

GLOBAL FASHION 2012

GLOBAL FASHION CONFERENCE / CONFERENCIA MODA GLOBAL

FUTURE OPTIONS FOR THE FASHION WORLD
OPCIONES FUTURAS PARA EL MUNDO DE LA MODA

MADRID, 15/16/17 NOVEMBER

The **3rd international conference on Global Fashion** will take place in **Madrid**, being hosted by the **Universidad Complutense**.

The aim of this bi-annual conference is to build up a network of researchers in the field of Fashion Studies with a multidisciplinary approach. Moreover, it aims at opening a two-way platform where academia and the business world meet up to debate contemporary issues on Fashion.

The Conference welcomes researchers and professionals from the fashion industry from all over the world.

We are pleased to present some of the topics and the speakers already confirmed.

THE GLOBALISATION OF FASHION

Dominique Jacomet / Institut Français de la Mode / Paris - France / Président

EMPOWERMENT BY DESIGN

Cynthia Lawson / Parsons School of Design / New York - USA / Coordinator Project DEED

THE NEW RETAILING: REALLY GLOBAL

Salvatore Testa / Milano Fashion Institute / Milan - Italy / Chief Executive Officer

THE ARCHITECTURE OF FASHION: FROM OBJECTS TO RELATIONSHIPS

Miguel A. Alonso del Val / University of Navarre / Pamplona - Spain

INNOVATION, TECHNOLOGY AND DESIGN DEVELOPMENT: THE JEWELLERY SECTOR IN RIO DE JANEIRO

Cláudio Magalhães / Universidade Católica do Rio de Janeiro / Brasil

FROM DRESS-MAKING TO PLACE-MAKING: GLOBAL VARIETIES OF THE WAYS FASHION DESIGNERS ENGAGE WITH LOCAL CULTURES

Lise Skod / University of Copenhagen / Denmark

CONTEMPORARY PORTUGUESE FASHION

Paula Soares / Universidade Lusíada do Porto / Portugal

FUTURE FOOTWEAR: WALKING IN A CROSS-CULTURAL PERSPECTIVE

Catherine Willems / University of Ghent / Ghent - Belgium

OPERA, A SPACE FOR HAUTE COUTURE: THE EXAMPLE OF CHRISTIAN LACROIX.

Mariam Vizcaíno / CUV - Centro Universitario Villanueva / Madrid - Spain

THE MYTHOPOIESIS OF A FASHION BRAND THE CREATION OF A MYTH

Cristiano Ciappei / University of Florence / Florence - Italy

Companies' participation

Fashion districts and fashion shops in Madrid _ from Castellana to Soho

Cultural and Social Programme

Bailado Flamenco / Friday night, 16th of November

Museo Thyssen-Bornemisza - **"El Arte de Cartier"** / Saturday Morning, 17th of November

THE MORNING/PLENARY SESSIONS WILL TAKE PLACE AT **FACULTAD DE CIENCIAS DE COMUNICACIÓN - UNIVERSIDAD COMPLUTENSE**

THE AFTERNOON/PARALLEL SESSIONS WILL TAKE PLACE AT **MUSEO DEL TRAJE (NEXT TO THE FACULTAD DE CIENCIAS DE COMUNICACIÓN)**

Organizational Committee

Isabel Cantista / Universidade Lusada do Porto
Paloma Diaz Soloaga / Universidad Complutense Madrid
Saskia Westerduin / School of Arts / University of Ghent
Victoria Muller / CUV - Universidad Complutense Madrid

Scientific Committee

Alexandra De Raeve / University of Ghent
Catherine Willem / University of Ghent
Carlos Delso / CUV - Universidad Complutense Madrid
Cristiano Ciappei / Università di Firenze
Cynthia Lawson / Parsons School - New York
Emanuela Mora / Università Cattolica del Sacro Cuore - Milan
Francisco Vitorino Martins / Universidade do Porto
Isabel Fernández de Córdova / CUV - Universidad Complutense Madrid
İpek Kutay / İstanbul Moda Akademisi
José Carlos Teixeira / Parsons School - New York
Lindsay Isabelle Carey / Caledonian Business School - Glasgow
Madalena Pereira / Universidade da Beira Interior
Marco Bettiol / Università degli Studi di Padova
Maria Helena Vilas-Boas e Alvim / President of APIHM - Portuguese Association for Historical Research on Women
Mariam Vizcaino / CUV - Universidad Complutense Madrid
Miguel Angel Martín Cárdena / CUV - Universidad Complutense Madrid
Mónica Codina Blasco / Universidad de Navarra
Paloma Diaz Soloaga / Universidad Complutense Madrid
Paula Rodrigues / Universidade Lusíada do Porto
Paula Soares / Universidade Lusíada do Porto
Pierre Xiao Lu / Universidade Fudan/Bocconi - Xangai
Rogério Sousa / CITCEM - Universidade do Porto
Rui Miguel / Universidade da Beira Interior
Salvatore Testa / Milano Fashion Institute
Saskia Westerduin / University of Ghent
Teresa Sádaba Garraza / ISEM - Univ. Navarra - Madrid
Victoria Muller / CUV - Universidad Complutense Madrid
Yolanda Espiña / Universidade Católica do Porto

Registration fee*

/ EARLY REGISTRATION UNTIL 15th SEPT

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|---------------------------|-------|------|
| Researchers and academics | 344 € | 283€ |
| Professionals | 369 € | 307€ |
| Students | 221 € | 160€ |

(*) Including VAT

The fee includes all lunches, Gala dinner, coffee-breaks and documentation.

The registration should be made online, after the **1st of July**, at <http://www.surveymonkey.com/s/ZPF6K6M>

Registration will be confirmed upon receipt of the Bank transfer.

This should be sent to the following email address: globalfashionconference@gmail.com

More information concerning the Programme, Registration and Recommended Hotels is available upon request sent to the aforementioned email address.



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Investigación
del Patrimonio
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