



Institute for Capitalising
on Creativity, University
of St Andrews

The Business of Fashion: Historical Perspectives



Department of History
& Welsh History,
University of
Aberystwyth

8-9 March 2012

University of St Andrews



School of Management
and Languages



PROGRAMME

Thursday 8 March

- 10:00 **Registration: The Gateway, University of St Andrews**
- 10:30 **Welcome and Introduction: Richard Coopey**
- 11:00 **Session One: Networks, connection and markets**
Caroline Evans, Central St. Martins, UK
Modeling Modernism: the First Fashion Shows 1900-1929
- Véronique Pouillard, University of Oslo, Norway
The Paris-New York Fashion Business, 1920s-1960s
- 12:30 **Lunch**
- 13:30 **Session Two: From Fashion House to High Street**
Florence Brachet Champsaur, EHESS and Galeries Lafayette, France
Madeleine Vionnet and Galeries Lafayette: The Unlikely Marriage of a Parisian Couture House and a French Department Store, 1922-1940
- Artemis Yagou, VU University, Amsterdam, Netherlands
In search of a “design Esperanto” in Greece: The case of fabric and dress designer Yannis Tseklenis
- 15:00 **Coffee**
- 15:30 **Session Three: Materials, Processes and Style**
Regina Lee Blaszczyk, Innovative Histories and University of Delaware, USA
Seventh Avenue Style: The Hidden History of How the American Woman became the “Best Dressed Woman in the World”
- Eugene K. Choi, Graduate School of Technology Management, Ritsumeikan University, Japan
Mechanising Fashion Creativity: Genesis of A New Business Model from the Evolution of Total Design Centre, Shima Seiki, Japan 1982-2012
- 17:00 **Break**
- 18:30 **Evening Entertainment**
- 19:30 **Conference Dinner**
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Friday 9 March

- 9:00** **Session Four: Organisations, Institutions and Fashion Markets**
Birgit Lyngbye Pedersen, Centre for Business History, Copenhagen Business School, Denmark
When Clothes create People: The Federation of Danish Textile and Clothing Industries and the marketing of the Danish clothing industry from 1955 to 1960
- Djurdja Bartlett, London College of Fashion, University of the Arts, London, UK
Does Fashion Need to Change So Quickly, or System versus Process in Socialist Fashion
- 10.30** **Coffee**
- 11.00** **Session Five: Enterprise and Swinging Sixties**
Richard Coopey, Aberystwyth University, Wales
Grannie Takes a Trip – to the Bank: Enterprise and Men’s Fashion in the Swinging Sixties
- Paolo Hewitt, London, UK
Big Ben: The Face of Mod Business
- 12.30** **Lunch**
- 13.30** **Session Six: Sources and Methods in Fashion Business History**
Ingrid Giertz-Mårtenson, Centre for Business History, Stockholm, Sweden
H&M – Documenting the Story of the World’s Largest Fashion Retailer
- Francesca Polese, Bocconi University, Milan, Italy
Labelling: Creating Identities and Understanding Meanings in the Fashion Business
- 15:00** **Coffee**
- 15:15** **Discussion session: *The Future Business History of Fashion***
Chair: Per Hansen, Copenhagen Business School, Denmark
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Institute for Capitalising on Creativity

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The Institute for Capitalising on Creativity (ICC) is a multi-disciplinary team of researchers and educators who apply their skills to the management challenges of one of the fastest growing economic sectors, the Creative Industries.

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Director: Professor Barbara Townley FRSA
Chair, School of Management



School of Management, University of St Andrews
www.capitalisingoncreativity.ac.uk
coca@st-andrews.ac.uk

