppert-Stroescu, Ph.D., Oklahoma State University, USA

### **Electronics for Designers: Experiences from a One-Week Crash Course**

Lucy E. Dunne, University of Minnesota, USA

### **Opportunities for Feature Films in Teaching Fashion History**

Jennifer Banning and Hae Jin Gam, Illinois State University, USA

PEARSON

12:30-2:00pm      **Lunch General Session – Pearson Prentice Hall Lecture**      *Leahi Ballroom*

*Presider: Ginger Woodard, East Carolina University, VP Scholarship*

### **Finding our Voice: Connecting Design Practice to Research**

Jean Parsons, University of Missouri

2:15-4:00pm      Committee Meetings

*Milo 1-4*

2:15-4:00pm      Career Fair

*Kona A-C*

See page 59 for list of Career Fair participants.

2:15-4:00pm      International Bazaar

*Kona A-C*

2:30-3:30pm      **Fairchild Books, Berg and the Future of Fashion Publishing at Bloomsbury**

*Milo Boardroom*

Presenters: Olga Kontzias, Executive Editor, Fairchild Books

Derek Stordahl, Head of Sales, Global Academic Marketing, Bloomsbury

Anna Wright, Senior Commissioning Editor (Fashion), Berg / Visual Arts

Join Olga Kontzias, Derek Stordahl and Anna Wright for a discussion of the future of fashion publishing under Bloomsbury. They will share the exciting opportunities to bring the authoritative and timely educational resources already established by Fairchild Books and Berg to new levels of excellence. Learn about new digital resources such as the Fashion Photography Archive, an online archive of incredible fashion images and contextual materials designed specifically for students and scholars. Hear about the plans for the digital platform of Fairchild Books and how you can participate in this dynamic integration of your fashion curriculum into a digital environment. The panel will answer questions after the presentation.

4:00-5:00pm **Mounted Exhibit (and 7:00-9:00pm)**

*Waikiki 1-3*

**Fiber Art**

**Professional**

**Brushstrokes in Red**

Eunyoung Yang, Meredith College, USA

**Eco-Pop**

Li-Fen Anny Chang, University of North Texas, USA

**Metallic Shibori in Rose Gold**

Diane Sparks, Colorado State University, USA

Kinor Jiang, Hong Kong Polytechnic University, China

**Mountain, Cloud, and Portrait of a Beauty**

Yoo Jin Kwon, Korea National Open University, Korea

**Viivat**

Hanna Hall, University of Cincinnati, USA

**Winter**

Jean Parsons and Kerri McBee-Black, University of Missouri-Columbia, USA

**Graduate Student**

**Circles**

Yang Yu, University of Nebraska-Lincoln, USA

**CoVess**

Kristen Morris, Cornell University, USA

**Hidden Memories, Forgotten Prayers II**

Michael Mamp, Iowa State University, USA

**Jia**

Jo Dean Tipton, Ball State University, USA

**Undergraduate Student**

**Armorium**

Verretta Andersen, Colorado State University, USA

*Faculty Sponsor: Carol Engel-Enright*

**Fallen Queen**

Mai See Her, University of Minnesota, USA

*Faculty Sponsor: Lucy Dunne*

**Flight of the Weaver**

Sheryl Ray, North Carolina State University, USA

*Faculty Sponsor: Cynthia Istook*

**Gift of Nature**

Anna Tomita, University of Hawai'i at Manoa, USA

*Faculty Sponsor: Cynthia Tsark*

**Inconsistent Maze**

Ji Hyun Song, Kyung Hee University, Seoul, Korea

*Faculty Sponsor: Young Sun Yoo*

**Midnight Solstice**

Feliz Salas, University of Hawai'i at Manoa, USA

*Faculty Sponsor: Andy Reilly*

**Natural Textured Wooden Dress**

Sherry Sanden Will, University of Minnesota, USA

*Faculty Sponsor: Dr. Lucy Dunne*

### **Whimsically Charred**

Kayna Hobbs, University of Minnesota, USA

*Faculty Sponsor: Karen LaBat*

### **Zeitgeist**

Anna Moody and Megan St. Germain, Iowa State University, USA

*Faculty Sponsor: Sarah Bennett*

### **Hawaiian Inspired**

#### **Professional**

##### **Beachside Vows**

Sandra Tullio-Pow Ryerson University

##### **Eco-Pop**

Li-Fen Anny Chang University of North Texas, USA

##### **Holoku, 21st Century**

Carolyn Schactler

##### **When Worlds Collide**

Kathryn A. Eason, West Virginia University, USA

#### **Graduate Student**

##### **Incredible Nature of Hawaii**

So-Young Jung, Central Michigan University, USA

#### **Undergraduate Student**

##### **African Hibiscus**

Sania Josiah, University of Rhode Island, USA

*Faculty Sponsor: Susan Hannel*

### **Target Market**

#### **Professional**

##### **Bound**

Lucy E. Dunne, University of Minnesota, USA

##### **Grace and Elegance of Calla Lily**

Yoshiko Odamaki, Tokyo Kasei University, Japan

##### **Jamie 5.14**

Therésa M. Winge, Martin Flores, and Jessie Moyer, Michigan State University, USA

#### **Graduate Student**

##### **Electroluminescent Safety Apparel for Motorcyclists**

Stephanie K. Hopper, University of Arkansas, USA

##### **Globally Acculturated Identity Dress**

Hina Sandhu, University of North Texas, USA

##### **Migration for a New Habitat**

Kristen D. Morris and Robert D. Flint, Cornell University, USA

##### **Sustainable Suit**

Judy Ann Huyck, Central Michigan University, USA

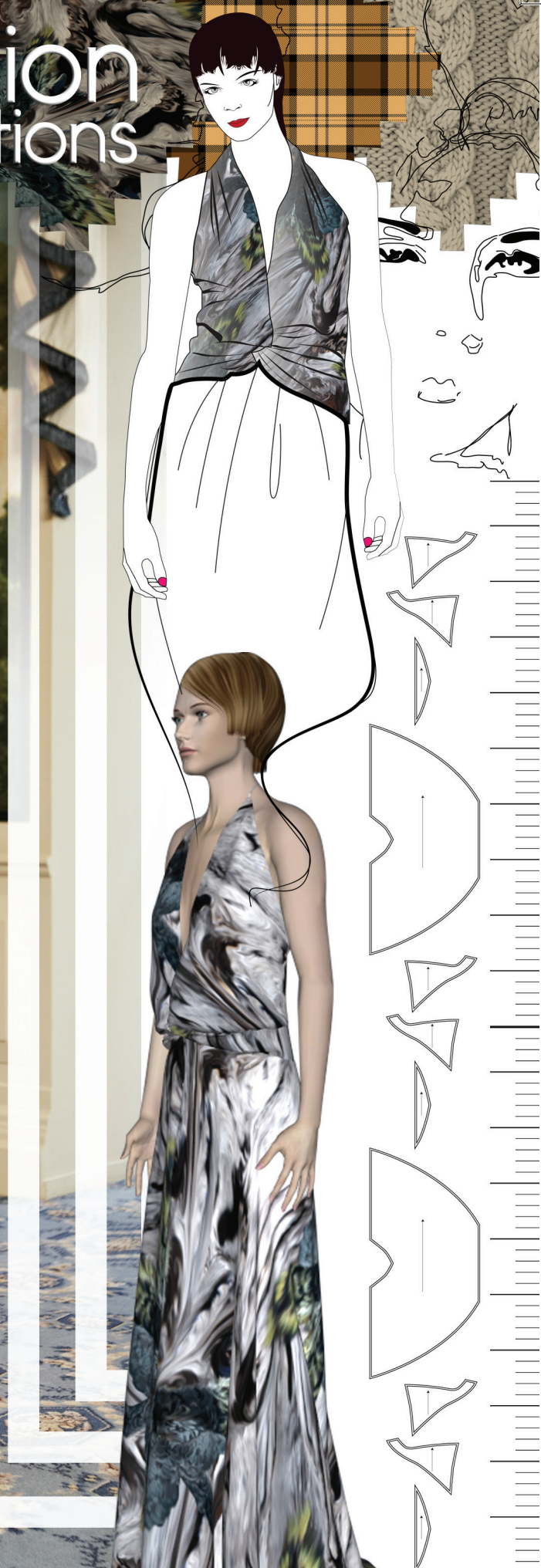
#### **Undergraduate Student**

##### **Hidden in a Flare**

Averie Floyd, Colorado State University, USA

*Faculty Sponsor: Juyeon Park*

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**Lectra** 5:00-7:00pm

**Live Design Exhibit, cosponsored by Lectra and ITAA** Pualeilani Terrace

Enjoy the live exhibition outdoors on the lanai of the Waikiki Marriot at sunset. The all-white décor with vivid colors sparkling off the Pacific Ocean will be a perfect venue to enjoy designs for target markets, fiber arts, and Hawaiian-inspired categories. Afterwards, join the mounted exhibit and award ceremony indoors.

**Fiber Arts**

**Professional**

**Aqua Windows**

Rosetta S. LaFleur, University of Delaware, USA

**Forget Me Knot**

Hae Jin Gam, Illinois State University, USA

**Oops, Sorry II**

J.R. Campbell, The Fashion School, Kent State University, USA

**Organized Chaos**

Eulanda A. Sanders, Colorado State University/Iowa State University, USA

**Graduate Student**

**Bold Bella**

Renee Baker, Illinois State University, USA

**Hidden Words**

Michael Mamp Iowa State University, USA

**Sangiovese**

Sarah Bennett, Iowa State University, USA

**Sea Ice**

Casey R. Stannard, Oregon State University, USA

**Tree Ring Dress**

Laura Kane, Oregon State University, USA

**Undergraduate Student**

**Aloft Bird Angel Wings**

Natalia Axak, Texas Woman's University, USA

*Faculty Sponsor: Sheri L. Dragoo*

**Condom Couture**

Lily Wolens, Cornell University, USA

*Faculty Sponsor:*

**Coral Reef**

Abigail Dames, University of Nebraska- Lincoln

*Faculty Sponsor: Dr. Barbara Trout*

**Corporeal Extensions: Exercises in Paper Draping**

Calli Roche, Colorado State University, USA

*Faculty Sponsor: Dr. Diane Sparks*

**Earth Warrior**

Cassandra Milani, Drexel University, USA

*Faculty Sponsor: Alphonso McClendon*

**Film Noir**

Sarah Elizabeth Winford, Auburn University, USA

*Faculty Sponsor: Dr. Lenda Connell*

**"The Imeldific Dress"**

Basil Malicsi, California State University-Long Beach, USA

*Faculty Sponsor: Dr. Mariné Aghekyan*

**La Femme Parisienne**

Feliz Salas, University of Hawai'i at Manoa, USA

*Faculty Sponsor: Andy Reilly*

**Medusozoa**

Ellen Pyne, Cornell University, USA

*Faculty Sponsor: Susan Ashdown*

**Our Dark Shadow**

Lily Wolens, Cornell University, USA

*Faculty Sponsor: Huiju Park*

**Racism Imbued**

Calli Roche, Colorado State University, USA

*Faculty Sponsor: Dr. Diane Sparks*

**Rebirth: In Memory of Aunt Vicky**

Audra Jade Dewey, Kent State University, USA

*Faculty Sponsor: Vincent Quevedo*

**Rustic Luxury**

Angelina Rich, Central Washington University, USA

*Faculty Sponsor: Andrea Eklund*

**Seraph**

Ellen Pyne, Cornell University, USA

*Faculty Sponsor: Susan Ashdown*

**Uncaged**

Katy Daniel, Auburn University, USA

*Faculty Sponsor: Dr. Lenda Jo Connell*

**Vested in Geometry**

Rebecca Bernstein, Drexel University, USA

*Faculty Sponsor: Alphonso McClendon*

**Hawaiian Inspired**

**Professional**

**The Coexistence**

Helen S. Koo, Auburn University, USA

**Creating for the Creator: An Offering of Design for Haumea the Hawaiian Earth Mother**

Yukti K. Sancheti, University of Tennessee, USA

**Dynamic**

Hae Jin Gam, Illinois State University, USA

**Flamingo Pua II**

Elaine Polvinen, MFA and Lynn M. Boorady, Ph.D. Buffalo State College, USA

**Flamingo Pua VI**

Elaine Polvinen, MFA and Lynn M. Boorady, Ph.D. Buffalo State College, USA

**Impressions in Hawai'i**

KyoungHee Cho, Mokpo National University, Korea

**Island Twilight**

Lalon Alexander, University of the Incarnate Word, USA

**Ohelo Refractions**

Kim Hahn, Ph.D., Kent State University and Jihyun Kim, Ph.D., Virginia Tech

## **Olonnie**

Tameka N. Ellington, Kent State University, USA

## **Pahoehoe Kikepa**

Susan L. Hannel University of Rhode Island, USA

## **A Romantic Spring Fragrance**

Dr. Mikyoung Whang, Centenary College, USA

## **Under the Sea**

Hae Jin Gam, Illinois State University, USA

## **Graduate Student**

### **Aloha Dress**

Heejae Jin, Oregon State University, USA

### **The Hibiscus**

Heajoo Lee, Central Michigan University, USA

### **Origami Breeze**

Renee Baker, Illinois State University, USA

## **Undergraduate Student**

### **Bonjour from Hawaii**

Anna Tomita, University of Hawai'i at Manoa, USA

*Faculty Sponsor: Cynthia Tsark*

### **Hapu'u**

Fiona Ng, University of Hawai'i at Manoa, USA

*Faculty Sponsor: Shu Hwa Lin*

### **Hawaiian Upcycled Halter Dress**

Kelsie Doty, Kansas State University, USA

*Faculty Sponsor: Sherry Haar*

### **Hawaiian Upcycled Shorts and Bandeau**

Kelsie Doty, Kansas State University, USA

*Faculty Sponsor: Sherry Haar*

### **Tropical Paradise**

Winnie Shao, International Academy of Design and Technology - Las Vegas, USA

*Faculty Sponsor: Carolyn Ann Thomas*

## **Target Market**

### **Professional**

#### **Design Process at the Museum**

Carol Engel-Enright, Colorado State University, USA

#### **DREAM Dress**

Melanie Carrico, University of North Carolina at Greensboro, USA

#### **Flame 2**

Cynthia Istook, North Carolina State University, USA

#### **G.I. Jane**

Andrea Eklund, Central Washington University, USA

#### **Illusion 2**

Yhe-Young Lee, Korea University, Korea

#### **Jogging with LED sign in the Dark**

Shu-Hwa Lin, University of Hawai'i at Manoa, USA

#### **Laurel-Leaf Lace Chiton Dress**

Phyllis Bell Miller, Mississippi State University, USA

**Little Black Party Dress**

Melanie Carrico, University of North Carolina at Greensboro, USA

**Magnolia Flower Salon Dress with Crinoline**

Eunju Kim and Jongeun Kim, California State University at Northridge, USA

**Metalling in Business**

Eulanda A. Sanders, Colorado State University/Iowa State University, USA

**Monogrammed for Fit**

Linda Ohrn-McDaniel, Kent State University, USA

**Ocean Panorama**

KyoungHee Cho, Mokpo National University, Korea

**Painted Desert**

Traci A. M. Lamar and Yanxue Ma, North Carolina State University, USA

**Shades of Scenery II: A Versatile Dress from Existing Materials**

Dr. Mikyoung Whang, Centenary College, USA

**Tangerine Paradise with Hint of Poiret**

Brenda Ackerman, Iowa State University, USA

**Timeless Tales of Wonderland Blooms**

Sheri L. Dragoo, Texas Woman's University, USA

**Unisex Scrubsuit: Protective, Comfortable and Fun**

Carol Salusso, Washington State University, USA

**Waterfall**

Jean L. Parsons, University of Missouri, USA

**Wiggle and Waggle**

Helen S. Koo, Auburn University, USA

**Graduate Student****Bitter Earth**

Soak Wai Wong and Jihyun Kim, Virginia Tech, USA

**Illusion**

Jung Soo Lee, Cornell University, USA

**Mod**

Yang Yu, University of Nebraska-Lincoln, USA

**Smoke and Mirrors**

Jessica L. Ridgway, University of Missouri, USA

**Urban Geometry**

Monica Stevens Smyth, Drexel University, USA

**Undergraduate Student****Armor**

Kim Pham, University of North Texas, USA

*Faculty Sponsor: Li-Fen Anny Chang*

**Asymmetrical Flounce**

Elizabeth Moreno, California State University Long Beach, USA

*Faculty Sponsor: Dong-Eun Kim*

**Avant-garde Color-blocking**

Breana Chew, California State University Long Beach, USA

*Faculty Sponsor: Mariné Aghekyan*

**Celestial Crater**

Justine Lee, Cornell University, USA

*Faculty Sponsor: Susan Ashdown*

**Chained Empress**

Chanelle Clark, Auburn University, USA

*Faculty Sponsor: Lenda Connell*

**Feminine Utility**

Kristin Koga, California State University Long Beach, USA

*Faculty Sponsor: Dong-Eun Kim*

**Formation 3D Slashing Dress**

Yvonne Lin, Ryerson University, Canada

*Faculty Sponsor: Sandra Tullio-Pow*

**Formation 3D Slashing Jacket with Pants**

Yvonne Lin, Ryerson University, Canada

*Faculty Sponsor: Sandra Tullio-Pow*

**Formation Smocking Top with Skirt**

Yvonne Lin, Pui Yee Chau, Ryerson University, Canada and Danier Leather Inc.

*Faculty Sponsor: Sandra Tullio-Pow*

**Gaia**

Monisha Jenkins, Virginia Commonwealth University, USA

*Faculty Sponsor: Kristin Caskey*

**Gatordude**

Janis Ashli Gorton Delta State University, USA

*Faculty Sponsor: Janice B. Haynes*

**Jadyn**

Laura Van Riper, University of Minnesota, USA

*Faculty Sponsor: Dr. Elizabeth Bye*

**Je ne sais quoi**

Anna Tomita, University of Hawai'i at Manoa, USA

*Faculty Sponsor: Cynthia Tsark*

**Lavÿrinthos**

Laura Cobb, Auburn University, USA

*Faculty Sponsor: Pamela Ulrich*

**Leona's Nostalgia**

Dawn Roda, California State University, Long Beach, USA

*Faculty Sponsor: Dr. Mariné Aghekyan*

**Lights Out**

Lesley Young, Cornell University, USA

*Faculty Sponsor: Huiju Park*

**Living in a Vintage Bubble**

Andrea Medina, California State University Long Beach, USA

*Faculty Sponsor: Dong-Eun Kim*

**Luck Stone Junior Sportswear**

Jennifer Gray, Virginia Commonwealth University

*Faculty Sponsor: kristin caskey*

**Not Your Average Cocktail Party: A Corset**

Lucie Biros, University of Minnesota Twin Cities, USA

*Faculty Sponsor: Lucy Dunne*

**On Point**

Elise Lammert, University of Missouri Columbia, USA

*Faculty Sponsor: Jean Parsons*

**Parachute in Renaissance**

Averie Floyd, Colorado State University, USA

*Faculty Sponsor: Juyeon Park*

**Pelagic -- Manta Ray**

Sandy Chen, North Carolina State University, USA

*Faculty Sponsor: Cynthia Istook*

**Poetic Infinity**

Alex Marr, Kent State University, USA

*Faculty Sponsor: Kim Hahn*

**Ragnarok**

Cate Rinto, Kent State University, USA

*Faculty Sponsor: Vincent Quevedo*

**Rainbow Eucalyptus Ensemble**

Caitlin Giroux, University of Delaware, USA

*Faculty Sponsor: Jo Kallal*

**Recycled Canis Lupus Tunic**

Jennifer Voth, University of Minnesota, USA

*Faculty Sponsor: Marilyn R. DeLong, Ph.D.*

**Reiman Jacket**

Logan Garey, Eric Gauck, Jared Blumantritt, and Anna Rieder,

Colorado State University, USA

*Faculty Sponsor: Eulanda Sanders*

**Relics of Timeless Treasures**

Natalia Axak, Texas Woman's University, USA

*Faculty Sponsor: Dr. Sheri Dragoo*

**Sea Shell GLory**

Tiffa Lu, California State University Long Beach, USA

*Faculty Sponsor: Dong-Eun Kim*

**Structure at Ease**

Kathryn Brutsche, Colorado State University, USA

*Faculty Sponsor: Carol Engel-Enright*

**Tartan Reimagined**

Laurie Anne Lambertson, Drexel University, USA

*Faculty Sponsor: Alphonso McClendon*

**Transformable Dress**

Dziyana Zhyhar, University of Minnesota, USA

*Faculty Sponsor: Elizabeth (Missy) Bye*

**Urban Apocalyptic Streetwear**

Estela Serena Benesch, Virginia Commonwealth University, USA

*Faculty Sponsor: Kristin Caskey*

**Velocity**

Grace Choi, Cornell University, USA

*Faculty Sponsor: Anita Racine*

**Victoria**

Anabella Montgomery and Sydni N. Heldmann, Colorado State University, USA

*Faculty Sponsor: Juyeon Park*

**The Wonderland of Seuss**

Cat Anton, Texas Woman's University, USA

*Faculty Sponsor: Sheri L. Dragoo*

**The ZipSwitch**

Morgan Bradley, Virginia Tech, USA

*Faculty Sponsor: Dr. Ji-Hyun Kim*



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**7:00-9:00pm ITAA Awards Reception, cosponsored by Cotton Incorporated**  
 Waikiki 1-3 *President: Dee Knight, North Texas University, ITAA VP Operations*  
 All conference awards will be presented at this special reception.

**Scholarship Awards**

**Creative Design**

- Best Hawaiian Inspired Design
- Fashion Supplies Award for Innovative Design
- Paris American Academy Scholarship
- Blanche Payne Award
- Eden Travel International Award
- Sandra Hutton Award
- ESRAB Award for Sustainable Design
- ATEXINC Award for Excellence in Marketable Textile Design
- Lectra Outstanding Graduate Student Award (Best Use of Technology)
- Lectra Outstanding Graduate Student Design Award
- Lectra Outstanding Faculty Designer Award

**Research and Teaching**

- Lectra Innovation Award for Faculty Research
- Lectra Innovation Award for Teaching Design Principles and Aesthetics
- ATEXINC Award for Innovation in Textile Instruction
- Papers of Distinction
- ESRAB Best Paper Award

**Student Best Paper Awards**

- Doctoral Winner:* Ju-Young Kang, University of Minnesota  
 Faculty Sponsor: Kim K.P. Johnson
- Doctoral Runner-up:* Eunjoo Cho, Iowa State University  
 Faculty Sponsor: Anne Marie Fiore
- Masters Winner:* Rui Yang, North Carolina State University  
 Faculty Sponsor: Yinjiao Xu
- Masters Runner-up:* Lisa G. Curwen, Colorado State University  
 Faculty Sponsors: Ajoy Sarkar and Juyeon Park
- Undergraduate Student Winners:* Thea Matos and Lauren Graebner,  
 Oregon State University  
 Faculty Sponsors: Genna Reeves-DeArmond and Elaine Pedersen



## Fellowships, Scholarships, Grants, and Distinguished Awards

### Undergraduate Student Scholarships



ITAA/AIU Study Abroad in London -Design Scholarship  
Caroline Sorenson, North Carolina State University



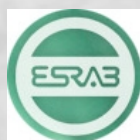
ITAA/AIU Study Abroad in London Merchandising Scholarship  
Sarah Polkinghorne, University of Idaho



### Graduate Student Fellowships

Sarah Douglas Fellowship for Professional Promise - Doctoral  
Genna Reeves-DeArmond, Oregon State University

Sarah Douglas Fellowship for Professional Promise - Masters  
Lisa Curwen, Colorado State University  
Hongjoo Woo, University of North Carolina - Greensboro



Oris Glisson Fellowship  
Benjamin Touchette, Central Michigan University



Marjorie Joseph Fellowship  
Gargi Bhaduri, University of Missouri

Lois Dickey Fellowship  
Hyo Jung (Julie) Chang, University of North Carolina-Greensboro

Joan Laughlin Fellowship (formerly ITAA Fellowship)



### Faculty Awards

CTRJ Best Reviewer Award

Janet Else Visiting Scholar or Practitioner Award  
Dr. Regina Sanches, University of Sao Paulo, Brazil

Fairchild Books Textile & Apparel Faculty Grant  
Rita Kean, University of Nebraska

Sara Douglas Fellowship for International Study  
Hira Cho, California State University-Northridge

Pearson Prentice Hall Lecturer  
Jean Parsons, University of Missouri

ITAA Distinguished Scholar  
Kim K.P. Johnson, University of Minnesota

ITAA Rising Star Award  
Lucy Dunne, University of Minnesota

ITAA Fellow  
Nancy Rudd, The Ohio State University





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## **Saturday, November 17**

7:30am-Noon Registration Open

*Lanai*

**7:30-9:45**

### **Breakfast General Session**

*Kona A-C*

*Presider: Sherry Schofield-Tomschin, Kent State University, ITAA President-Elect*  
Keynote Speaker, Miranda Gordon, Firmenich Fragrances  
Business Meeting – Kathleen Rees, ITAA President  
Town Hall -- Sherry Schofield-Tomschin, ITAA President-Elect

## **10:00-11:15am Concurrent Breakout Session V**

### **Special Topic Session 2: Aligning with Business Schools: Design Thinking and Beyond**

*Milo 1*

*Coordinator: Leslie Davis Burns, Oregon State University, USA*

Unit/program administrators from universities that have become aligned with Schools of Business will provide an overview of “change management” and share experiences and perceived opportunities and challenges with the organizational realignments.

Panelists: Leslie Davis Burns, Oregon State University, USA; Natalie Nixon, Philadelphia University, USA; Gwen O’Neal, University of North Carolina, Greensboro, USA; Brigitte Burgess, University of Southern Mississippi, USA

### **Special Topic Session 3: The Buck Starts Here: Funding Our Research through Government Sources**

*Milo 2*

*Coordinator: Mary Lynn Damhorst, Iowa State University, USA*

NCCC-65 members and recent grant recipients will share information about best practices and provide recommendations for grant submissions to NSF, USDA, and the Department of Education.

Panelists: Mary Lynn Damhorst, Iowa State University, USA; Molly Eckman, Colorado State University, USA; Lucy Dunne, University of Minnesota, USA; Jane Hegland, South Dakota State University, USA; Linda Niehm, Iowa State University, USA; Nancy Nelson Hodges, University of North Carolina, Greensboro, USA; Marsha Dickson, University of Delaware, USA

### **Special Topic Session 4: Shifting Paradigm in the Network Society**

*Waikiki 1*

*Coordinator: Dee Knight, University of North Texas, USA*

This interactive panel will initiate a dialogue addressing the challenges and opportunities of the network society, present a framework for understanding the shifting business paradigm, and suggest a research agenda.

Panelists: Judith C. Forney, HaeJung Kim, Dee K. Knight, Richard Last, Zheng Xiang, University of North Texas, USA

### **Special Topic Session 5: Intellectual Property Law (Fashion Copyright) in Fashion Design and its Implication on Clothing and Textiles Higher Education**

*Milo 3*

*Coordinator: Jaeil Lee, Seattle Pacific University, USA*

The purpose of this special session is to increase awareness of current discussion related to enactment of Intellectual Properties Law (fashion copyright) in fashion design and provide an opportunity to open discussions on the need of implementing the subject in clothing and textiles higher education.

Panelists: Yoon-Jung Lee, Ph.D. Korea University, Korea; Janet Kim Lin, J.D., M.B.A K&L Gates LLP, USA; Carol J. Salusso, Ph.D. Washington State University, USA

### **Special Topic Session 6: Getting Tenure**

*Milo 4*                      *Coordinator: Karen Leonas, Washington State University, USA*

An overview of what is needed for promotion and tenure in instruction, scholarship and service in general and at various schools will be covered. There will be time for questions.

Panelists: Holly Bastow-Shoop, North Dakato State University, USA; J.R. Campbell, Kent State University, USA; Jana Hawley, University of Missouri, USA; Jane Hegland, South Dakota State University, USA; Karen K. Leonas, Washington State University, USA

### **Special Topic Session 7: Introducing the ITAA Teaching Collection: Sharing and Using Best Teaching Practices**

*Waikiki 2*                      *Coordinator: Leigh Southward, University of Arkansas, USA*

The ITAA Teaching Collection is now a reality. The collection, made available by the Teaching Innovations and Resources (TIR) Committee, contains teaching and learning resources.

Panelists: Leigh Southward, University of Arkansas, USA; Elena Karpova, Iowa State University, USA; Gallayanee Yaoyuneyong, University of Southern Mississippi, USA; Runying Chen, East Carolina University, USA; Gwendolyn Hustvedt, Texas State University, San Marcos, USA; Lombuso S. Khoza, University of Maryland Eastern Shore, USA

### **Special Topic Session 8: Cristóbal Balenciaga: The Making of a Master**

*Waikiki 3*                      *Coordinators: Belinda Orzada and Jo Kallal, University of Delaware, USA, and Peter Carman, Paris American Academy, France*

The career of one of the twentieth century's most innovative designers, Cristóbal Balenciaga was celebrated in the last year by the opening of a museum dedicated to his work in Getaria, Spain and a book examining the early years of his career. Miren Arzalluz is Curator of the new Balenciaga Museoa in Getaria, Spain and author of *Cristóbal Balenciaga: The Making of a Master*. Arzalluz will share her research on the early years of Balenciaga's career, as well as her work within the museum.

Panelist: Miren Arzalluz, Curator, Cristóbal Balenciaga Museoa, Getaria, Spain

### **Special Topic Session 9: China's Textiles and Clothing Industries and Consumer Market: Development, Outlook, and Potentials for International Research Collaboration**

*Milo 5*                      *Coordinator: Dong Shen, California State University-Sacramento, USA*

This Special Topic Session explores the innovative topics and methods, and future trends of research collaborations between the U.S. and China in Textiles and Clothing with industry and consumer focuses.

Panelists: Sheng Lu, Department of Textiles, University of Rhode Island, USA; Juanjuan Wu, University of Minnesota, USA; Dong Shen, California State University-Sacramento, USA; Yingjiao Xu, North Carolina State University, USA

### **10:00am-3:00pm Tour - Bishop Museum**

*(Meet in Tour Lobby – Paoakalani Ave Entrance at 9:45 am)*

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11:30am-12:30pm              Board Meeting

*Kaimuki*

1:00-6:00pm                      Council Meeting

*Presidential Suite*

## ITAA 2012 Annual Conference Resource Exhibitors



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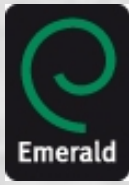
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**Central Michigan University  
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**Onsite Representative: Carol  
Beard, [beard2c@cmich.edu](mailto:beard2c@cmich.edu)**

The Department of Human Environmental Studies at Central Michigan University seeks an Assistant Professor, 10 month, tenure track in the area of fashion merchandising. We also welcome qualified students at the Ph.D. level to inquire about our position and program.



**Cornell University  
Fiber Science and Apparel  
Design**  
**Onsite Representative: Huiju  
Park, [hp347@cornell.edu](mailto:hp347@cornell.edu)**

The Department of Fiber Science and Apparel Design at Cornell University seeks qualified prospective graduate students who are pursuing a master or doctoral degree in the area of apparel design and fiber science. We welcome inquiries from prospective students about our graduate program, application process, faculty expertise, research facilities and assistantship/fellowship opportunities.



**Kansas State University  
Apparel, Textiles, and  
Interior Design**  
**Onsite Representative: Kim  
Hiller Connell, [kyhc@ksu.edu](mailto:kyhc@ksu.edu)**

The Department of Apparel, Textiles, and Interior Design in the College of Human Ecology at Kansas State University is seeking applications for Department Head and Associate or Full Professor. This is a 12-month, tenure track appointment. Promotion, tenure, and reappointment criteria are located at: <http://www.k-state.edu/academicpersonnel/add/humecol/app/>. Start date is July 1, 2013.



**Kent State University  
School of Fashion Design  
and Merchandising**  
**Onsite representative: J.R.  
Campbell, [jrcamp@kent.edu](mailto:jrcamp@kent.edu)**

The Fashion School at Kent State University seeks applicants for a full-time, 9-month, tenure-track Assistant Professor to support teaching and research initiatives in fashion design and merchandising, beginning Fall 2013. The salary is commensurate with qualifications and experience. Benefits include comprehensive insurance package and full tuition for employee and family members. Other benefits specific to the Fashion School include a NYC Studio, a campus in Florence Italy, the TechStyleLAB research facility, Fashion School Library, the Kent State University Museum and our downtown Kent Fashion School Store retail/laboratory environment. The school has outstanding facilities for teaching; holds many significant industry linkages; and collaborates with the KSU College of Business Administration to support an accelerated BS/MBA program option for the MBA – Fashion Concentration. For more information on the school visit: [www.fashionschool.kent.edu](http://www.fashionschool.kent.edu).



**Oregon State University  
School of Design and  
Human Environment  
Onsite Representative:  
Leslie Burns,**

[Leslie.Burns@oregonstate.edu](mailto:Leslie.Burns@oregonstate.edu)

The School of Design and Human Environment at Oregon State University invites applicants for a Tenure-Track Instructor position in Design Foundations. We also invite master's and doctoral students to apply for Graduate Teaching and Research Assistantships for the 2013-2014 academic year.



**Ryerson University  
School of Fashion  
Onsite representative:  
Robert Ott,**

[robert.ott@ryerson.ca](mailto:robert.ott@ryerson.ca)

The School of Fashion at Ryerson University invites applications for a full-time tenure-track position at the Asst. Professor level, beginning August 1, 2013. The successful candidate will lead technology innovation to promote the practice of diversity in fashion to inspire students to develop interdisciplinary collaborations and non-traditional approaches to meeting the design needs of diverse and inclusive populations. Details can be found at [https://hr.cf.ryerson.ca/ams/faculty/preview.cfm?posting\\_id=500300](https://hr.cf.ryerson.ca/ams/faculty/preview.cfm?posting_id=500300).



**San Francisco State  
University  
Consumer & Family  
Studies/Dietetics  
Onsite Representative:  
Connie Ulasewicz,**

[cbu@sfsu.edu](mailto:cbu@sfsu.edu)

**Assistant Professor Apparel Design.** Teach three classes per semester in apparel construction methods, pattern development, draping, textile testing, or historic costume. Faculty are expected to be effective teachers and demonstrate professional achievement and growth through research and/or creative work. Application deadline: **January 15, 2013**. Start date: **August, 2013**.



**Texas Tech University  
Nutrition, Hospitality, &  
Retailing  
Onsite Representative:  
Deborah Fowler,**

[deborah.fowler@ttu.edu](mailto:deborah.fowler@ttu.edu)

Texas Tech University offers a Masters in Hospitality and Retail Management and a Ph.D. in Hospitality Administration with an emphasis in Retail Management. Both programs focus on retail technology and category management. Qualified applicants have the opportunity to apply for assistantships and, with experience, may become the instructor of record for a class. Approximately 40 assistantships are awarded each year and students who receive a 20-hour assistantship qualify for fee waivers and instate tuition. Texas Tech University also offers competitive scholarships for qualified students.



**University of Arkansas-  
Fayetteville  
Apparel Studies  
Onsite Representative:  
Laurie Apple,**

[lapple@uark.edu](mailto:lapple@uark.edu)

The Apparel Studies Program at the University of Arkansas seeks an outstanding individual to teach and conduct innovative research in Apparel Studies in relation to product development and functional design commencing Fall 2013. We also seek qualified undergraduate students at the M.S. level to inquire about a graduate degree from the University of Arkansas.



**University of Hawai'i at  
Manoa  
Fashion Design and  
Merchandising / French  
Onsite Representative:  
Kathryn Hoffmann,**

[hoffmann@hawaii.edu](mailto:hoffmann@hawaii.edu)

Investigating possible pool of applicants for new joint-position in fashion design/merchandising and French.



**University of Missouri  
Department of Textile and  
Apparel Management  
Onsite Representative:  
Jung Ha-Brookshire,  
[habrookshirej@missouri.edu](mailto:habrookshirej@missouri.edu)**

The Department of Textile and Apparel Management at the University of Missouri seeks an Assistant/Associate Professor, 9-month tenure track in the area of retail merchandising and/or consumer behavior. We also welcome qualified students at the Ph.D. level to inquire about our graduate program.



**University of Nebraska  
Textiles, Merchandising and  
Fashion Design  
Onsite Representative:  
Barbara Trout,  
[btrout1@unl.edu](mailto:btrout1@unl.edu)**

The Department of Textiles, Merchandising & Fashion Design (TMFD) seeks a 12-month **tenure-track** Extension Specialist who can help it serve a Nebraska clientele of small textile and apparel business owners in need of business development mentoring/guidance, support, and network enhancement within both rural and urban marketplaces. The faculty member's time will be dedicated to providing leadership for the development and statewide delivery of Extension-based educational programs emphasizing textile and apparel businesses.



**The University of North  
Carolina at Greensboro  
Consumer, Apparel, and  
Retail Studies  
Onsite Representative:  
Melanie Carrico,  
[mcarric@uncg.edu](mailto:mcarric@uncg.edu)**

The Department of Consumer, Apparel, and Retail Studies seeks an Assistant/Associate Professor, 9-month tenure track in the area of Apparel Product Design. We also invite students to inquire about a graduate degree in Global Apparel Supply Chain Management. Assistantships available Fall 2013.



**University of Tennessee  
Retail and Consumer  
Sciences  
Onsite Representatives: Ann  
Fairhurst, [fairhurs@utk.edu](mailto:fairhurs@utk.edu)  
and Youn-Kyung Kim,  
[ykim13@utk.edu](mailto:ykim13@utk.edu)**

The Department of Retail, Hospitality and Tourism Management seeks as Assistant/Associate Professor, 9 month tenure track in the area of retailing, consumer behavior, product development or merchandising. We also welcome students at the PhD. Level to inquire about a graduate degree from the University of Tennessee. Assistantships will be available Fall 2013.



**Virginia Commonwealth  
University  
Fashion Design &  
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Kristin Caskey, Assistant  
Chair, Associate Professor,  
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  - 2) Assistant Professor in Fashion Design.
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Alysia HImoto, Sears-Independent Designer

#### Target Market

Julianne Thibodeaux, Jack Spade  
Lisa McRoberts, Louisiana State University  
Allison Izu, Allison Izu Designs

### **For Student Work**

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Sherry Haar, Kansas State University  
Vince Quevedo, Kent State University  
Phyllis Bell Miller, Mississippi State University

#### Target Market

Catherine Black, Washington State University  
Marian O'Rourke-Kaplan, University of North Texas  
Elizabeth Bye, University of Minnesota

#### Hawaiian Inspired Design

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Malie Moran, Hawai'i Red Style  
Dexter Doi, Ecolicious  
Marcia Morgado, University of Hawai'i  
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