# GATEWAY TO A BRIGHTER FUTURE

ITAA

## St. Louis, Missouri
### November 19 - 22, 2025

# CONFERENCE CO-CHAIR'S WELCOME YOU TO ST. LOUIS

Host City for the 82nd Annual Meeting of the International Textile and Apparel Association

Welcome to St. Louis, Missouri, and the 2025 ITAA Annual Conference! As your conference co-chairs, we are thrilled to welcome both new and returning members to this year's gathering at the Hyatt Regency St. Louis at The Arch. As this year marks a Joint Symposium, we also want to extend a warm welcome to our KSCT Colleagues!

RayeCarol Cavender

Our theme, ***Gateway to a Brighter Future***, symbolizes both the iconic Gateway Arch that defines the city skyline and our shared dedication to driving innovation, fostering inclusivity, and promoting sustainability within the textile and apparel disciplines.

St. Louis is a city rich in history, culture, and entrepreneurial energy. From its roots as a hub of westward expansion to its vibrant present-day arts and fashion scene, the city offers a dynamic backdrop for our conference. During your stay, we

Laurie Apple

encourage you to explore the many local attractions—take a stroll through Forest Park, visit the renowned St. Louis Art Museum, or enjoy the culinary delights of the Delmar Loop and Soulard neighborhoods. The city's blend of Midwestern charm and cosmopolitan flair makes it a perfect setting for inspiration and connection. For detailed recommendations on all-things St. Louis, please visit the *Getting to Know St. Louis* tab on the conference website.

We are excited to offer a robust schedule of events beginning with Wednesday's pre-conference tours and workshops, the first of three design exhibits, and our Opening Reception. We encourage you to take part in our curated tours, which include visits to local sustainable fashion businesses, designer consignment shops, and textile recycling operations. These professional visits will highlight the city's commitment to progress and its role in shaping national conversations around fashion and sustainability.

Thursday's schedule is packed with a range of exciting concurrent sessions, the Resource Exhibit, and our Keynote Luncheon. On Friday, research and design presentations continue, along with the Career Fair and International Bazaar in the late afternoon. Please join us Friday night for the Awards Dinner. This year's reimagined event brings us together for a celebratory evening featuring a seated dinner, award presentations, and enhanced networking opportunities in a relaxed and collegial setting. Poster sessions will take place on Saturday morning alongside a light breakfast to fuel you up before heading home.

As we gather in the heart of the Midwest, we invite you to embrace the spirit of the Gateway City—open, bold, and full of possibility. Together, we anticipate engaging discussions, valuable networking, and the celebration of your scholarship and contributions. We extend our gratitude for your presence and for advancing a brighter future for our discipline.

Welcome to St. Louis!

RayeCarol Cavender and Laurie Apple
2025 ITAA Annual Conference Co-Chairs

# PRESIDENT'S WELCOME TO ST. LOUIS

It is my pleasure to welcome you to the 2025 International Textile and Apparel Association (ITAA) Annual Conference, held jointly for the seventh time with the Korean Society of Clothing and Textiles (KSCT), here in vibrant St. Louis, Missouri, USA. I extend my heartfelt thanks to our conference co-chairs, Laurie Apple and RayeCarol Cavender, for their dedication and tireless efforts in bringing this event to life. Their work ensures we can gather, learn, and connect in meaningful ways.

Each ITAA conference offers rich opportunities to explore new ideas and build lasting connections—and this year is no exception. We begin Wednesday with a variety of tours and member-led workshops, followed by the opening of the Graduate Student Design Exhibition in the evening. If you're new to ITAA, please join us for a special Welcome and Orientation at 6:30 p.m. on Wednesday. I look forward to seeing everyone at the Opening Reception that follows.

I've already been energized by the titles of your presentations and can't wait to hear your insights during the concurrent sessions. On Thursday, we welcome keynote speaker Bret Schiktner, CEO and President of Stars Design Group, Inc.  On Friday, Megan Peterson, Marketing and Industry Programs Director at Cotton, Inc., will speak during our luncheon. We are also honored to host Visiting Scholar Patricia Quintana Pacheco from Universidad Católica de El Salvador, who will present during Concurrent Session 6 on Friday.

Thursday morning begins with my Presidential Address and the Annual Business Meeting—an important gathering I hope all members will attend. Be sure to visit our Resource Exhibit and connect with our generous corporate sponsors Thursday and Friday.  Committee meetings are scheduled for Wednesday and Friday afternoons. I deeply appreciate the year-round work of our committees and encourage anyone curious to attend a meeting to learn more and consider becoming a member of the team.

Friday's breakfast will offer opportunities to engage with Special Interest Groups or join conversations around emerging topics.  We are hoping this new format will find new ways to invigorate our members.  The Awards Dinner is happening Friday evening – a can't miss event!

The conference concludes Saturday morning with poster sessions showcasing innovative research, pedagogies, and creative work. And to our seasoned attendees—please take a moment to welcome a new member and help them feel at home.

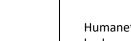Wishing you all a rewarding conference experience and safe travels!

Warm regards,

*Melanie*

**Melanie Carrico**
ITAA President

# CORPORATE PARTNERS

## Fairchild Books
### Platinum Partner

Fairchild Books, an imprint of **Bloomsbury Publishing**, is a leading global provider of educational resources for the fashion, textiles, and interior design fields. With more than a century of heritage, Fairchild has built a trusted reputation for delivering authoritative, visually engaging, and industry-relevant content that supports both academic and professional learning. Its catalog includes comprehensive textbooks, visual guides, and case studies covering subjects such as apparel design, patternmaking, draping, merchandising, textiles, sustainability, product development, and interior design. Now part of **Bloomsbury Academic**, Fairchild Books combines this legacy with innovative digital delivery through platforms such as *Bloomsbury Fashion Central* and *Fairchild Books Library*, which provide interactive "STUDIO" resources—videos, image galleries, self-quizzes, and instructor materials—to enhance teaching and student engagement. The integration of print and digital formats allows educators and learners worldwide to access a rich ecosystem of fashion and design education materials, reflecting Bloomsbury's broader mission to advance knowledge, creativity, and scholarship across disciplines.

**Amanda Oney**
Fairchild Books
Amanda.oney@bloomsbury.com

## Humanetics
### Platinum Partner

Humanetics Digital is the global leader in human body data models, 3D body scanners, ergonomic simulation software, and the world's largest body scan database. With over 20 years of expertise, Humanetics drives digital transformation in the fashion industry by going beyond digital patterns and fabrics to create digital customers. Humanetics delivers precise body measurements, shapes, and postures, enabling brands to validate garment fit before production.

Using extensive datasets from worldwide size surveys and state-of-the-art 3D body scanners, Humanetics provides unmatched accuracy in size chart development through the iSize portal. Fashion brands can define target customer measurements with confidence, while Humanetics' avatars ensure alignment with both dimensions and posture variations.

Unlike conventional avatars based on statistical averages, Humanetics blends individual body scans to capture real-world diversity in shape and proportion. This results in virtual models that reflect real human variation, offering brands superior digital garment validation. By bridging the gap between digital design and real consumers, Humanetics empowers fashion brands to streamline workflows, reduce waste, and achieve perfect fit, all before a single garment is sewn.

**Andre Leubke**
aluebke@humaneticsgroup.com

# NEW IN FASHION AND TEXTILES

**FAIRCHILD BOOKS**

**BLOOMSBURY VISUAL ARTS**

EXPLORE THIS DYNAMIC DIGITAL HUB FOR INTERDISCIPLINARY RESEARCH IN FASHION AND DRESS

**BLOOMSBURY FASHION CENTRAL**

"... designed to meet the needs of students and educators alike. Beyond the reference and visual resources, the inclusion of business cases and teaching resources make this a strong collection for institutions that support art, design, and fashion, as well as business studies with an emphasis on the fashion industry."

**– Library Journal**

**Alongside the Berg Fashion Library and many other rich digital collections, highlights include:**

**Fairchild Books Library**
Discover over 190 textbooks and accompanying STUDIO resources from the world's leading higher education fashion textbook publisher, covering the full spectrum of topics in fashion.

**Bloomsbury Fashion Business Cases**
Bring the fashion industry to life for students, with thought-provoking real-world business cases from around the world.

**Bloomsbury Fashion Masterclasses**
Get to grips with digital fashion innovation using cutting-edge video masterclasses from industry professionals, created by The Digital Fashion Group.

Find out more about how to access at
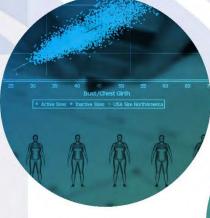**bloomsburyfashioncentral.com**

## Cotton Incorporated
### Gold Partner
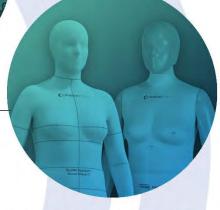


**Megan Peterson**
Director, Marketing and Industry Programs
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Want to discover what's possible with **CottonWorks™**? Cotton Incorporated recently unveiled a reimagined CottonWorks™ website, a digital transformation designed to meet the evolving needs of today's global textile professionals and educators. The new platform is more than a redesign, it is an intuitive, fashion-forward platform built to support compliance, product development, sourcing, and education across the textile industry. With trend insights, educational support, and digital product creation as top priorities, along with practical tools including enhanced virtual learning, 3D fabric files, technical specifications and compliance materials, CottonWorks™ is poised to deliver accessible, actionable tools to product developers, marketers and educators. Designed to centralize knowledge and continue to serve as the leading industry platform for cotton knowledge, tools and resources, CottonWorks™ equips professionals with a trusted platform to thrive in today's fast-moving global marketplace.

## Regents University London
### Ruby Partner



**Barbara Kaluza**
Partnerships Business Manager
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Located in the heart of royal Regent's Park in central London, **Regent's University London** combines natural beauty with cosmopolitan energy, welcoming over 130 nationalities to its intimate campus. Its tailored approach allows students to shape their education by selecting a wide number of electives, while its close ties to industry give students the opportunity to join placements and collaborate on live projects with leading businesses and brands – building their network and bringing their studies to life. Regent's Fashion and Design portfolio has been designed to immerse students into the sector from day one – undertaking audience research, building marketable collections, responding to client briefs, analyzing reports and more – guided by academics and industry practitioners who live and breathe fashion and design. All courses explore themes like sustainability, ethics and international relations – and encourage students to curate a portfolio showcasing their technical ability, creative skills, and sector awareness.

Study Abroad students on Fashion Design and Fashion Marketing courses are eligible to apply for the Will Conard Fashion Scholarship, covering tuition and accommodation fees in full. For more information, email study@regents.ac.uk or studyabroad@regents.ac.uk.

**GOLD PARTNER**



**RUBY PARTNER**

## Textile Fabric Consultants
**Ruby Partner**

**Textile Fabric Consultants, Inc.** is a family-owned business recognized for its long-standing commitment to advancing textile education, innovation, and sustainable practice within the apparel and interior industries. Founded by professionals with deep expertise in fibers, fabrics, and design, the company serves as a trusted partner to educators, students, and creative professionals by providing high-quality textile materials, instructional resources, and specialized consulting services. Through decades of collaboration with colleges, universities, and trade organizations, Textile Fabric Consultants has become an integral supporter of hands-on learning, helping the next generation of designers understand the complexities of textile performance, sourcing, and sustainability. The company is especially known for its dedication to environmental responsibility—advocating for the reuse, recycling, and responsible sourcing of materials—and for inspiring creative engagement through design challenges, educational grants, and special projects that merge artistry with social and ecological awareness. With an unwavering passion for textiles and education, Textile Fabric Consultants continues to champion innovation, craftsmanship, and collaboration across the global design community.



**Amy Willbanks**
Owner/President
Textile Fabric Consultants, Inc.
www.textilefabric.com
www.3dswatchkit.com

## VADO Explore
**Ruby Partner**

VADO Explore is a specialized study-abroad platform designed to support professors and institutions in managing international teaching and travel programs with minimal stress. Their guiding motto, "We work, you teach, everyone wins," captures their mission to handle logistics so the instructor can focus on student engagement.

Central to VADO's offering is a suite of tools and support services: academic planners help customize the teaching itinerary, a mobile/web app enables professors to take attendance, launch polls, collect assignments and communicate with students, and local in-country staff provide 24/7 backup for travel changes, emergencies or extra activities.

For institutions seeking to broaden or streamline their study-abroad offerings, VADO offers a turnkey solution that integrates technology, on-site logistics and academic coordination—making it well suited for faculty leading student groups overseas for the first time, or institutions aiming to scale their international programs with added safety, accountability and engagement.



**Craig Stemmerman**
Vice President – Europe
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# Textile Fabric Consultants, Inc.

*Providing textile education materials for over 44 years*

## Our 3D website is live!

- View fabrics from our swatch kits on 3D garments or furniture to get a realistic view.
- Download fabric files for CLO, VStitcher, and Blender
- Included with the purchase of any swatch kit and valid for one semester
- Weekly program updates include the addition of more fabrics and 3D models
- Visit us at our booth to learn more about the 3D website and other new products!

## 2026 ITAA Design Challenge!

- Inspired by the 2025 ITAA tote bags, created by Textile Fabric Consultants, Inc.
- Emphasizing recycling and sustainability
- $500 Design Award
- Please join us on November 21 from 8:30 a.m. to 8:45 a.m. in Mills 8 for an informational session about the contest

**www.textilefabric.com**          **www.3dswatchkit.com**

**RUBY PARTNER**

## Select Travel Study
### Silver Partner

**Select Travel** is a premier travel management company specializing in thoughtfully curated group and individual travel experiences that combine exceptional service, value, and meticulous attention to detail. With decades of experience in the travel industry, Select Travel partners with universities, professional associations, and corporate organizations to design seamless programs for conferences, educational study tours, and special events around the world. The company's experienced team provides end-to-end support—from itinerary planning and flight coordination to hotel bookings, ground transportation, and on-site assistance—ensuring that every aspect of travel is efficient, stress-free, and memorable. Known for its personalized approach, Select Travel offers customized itineraries, exclusive group rates, and responsive customer service tailored to meet the unique needs of each client. Whether arranging large-scale academic gatherings or coordinating individual travel for leisure or business, Select Travel upholds a philosophy grounded in professionalism, hospitality, and trust. Its commitment to excellence, reliability, and meaningful connections continues to make Select Travel a preferred partner for travelers seeking quality and care in every journey.

**Nick Squire**
Account Manager
Select Travel Study
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## The Textiles Kit / Atexinc
### Silver Partner

**Atexinc** is proud to announce the release of the **new Pacetex1 Edition of *The Textile Kit™***—a refreshed and forward-thinking resource designed to meet the evolving needs of today's textile and apparel classrooms. Building on the trusted foundation of previous editions, the Pacetex1 Edition offers a more concise and affordable collection of high-quality fabric swatches while expanding learning opportunities through enhanced digital integration. In addition to the physical swatches, this new edition includes *12 exclusive samples with digital data and content*, allowing instructors and students to explore the intersection of textiles and digital design. These new resources help bridge the gap between traditional textile study and the rapidly growing world of digital product creation, providing a well-rounded, flexible learning experience for both in-person and online courses. Atexinc remains committed to supporting educators and students through accessible, innovative tools that combine tactile engagement with digital learning. The company will also continue to offer the popular **Eco+ Edition**, which emphasizes sustainable materials and responsible sourcing. For more information, contact **kathicook@thetextilekit.com**

**Kathi Cook**
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## Eden Travel
### Bronze Partner

**Eden Travel International** is a full-service travel management company dedicated to creating exceptional, worry-free travel experiences for individuals, groups, and organizations around the world. With decades of experience and a strong reputation for professionalism and integrity, Eden Travel International offers customized travel planning that combines convenience, value, and cultural discovery. The company partners with universities, associations, and corporations to organize conference travel, study tours, and group excursions—handling every detail from flight arrangements and accommodations to transportation and on-site logistics. Known for its personalized service and global expertise, Eden Travel International takes pride in understanding each client's unique needs, crafting itineraries that are both efficient and inspiring. The company's dedicated team provides 24/7 support and access to exclusive group rates, ensuring every journey runs smoothly and memorably. Whether planning an academic trip abroad, coordinating large-scale conference attendance, or arranging a personal getaway, Eden Travel International is committed to delivering exceptional service, meaningful experiences, and peace of mind to every traveler.

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## SAI Study Abroad
### Bronze Partner

Since 1995, SAI has provided students with exceptional cultural and educational experiences abroad, offering the opportunity to enroll in some of the finest schools available to English speaking students in Europe. By encouraging students to explore the complex intersections between self, community, and creativity, SAI aims to provide an inspiring and transformative experience for all participants.

All of SAI's services, in the U.S. and overseas, are geared toward ensuring student safety and maximizing the student experience; both in terms of providing a framework for academic inquiry, and offering each student opportunities for personal growth and development. Through extensive pre-departure advising and superior on-site services and programming, SAI aims to enhance cultural understanding for every participant.

SAI also assists in the design and delivery of custom academic and professional development programs throughout Italy, France and Spain. With over 30 years of experience, we have the expertise and framework to create one-of-a-kind, high-impact learning experiences. Our knowledgeable on-site staff provide access to local resources and exclusive activities that align with and enrich course curriculum.

**Katie Carillo**
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**Scott Ramsay Kyle (*he/him*)**
Senior International Academic Programme
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## University of the Arts London
**Bronze Partner**

The University of the Arts London (UAL) Fashion Program is internationally recognized as a global leader in fashion education, creativity, and innovation. Home to world-renowned colleges such as Central Saint Martins and the London College of Fashion, UAL offers an unparalleled range of undergraduate and postgraduate degrees spanning design, textiles, communication, business, and technology. The program fosters a dynamic and interdisciplinary learning environment where students are encouraged to challenge conventions, explore sustainable practices, and shape the future of the fashion industry. With access to cutting-edge facilities, expert faculty, and strong connections to global fashion houses, students engage in hands-on projects that merge artistic expression with market relevance. Alumni of UAL's fashion programs have gone on to become some of the industry's most influential designers, creative directors, and innovators. Grounded in London's vibrant creative scene, UAL continues to be at the forefront of redefining fashion as a force for cultural, social, and environmental change.

# 2025 ITAA Fellow
# Dr. Lynn M. Boorady



Dr. Lynn M. Boorady, Department Head of Design and Merchandising at Oklahoma State University, has dedicated her career to advancing education, research, and service in academia. With decades of leadership as a Department Head, she fostered an environment where research thrived, teaching excelled, and service was valued. Her own research in functional clothing design addresses critical needs for specialized populations, collaborating with structural and wildland firefighters, ice hockey players, agricultural workers, and others in hazardous environments.

Throughout her career, she actively engaged in fostering relationships with industry stakeholders. Since 2017, Dr. Boorady has served on the 3D.RC Education Sub-Committee, co-chairing a team that developed industry-informed skills matrices for Digital Product Creation, now the basis of TAPAC DPC certification.

A passionate and innovative educator, she has earned numerous accolades for her teaching and commitment to industry collaboration, inspiring students and enriching academic programs through her extensive professional network. Her proactive leadership has not only enriched the learning experience for students but has also contributed to the relevance and currency of academic programs.

Her dedication to her profession extends beyond the classroom, with over 30 years of mentoring and volunteering within ITAA, including in her role as president in 2023.

# 2025 ITAA Fellow
# Dr. Nancy Nelson Hodges



Nancy Hodges is the Burlington Industries Excellence Professor and Head of the Department of Consumer, Apparel, and Retail Studies at the University of North Carolina, Greensboro. Dr. Hodges' research examines issues of higher education and employment relative to the US and North Carolina textile, apparel, and retail industries. Dr. Hodges has garnered more than $1.8 million in external research support. She has published more than 70 book chapters and articles in refereed journals and presented more than 200 papers at numerous juried national and international conferences. Dr. Hodges currently serves as Deputy Editor for the *Clothing and Textiles Research Journal,* as Vice President and President-Elect of the Textile and Apparel Accreditation Commission (TAPAC), and is a past Vice President for Planning for ITAA. Dr. Hodges is a UNCG recipient of the University of North Carolina System Board of Governors Teaching Excellence Award and a recipient of the Outstanding Graduate Mentor Award from the Graduate School of UNCG for her work advising and mentoring more than 150 MS and PhD students. Dr. Hodges has received multiple Paper of Distinction and Best Paper awards for publications and presentations, many of which include students as co-authors, and was the 2018 ITAA Distinguished Scholar.

# 2025 ITAA Mid-Career Excellence Award

# Dr. Jiyun Kang



Dr. Jiyun Kang, an Associate Professor at Purdue University, is recognized for her impactful contributions to sustainable fashion, responsible brand management, and innovative consumer experiences. Her scholarly excellence is reflected in her 45 peer-reviewed articles, nearly 80% of which are published in SSCI/SCI-indexed journals, with the majority appearing in top-tier, JCR-ranked Quartile 1 (Q1) journals, including those ranked in the top 1%-10% by impact factor like *Journal of Business Ethics, Journal of Environmental Psychology, Business Strategy and the Environment,* and *International Journal of Hospitality Management.* Dr. Kang has earned prestigious awards, including the *Paper of Distinction Awards* (6 times), *the Rising Star Award*, *the Educators for Socially Responsible Business Research Award*, and *the 1st Place Doctoral Best Paper* from ITAA. She has also been honored as *the Emerging Scholar of the Year* by AAFCS (2 times) and as an *American Fellow* by AAUW. Her ability to secure external funding from NSF, NRF, and AAUW further underscores her research impact. Dr. Kang is a dedicated contributor to the textiles and apparel field through her exemplary service as an Associate Editor for *Clothing and Textiles Research Journal* and *Family and Consumer Sciences Research Journal*, where she received outstanding service awards from both.

# 2025 ITAA Mid-Career Excellence Award

# Dr. Tunmin (Catherine) Jai



Dr. Jai is a productive researcher, having published 37 refereed journal articles and presented at over 62 national and international conferences. Her research explores critical areas such as omnichannel retailing, consumer trust and loyalty, branding, consumer privacy, sustainable consumption, and neuromarketing. Her work has appeared in esteemed journals such as the Journal of Interactive Marketing, Computers in Human Behavior, and the Journal of Consumer Behavior. Dr. Jai's commitment to advancing knowledge in the retail industry is further demonstrated through her co- authored book, "Omnichannel Retailing for Fashion Business," published in 2025. In addition to her scholarly achievements, Dr. Jai has demonstrated exemplary leadership within ITAA, serving on various committees and she currently serves as the Vice President of Publications for the 2025-2027 term.

The ITAA Mid-Career Award honors individuals who have made significant contributions to the field during the first decade of their careers. Dr. Jai's dedication to research, teaching, and service embodies the values of ITAA and serves as an inspiration to colleagues and students alike.

# 2025 ITAA Rising Star Award
# Dr. Song-yi Youn



Dr. Song-yi Youn is an Assistant Professor in the Department of Textile and Apparel Management at the University of Missouri. Her research explores the impact of fashion retail technologies on both connected and disconnected consumers, addressing societal concerns while navigating ethical and regulatory boundaries. She emphasizes effective communication strategies and crisis management to enhance accountability and trust within the fashion retail sector. With over 80 research papers in high- impact journals and conferences, including the Clothing and Textiles Research Journal (CTRJ) and other high-impact journals (SSCI, IF >10). Her international recognitions include two CTRJ Top-Citation Awards (2023, 2024), four International Textile and Apparel Association (ITAA) Paper of Distinction Awards (2020, 2021, 2023), the Fashion and Textile Best Paper Award (2024), and the Journal of Retail & Distribution Management Award (2023). A dedicated educator, Dr. Youn fosters an inclusive learning environment for undergraduate and graduate students, earning her the Assistant Professor of the Year Award (2024). She serves actively on departmental, college, and professional committees. As an executive editor for Fashion and Textiles, she contributes significantly to the field and has held key roles in ITAA, and Korean Society of Clothing and Textiles (KSCT) including various committees.

# 2025 ITAA Teaching Excellence Award
# Dr. Kelly L. Reddy-Best

Kelly L. Reddy-Best has recently taken the position as Chair of the Department of Family and Consumer Sciences at Illinois State University. Previously she served as the Morrill Professor in Apparel, Merchandising at Iowa State University (USA) and the chief curator and director of ISU's Textiles and Clothing Museum. In her research she examines the interrelationships of dress, identity, consumption, regulation, and the fashion system. All of her work is rooted in a social justice lens. She has taught courses across the apparel curriculum in design, product development, merchandising, culture, and history. She has significantly contributed to scholarship with 50 peer-reviewed papers, 1 peer-reviewed book with a university press, multiple curated fashion exhibitions, and 76 peer-reviewed research presentations. In her upcoming book, *Queer and Trans Fashion Brands: Resistance and Revolution in the 21st Century*, she explores how fashion entrepreneurs emerged as true fashion disruptors, challenging the status quo on multiple fronts. Her accolades include 22 professional awards or honors recognizing her scholarship outputs in areas such as scholarship, design, and curatorial exhibitions throughout her career. Furthermore, she has received invitations to share her scholarly insights at various esteemed institutions, including universities and prestigious museums such as National Museums Scotland and the Chicago History Museum.

# 2025 ITAA Teaching Excellence Award

# Dr. Ling Zhang



As an Associate Professor of Fashion Design and Merchandising at Iowa State University, Dr. Ling Zhang exemplifies teaching excellence by nurturing students' creative and academic growth. Her teaching philosophy centers on guiding students to define their academic purpose and master problem-solving, all while aligning course content with evolving industry standards. Under her mentorship, students have exhibited 36 designs at national and international juried exhibitions and competitions, earning 19 awards, scholarships, and fellowships. Students have also presented ten oral and poster presentations at the ITAA conferences. Of Dr. Zhang's 31 juried scholarly presentations, 12 specifically address innovative pedagogy, demonstrating her commitment to advancing educational practices in apparel design. Her scholarship in pedagogy in higher education includes three peer-reviewed journal articles, a book, and numerous presentations, highlighting her leadership in the field. In 2022, Dr. Zhang's pioneering teaching approaches were recognized with the Third-Place Nancy Rutherford Teaching Innovation Award. She has secured over $183,000 in grants to enhance learning experiences further and has developed forward-thinking coursework. Her leadership extends to serving as Chair of the ITAA Creative Scholarship and Education Committee (2018-2019) and as the current Co-Chair for the ITAA Design Exhibition Catalog committee, underscoring her influence in shaping apparel design education.

# 2025 Keynote Speaker
## BRET SCHNITKER
## CEO and President Star Design Group

As an industry apparel executive for more than 30 years working in all facets of the sector, Bret has had the unique experience to do in business in 70 countries, working with artisans and experts worldwide. Having been in over 1000 factories that employ 200,000 people, he cares deeply about the value of the opportunity this industry brings to developing countries and its people.

Founder and CEO of Stars Design Group, a fashion design and production house, he believes in fostering an environment of innovation and evolution to stay ahead of the rapidly changing business climate. With offices worldwide and a network of 67 factories globally, Bret stays ahead of the trends to advise on all design, textiles, sourcing, manufacturing, logistics, and business strategy. Through consulting, collaboration, and thought leadership, Bret helps clients (brands and retailers) solve garment initiatives and production goals.

Uniquely Saint Louis based, with its historic legacy in apparel and new focus of innovation, Bret is invested in the blend of talent and technology to develop solutions that serve the demands of the consumer base, while supporting social and environmental goals.

# 2025 Keynote Speaker
## Megan Peterson
## Director, Marketing & Industry Programs
## Cotton Incorporated

Cotton Incorporated is a not-for-profit organization that advances every stage of the cotton supply chain through research, education, and promotion. Its widely used educational platforms cottonworks.com and Cotton University equips students and professionals with resources on trend forecasting, fabric formation and finishing, sustainability, and supply chain practices.

The organization has been a long-standing collaborator with the International Textile and Apparel Association, co-sponsoring conference events and supporting the Innovations in Cotton design awards at the undergraduate, graduate, and professional levels. Through the Cotton in the Curriculum grant program, Cotton Incorporated directly bridges classroom learning with industry practice by funding field trips, hands on projects, and guest lectures. These grants have powered meaningful learning experiences across the country.

Through these sustained investments, practical tools, and collaborative partnerships, Cotton Incorporated strengthens the textile and apparel ecosystem, enriches education, and accelerates innovation that connects scientific understanding with real world application.

At ITAA, Cotton we are honored to have Megan Peterson as the keynote speaker. Ms. Peterson is Director of Marketing & Industry Programs at Cotton Incorporated, based in Raleigh, North Carolina. THE ORG+2LinkedIn+2 She oversees a team that builds and delivers programs to engage industry professionals and emerging talent, often connecting education, design innovation, and sustainability through programs like the Cotton Forward 3D Fashion Design Challenge. Cotton Incorporated+1 Her work includes curating resources via CottonWorks™ and coordinating outreach and grant-based initiatives that bring real-world textile and apparel education into the classroom.

# APPAREL, MERCHANDISING & DESIGN

## ASSISTANTSHIPS AVAILABLE*



## INNOVATION SPACES

Innovate 1858 (student-operated store/learning lab)

Data Analytics Laboratory

Textiles and Clothing Mueseum

Textile Testing Lab

Heat and Thermal Protection Lab

Clothing Comfort and Performance Lab

Apparel Soft Goods Production Studio

Digital Apparel and Textiles Studio

3D Body Scanner Lab

## DEGREE REQUIREMENTS

### MASTER OF SCIENCE

**Thesis option**: Minimum 30 credits
**Non-thesis option:** Minimum 36 credits

### DOCTOR OF PHILOSOPHY

**Minimum of 72 credits:** 30 credits from the master degree may be applied towards the 72 credits

### HYBRID DISTANCE
(MASTER OR DOCTORATE)

New Cohorts start in summer
Most classes held synchronously with our on-campus students

### DIGITAL MARKETPLACE ANALYTICS

M.S. Certificate
15 Credits



## AREAS OF FACULTY RESEARCH

Consumer Behavior
Design—Creative, Technical, and Functional
History, social psychology, culture
Merchandising, Marketing, Management, and Entrepreneurship
Scholarship of Learning and Teaching

DIRECTOR OF GRADUATE EDUCATION
**Contact:** Dr. Ann Marie Fiore    amfiore@iastate.edu

## GRADUATE APPLICATION REQUIREMENTS

- ISU application
- 4 year Bachelor's degree (or equivalent)
- Copies of all transcripts
- Statement of Purpose
- 3 letters of recommendation (Must be submitted using ISU's letter recommendation form; the program will not accept any previously written letters)
- Portfolio for a design/product development focus
- Proof of English proficiency if applicable

## APPLY HERE:
https://www.iastate.edu/admission-and-aid/apply



*Assistantships are available for teaching-, research-, and museum-related positions. You will be sent an application once admitted to the program.

## IOWA STATE UNIVERSITY
**Apparel, Events, and Hospitality Management**

# Textile & Apparel Management
### University of Missouri

**10** Graduate students

**New** Graduate Certificate in Digital Merchandising

**12** Faculty and Staff

**300+** UG Major, Minor, and Cert students

**$3.0 +million** Endowment Fund

# Future Leaders of the Global Fashion Supply Chains

The **Department of Textile & Apparel Management**, where students learn both the art and science of the fashion industry.
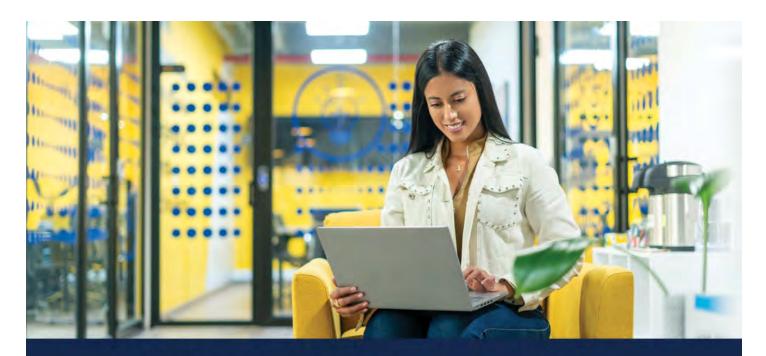
Our mission emphasizes **Innovative research, creative problem-solving, consumer insight**, and **professional engagement** in the global textile and apparel industry.

TAM's award-winning faculty prepares students for a wide variety of career options, such as merchandising, buying, sourcing, product development, technical design, digital retailing and retail operations. TAM Advisory Board members mentor students to become fashion business leaders.

Graduate programs — Graduate Certificate, MS and PhD — are offered with the **supportive culture of faculty mentorship** and **peer engagement.**

Students are mentored by individual faculty and through the interdisciplinary departmental culture. GSA-TAM fosters peer support, professional and social activities, and funding access. Students receive a 0.5 FTE assistantship (approx. $22,500 for PhD / $20,000 for MS, for 9-months) plus tuition, fees, health insurance, and scholarship opportunities.

Textile and Apparel Management | 137 Stanley Hall | TAM.MISSOURI.EDU

# 2025 ITAA PROGRAM SCHEDULE

**TUESDAY, 18ᵀᴴ NOVEMBER, 2025**

**Council Meeting**
9:00M - 5:00pm                    Mills 3

**WEDNESDAY, 19ᵀᴴ NOVEMBER, 2025**

**Registration**
7:30am - 12:30pm                 Grand Coat Room

**AM TOUR – Meet in Lobby at 8:15**
8:15am - 1:00pm

Begin your St. Louis fashion experience with four inspiring, design-forward destinations that showcase the city's creativity and entrepreneurial spirit.

Your morning starts at Conjetta Designs, a boutique studio located just minutes from the Hyatt Regency. Enjoy an exclusive look at their process and craftsmanship during this private one-hour visit (8:30–9:30 AM).

A short drive takes you to So iLL on the Hill (9:45–10:30 AM), where functional design meets bold innovation. Explore their unique brand story and product development approach.

Next, travel to Remains Inc. (10:45–11:30 AM), a remarkable destination specializing in sustainable textile work and repurposed materials. This stop offers a behind-the-scenes perspective on creative reuse and local design culture.

Your final morning stop is found.vintage (11:55 AM–12:40 PM) in University City, a curated vintage boutique known for its elevated styling, unique finds, and thoughtfully sourced selections.

Following this visit, the tour returns to the hotel at 1:00 PM for a brief break before the afternoon session.

**PM TOUR – Meet in Lobby at 1:25**
1:25pm – 6:10pm

After a short hotel break, the afternoon begins with a visit to Found by the Pound (1:50–2:35 PM), a treasure-hunt style experience offering an everchanging assortment of secondhand apparel sold by weight. Participants can explore, discover, and dive into the world of circular fashion.

Next, enjoy an elevated retail experience at Neiman Marcus (2:55–3:50 PM), where luxury fashion, merchandising insights, and curated brand stories come together. This stop provides a look into highend retail operations and current market trends.

Continue to Byrd Designer Consignment (4:05–4:50 PM), a premier consignment boutique known for its expertly curated designer offerings. Learn about the business of luxury resale and the growing demand for authenticated secondhand goods.

The final stop of the day is Union Studio (5:05–5:55 PM), a celebrated local maker space and shop featuring independent designers and handcrafted goods. This visit highlights community-centered retail and local creative entrepreneurship. (A slight time adjustment will be shared in the one-week reminder email.)

The tour concludes with a return to the Hyatt Regency at approximately 6:10 PM.

**Workshop I - Advocating the Department through Data and Analytics: Best Practices for the Current and Future Department Chairs**
8:00am - 12:00pm                 Mills 3

**Advocating the Department through Data and Analytics: Best Practices**
This workshop will assist participants in learning about various data that the college, campus leadership, state, and higher education commissions are tracking and monitoring (academic analytics, faculty salary data, career outcomes data, CIP codes, etc.); how to obtain data; how to interpret data; and how to use data to advocate (or assess) the department and programs. The workshop will share best practices of utilizing data to advocate (or improve) the department's/programs goals and utilizing data to hire, promote, and provide financial raises/incentives to faculty members. Breakfast included.

**NOTE**: This is the same workshop that was presented last year during the annual conference, although you are welcome to take it again. Or you can participate in the new Leadership Workshop series, that includes this workshop, plus others offered virtually during the 2025-2026 academic year. If you want to participate

in the series, please enroll in the series, available in *Events* on https://www.itaaonline.org.

All proceeds from this workshop goes directly toward supporting ITAA's operational expenses; the workshop leaders graciously volunteer their time and expertise.

## Workshop 2 - Equipping Fashion Students with Artificial Intelligence Tools: Integrating Perspectives from Educators, Industry Professionals, and Students

9:00am - 12:00pm                    Mills 8

**Equipping Fashion Students with Artificial Intelligence Tools: Integrating Perspectives from Educators, Industry Professionals, and Students**

The workshop is structured into three key components: a presentation, a panel discussion, and a hands-on session with AI software tools. It provides participants with a unique opportunity to stay at the cutting edge of technological innovation in fashion education through interactive, experiential learning. Attendees will receive guided training and access to free trials of AI-powered tools offered by **Trendee** and **Adobe AI**. All ITAA members are welcome to join! **Trendee** is an advanced trend forecasting platform that leverages AI to analyze social media data and identify emerging products, styles, and fashion trends. **Adobe AI**, through its Sensei and Firefly technologies, brings powerful generative and analytical capabilities to the creative process of fashion designs.

By the end of the workshop, participants will gain practical skills in using these AI tools, empowering them to enhance their teaching, streamline their research, and stay ahead in the evolving landscape of fashion and design.

## Workshop 3 - Using Archetypes in Design Sprints to Inspire Product Development

12:30pm - 1:00pm                    Mills 3

**Using Archetypes in Design Sprints to Inspire Product Development**

In this fast-paced, hands-on session, you'll be introduced to the Design Sprint: a collaborative, dynamic, and human-centered approach for design thinking. Originating from Google Ventures, the Design Sprint method champions creative, unfiltered thinking as designers work toward developing solutions for complex problems on tight deadlines. This workshop begins with an overview on how to create archetypes (user profiles that keep designers focused on nuanced and context-specific needs) from interview data. Next, working in small teams, we will complete a series of generative exercises leading to the design challenge – development of a wearable UVC device to disinfect everyday handheld tools used

by healthcare professionals. The workshop involves five stages: defining the problem, ideation, aligning on solutions, rapid prototyping, and group critique. Along the way, you'll learn generative ideation and alignment strategies such as "designing together, apart" and the "NOW-HOW-WOW" matrix. The workshop culminates with a presentation and critique of prototypes developed and discussion of best practices to adapt the Design Sprint methodology to a range of research and teaching scenarios. Led by an expert team of human-centered design researchers, this highly focused and immersive session will bolster the design researcher's toolkit for user-focused ideation and empathetic approaches to the design process.

**Registration**

3:00pm - 7:30pm                    Grand Coat Room

## Workshop 4 - Empowering Fashion Merchandising Students with Data Analytics Skills

4:00pm - 6:00pm                    Mills 8

**Empowering Fashion Merchandising Students with Data Analytics Skills**

This workshop presents a USDA-funded project (Grant #2023-7003-38678) designed to help educators develop data analytics and visualization proficiencies using real-world merchandising and consumer datasets to prepare undergraduate students for entry-level positions in the fashion industry. Participants will be introduced to free, classroom-ready teaching modules that guide students through analyzing industry-specific data — such as sales data and CRM data — using Excel and Power BI. Participants will gain access to instructional materials, sample datasets, codebooks, and excel templates, along with practical strategies for assessing student learning outcomes. The session includes hands-on practice, Q&A, and guidance on adapting the modules to fit diverse course formats or skill levels.

**LEGACY MEETING**

4:00pm – 5:30 pm                    Presidential Suite

**EXTERNAL RELATIONS COMMITTEE**
5:00pm - 6:00pm                    Mills 3

**INDUSTRY AND CULTURE TOUR – MAY 2027**
5:00pm - 6:00pm                    Grand Ballroom A

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**TAPAC Assembly of Delegates Meeting**
6:30pm – 8:00pm                    Mills 8

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## Graduate Design Exhibit I

6:00pm - 10:00pm                    Park View
(Designers need to stand at their design, 6:00pm – 6:45pm)

*Architectural Bloom: Villa Palladio in Fabric Form*
Manikya Sai Tejaswini Vallabhajosyula
University of North Texas
**Advisor / design mentor(s)**
Jeremy Bernardoni, Chanjuan Chen
University of North Texas

*Arkhalig Reimagined: A Contemporary Zero-Waste Dress Using Traditional Iranian Block-Printed Textile*
Mansoureh (Sophie) Nikookar
University of Minnesota
**Advisor / design mentor(s)**
Elizabeth (Missy) Bye
University of Minnesota

*Enhanced Racing Simulation: Training for Real-World Motorsports Conditions Through Novel Suit Design*
Reannan Boisvert
Kansas State University
**Advisor / design mentor(s)**
Yingying Wu
Kansas State University

*Flash Eternity*
Xintong Du
Konkuk University
**Advisor / design mentor(s)**
Sun Young Choi
Konkuk University

*Hands That Speak – A Tale of Silent Stories*
Manikya Sai Tejaswini Vallabhajosyula
University of North Texas
**Advisor / design mentor(s)**
Jeremy Bernardoni
University of North Texas

*Infinity Dress*
Mansoureh (Sophie) Nikookar
University of Minnesota
**Advisor / design mentor(s)**
Elizabeth (Missy) Bye
University of Minnesota

*Iridescence: How the Chaos Theory and Innovative Upcycling Techniques Redirects the Life Path of Materials*
Jacqueline Schmidt
Fashion Institute of Technology
**Advisor / design mentor(s)**
Zoran Dobric
Fashion Institute of Technology

*Modular Gambit: A Reconfigurable Chess-Inspired Dress Exploring Playful User Agency*
Lasya Aji Silpa
University of North Texas
**Advisor / design mentor(s)**
Hae Jin Gam
University of North Texas

*Pulse in Yarn: A Tuft-Knit Diary of Daily Heart Rhythms*
Seoyoung Choi[1,2]
[1]University of Georgia. [2]Seoul National University
**Advisor / design mentor(s)**
Jeyeon Jo
University of Georgia

*Reimagining the Chiton: Advancing Zero-Waste Knitwear through Historical Inspiration and Digital Innovation*
Rui Zhao, Yanbo Zhang
Louisiana State University
**Advisor / design mentor(s)**
Sibei Xia and Chuanlan Liu
Louisiana State University

*Seashell Architecture Inspired Auxetic Knitted Dress*
Rashmi Balegar Mohan
University of Georgia
**Advisor / design mentor(s)**
Jeyeon Jo
University of Georgia

*The Crosscurrent Racing Suit: A Solution for Professional Stand-Up Paddleboard Racers Participating in the 80-Mile Crossing for Cystic Fibrosis*
Jenna Passke
University of Oregon
**Advisor / design mentor(s)**
Susan Sokolowski
University of Oregon

***The Jogak Jacket: A Winter Jacket that Disrupts the Current Narratives of Environmental Responsibility in Fashion through Channeling Cultural Identity***

    Lisa Ly

        University of Oregon

    **Advisor / design mentor(s)**

    Susan Sokolowski

    University of Oregon

**The Kiss of Time: Translating Aging, Wrinkles, and Scars into Feminist Couture**

    Yawen Chen

        Fashion Institute of Technology

    **Advisor / design mentor(s)**

    Zoran Dobric

    Fashion Institute of Technology

***Victorian Punk: Reimagining Couture Traditions Through Sustainable Design Techniques***

    Irina Pavlova

        Louisiana State University

    **Advisor / design mentor(s)**

    Casey Stannard

    Louisiana State University

***Wearable Art Inspired by an Ecosystem's Life Cycle: Decay***

    Kaleigh Slot

        Central Michigan University

    **Advisor / design mentor(s)**

    Pimpawan Kumphai

    Central Michigan University

***Work-Assist Exoskeleton Harness for Female Construction Workers***

    Mary-Gwynedd Taylor

        Louisiana State University

    **Advisor / design mentor(s)**

    Casey Stannard, Sibei Xia

    Louisiana State University

## New Attendee Welcome & Orientation

**Presider: Charles Freeman, VP of Professional Development**

6:30pm - 8:00pm               Grand Ballroom B

## Opening Reception – Sponsored by Bloomsbury/Fairchild

8:00pm - 10:00pm            Grand Ballroom D & E

FAIRCHILD BOOKS

## THURSDAY, 20TH NOVEMBER, 2025

### Registration
7:30am - 3:00pm, 2025          Grand Coat Room

### Welcome Breakfast, Presidential Address, Business Meeting
**Presider:  Jung Ha-Brookshire, Counselor; Kim Hahn, Treasurer**
8:00am - 09:30am          Grand Ballroom D & E

### Resource Exhibit
9:30am - 4:00pm          Prefunction Area

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**CONCURRENT SESSION 1          9:45am – 11:00am**

### 1. SPECIAL TOPIC:  TAPAC - Graduate Programs in Textiles and Apparel and TAPAC Accreditation: A Discussion of Benefits, Challenges, and Future Opportunities
9:45am - 11:00am          Mills 3

This session will provide ITAA members, both faculty and graduate students, with information about accreditation offered by TAPAC for graduate programs, along with general discussion of textiles and apparel program challenges and opportunities both now and in the future. Sharing of approaches taken to strengthen graduate programs are in the best interests of the discipline. Details of the accreditation requirements and process will be shared with session participants.  Bring your department administrator with you!

**Presenters:**
Moderator: Dr. Nancy Hodges, University of North Carolina Greensboro
Dr. Bruce Cameron, Louisiana State University
Dr. Young-A Lee, Auburn University
Dr. Song-yi Youn, University of Missouri
Dr. Kittichai (Tu) Watchravesringkan, University of North Carolia Greensboro
Dr. Carol Warfield, TAPA Executive Director

### 2.  SOCIAL / PSYCHOLOGICAL ASPECTS - Identity, Memory, and Cultural Expression in Apparel
9:45 - 11:00          Mills 8
**Presider:  Julie Chang**

⭐ *Cosmopolitanism, Ethnocentrism, and Sustainable Consumption: The Mediating Roles of Self-Expression and Self-Presentation*
Jonghan Hyun, Swagata Chakraborty
University of North Texas

*Materializing Fandom: The Role of Apparel in U.S. K-pop Fan Identity and Media Culture*
Kylah Freeman, Te-Lin Doreen Chung
Iowa State University

*Crafting Identity: A Journey into Indian Textile Practices and Embodied Knowledge*
Kanishka Kumar
Toronto Metropolitan University

*Clothing and Memory: Exploring Clothing Attachment as a Therapeutic Tool for Reminiscence among Baby Boomers*
Jennifer Huh, Min Jung Kim, Athena Chan, Julie Chang
Texas Tech University

### 3.  PECHAKUCHA - AI, Innovation, and Skill Development in Fashion Education
9:45am - 11:00am          Grand Ballroom A
**Presider:  Susan Sokolowski**

*Grading Runners: A Pilot Study to Reverse Engineer Patterns to Understand the Sizing of a Population*
Susan Sokolowski, Jacob Searcy, Anish Dulal, Kara Fightmaster, Chris Stone
University of Oregon

*Bridging Design and Business: An Interdisciplinary Collaboration Between Fashion Design and Merchandising Courses*
Ashley Reese-Pierre
University of Delaware

*Teaching Generative AI in Fashion: Prompt Engineering and Custom GPT Development*
Naomi Ellis[1], Danielle Testa[1], Nicole Craig[1], Roger Kohler[2], Jennifer Werner[2], Paul Alvarado[2]
[1]Arizona State University-FIDM. [2]Arizona State University

*Navigating the AI Revolution: Integrating Artificial Intelligence in an Undergraduate Writing Course*
Amy Dorie
San Francisco State University

*Navigating the Future: Essential Skills for Fashion Graduates in the Era of AI*
Amy Dorie
San Francisco State University

## 4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
### Pedagogy and Professional Development: Evaluating AI, VR, and Problem-Solving in Pedagogy
9:45am - 11:00am                    Grand Ballroom B
**Presider: Chanjuan Chen**

*Zero-Waste Design Evaluation with Secondary Techniques: Aesthetic, Technical, and Sustainability Dimensions*
Jeremy M. Bernardoni, Hae Jin Gam
University of North Texas

⭐ *Advancing Students' Generative AI Literacy: A Fashion Merchandising Toolkit and Teaching Guide*
Xun (Catherine) Sun[1,2], Li Zhao[1], Jia Wu[3]
[1]University of Missouri. [2]Illinois State University.
[3]Auburn University

*The Integration of Generative Artificial Intelligence in Fashion Design Education through Collaborative Teaching*
Chanjuan Chen, Cynthia Gentzel
University of North Texas

*Accuracy of Image-generative AI in Interpreting Images Generated from Prompt-Based Inputs*
Xuan Nhat Linh Ho[1], Yoon Jin Ma[2]
[1]Auburn University. [2]Illinois State University

## 5. TEXTILES AND APPAREL INDUSTRIES -
### Sustainability Practices and Consumer Engagement
9:45 - 11:00                    Grand Ballroom C
**Presider: Ellie JIn**

*Harnessing Blockchain for Transparency and Sustainability in the Fashion Industry: A Systematic Review*
Sujun Liu, Chunmin Lang, Chuanlan Liu
Louisiana State University

**Optimizing Buyer-Supplier Communication: Social Presence and Media Richness in the Apparel Supply Chain**
Md Rokibul Hasan, Jung Ha-Brookshire
University of Missouri

**Adoption of Sustainability-Related Technology and Practice in Denim Manufacturing: A TOE Framework Approach**
Md Mehedi Hassan[1], Md Arif Iqbal[2], Mazed Islam[3]
[1]Salek Textile Ltd. [2]California State Polytechnic University Pomona. [3]University of Southampton

*Standing Out or Blending In? Cross-Cultural Image and Color Cues Driving Instagram Engagement via Image Mining*
Yoo-Won Min[1], Jiwoon Kim[1], Suhyoung Ahn[2], Yijun Chen[3], Junbum Kwon[3], Byoungho Ellie Jin[1]
[1]North Carolina State University. [2]Hanyang University. [3]University of New South Wales

## 6. ITAA / KSCT JOINT SYMPOSIUM - Consumer Insights and Behavioral Drivers in Fashion
9:45am - 11:00am                    Grand Ballroom F
**Presider: Joyita Sakar**

*Understanding Elderly Consumers' Intention to Use Smart Clothing: Psychological Influences and the Role of Introducers*
Saenim Kwack, Jihye Kim, Sunwoo Kim, Yuri Lee
Seoul National University

*Driving Digital Change in Resale: UTAUT-Based Insights from Software Adoption in Underserved Consignment Retail*
Joyita Sarkar[1], Angela Uriyo[2]
[1]Iowa State University. [2]West Virginia University

*Memory-Driven Customization for Sustainable Fashion: Enhancing Emotional Attachment Through User-Centered Design*
Li Jiang[1], Ling Zhang[2]
[1]Syracuse University. [2]Iowa State University

*Does Others' Environmental Behavior Matter? The Moderating Role of Retail Type*
Ka Hyun Lho, Ho Jung Choo
Seoul National University

## 7. TEXTILE AND APPAREL SCIENCE - Wearability, Adaptation, and Patient-Centered Design

9:45am - 11:00am              Grand Ballroom H
**Presider: Dawn Michaelson**

*Exploring Needs and Solutions of Adaptive Period Underwear for Caregivers of Individuals with Intellectual and Developmental Disabilities*
Jia Wu, Pengyu Chen, Young-A Lee
Auburn University

*Development of High-Performance Nanofiber Mat for the Application of Thermal Protective Clothing*
Ishmam Chowdhury[1], Sumit Mandal[1], Sayak Nandi[1], Suraj Sharma[2], Amit Talukder[2], Srikanthan Ramesh[3], Adriana Petrova[1], Lynn Boorady[1]
[1]Oklahoma State University, [2]University of Georgia, [3]Oklahoma State University

*Oncologists' Perspectives on Mastectomy Surgical Bras: Current Wearability and Opportunities for Improvement*
Dawn Michaelson, Ummey Hani Barsha
Auburn University

**Beyond Support: Understanding Wearability and Patient Needs in Post-Surgical Mastectomy Bras**
Dawn Michaelson, Ummey Hani Barsha
Auburn University

## Undergraduate Design Exhibit II

11:00am - 4:00pm             Park View
(Designers need to stand at their design, 11:00am – 11:45am)

*Adaptive Size-Inclusive Service Industry Apron*
Lauren Fulk, Lee Landis
     Central Michigan University
**Advisor / design mentor(s)**
Pimpawan Kumphai
Central Michigan University

*Alice: Reimagining Suffragette Dress in the Modern Fight for Women's Equality*
Ruby Park
     Oregon State University
**Advisor / design mentor(s)**
Bolanle Dahunsi, Colleen Pokorny & Marianne Dickson
Oregon State University

*Bayou Bride: Combining Alligator Leather and Digital Textile Printing in Bridalwear*
Martha Rigney
     Louisiana State University
**Advisor / design mentor(s)**
Casey Stannard
Louisiana State University

*Bio-Engineered Body: Combining Couture Techniques with 3D Printing Technology*
Martha Rigney
     Louisiana State University
**Advisor / design mentor(s)**
Casey Stannard
Louisiana State University

*Blending Tradition and Utility: A Modern Jacket Inspired by the Palestinian Thobe*
Nijma Lara
     Georgia Southern University
**Advisor / design mentor(s)**
Kyler Arnold
Georgia Southern University

*Bury Me*
Rachel Stauffer
     Kent State University
**Advisor / design mentor(s)**
Krissi Riewe Stevenson
Kent State University

*Calligraphic Flow: A Modern Qipao Bridging Western Expressionism and Chinese Tradition*
Yanni Zhong
     Cornell University
**Advisor / design mentor(s)**
Catherine Kueffer Blumenkamp
Cornell University

*Cascare*
Grace Huang
     Cornell University
**Advisor / design mentor(s)**
Catherine Kueffer Blumenkamp
Cornell University

*Chain Reaction: Recycled Couture*
Avery Barr
     University of Central Missouri
**Advisor / design mentor(s)**
Melissa Abner
University of Central Missouri

*Coffee-Stained Music Sheets*
Georgi Abdalla
     West Virginia University
**Advisor / design mentor(s)**
Angela Uriyo
West Virginia University

*Dancing Petals*
Sierra Bailes
     West Virginia University
**Advisor / design mentor(s)**
Angela Uriyo
West Virginia University

**Dies Irae**
    Antoinette Montano
        San Francisco State University
    **Advisor / design mentor(s)**
    Amy Dorie
    San Francisco State University

**Echoes of Mountain Bloom**
    Hniang Sung
        University of Hawaiʻi at Mānoa
    **Advisor / design mentor(s)**
    Minako McCarthy
    University of Hawaiʻi at Mānoa

**Expanding the World with an Expanding Yoke**
    Alex Culley
        University of Delaware
    **Advisor / design mentor(s)**
    Katya Roelse
    University of Delaware

**Falling Short**
    Kristen Crowley, Alizandra Castillo
        Texas Tech University
    **Advisor / design mentor(s)**
    Rachel Anderson & Mahendran Balasubramanian
    Texas Tech University

**Good Ol' American Tailgate: Upcycled Athletic Apparel Through Patchwork, Repair Theory and Material Storytelling**
    Hannah Rettke
        University of Missouri
    **Advisor / design mentor(s)**
    Kerri McBee-Black
    University of Missouri

**I am the Leading Man**
    Victoria Manion
        West Virginia University
    **Advisor / design mentor(s)**
    Colleen Moretz
    West Virginia University

**Inno Moto**
    Gavin Fragale
        West Virginia University
    **Advisor / design mentor(s)**
    Angela Uriyo
    West Virginia University

**Interlocking Streams of Consciousness**
    Nash Harris
        University of North Texas
    **Advisor / design mentor(s)**
    Jeremy Bernardoni
    University of North Texas

**Intwined**
    Sophie Young
        Auburn University
    **Advisor / design mentor(s)**
    Dawn Michaelson
    Auburn University

**Lady Bamboo**
    Hniang Sung
        University of Hawaiʻi at Mānoa
    **Advisor / design mentor(s)**
    Minako McCarthy
    University of Hawaiʻi at Mānoa

**Liberation**
    Sina Golzy
        University of Missouri
    **Advisor / design mentor(s)**
    Cheyenne Staib
    University of Missouri

**Overgrown**
    Sofia Cereghini
        San Francisco State University
    **Advisor / design mentor(s)**
    Amy Dorie
    San Francisco State University

**Rebirth: Investigating Ethical Alternatives to Silk through Wearable Design**
    Kimngan Tran
        Texas Women's University
    **Advisor / design mentor(s)**
    Bingyue Wei
    Texas Woman's University

**Refashioned in Bloom**
    Margaret Watkins
        Cornell University
    **Advisor / design mentor(s)**
    Fatma Baytar
    Cornell University

**SCAURA**
    Samantha Huynh
        Iowa State University
    **Advisor / design mentor(s)**
    Rachel Eike
    Iowa State University

**Shed**
    Ella Renshaw
        West Virginia University
    **Advisor / design mentor(s)**
    Colleen Moretz
    West Virginia University

*Streetbound*
> Ella Renshaw
>> West Virginia University
> **Advisor / design mentor(s)**
> Colleen Moretz
> West Virginia University

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*The Romantic Era to Now: A Mosaic of the Feminine Vestige*
> Ellianne Bushong
>> University of North Texas
> **Advisor / design mentor(s)**
> Hae Jin Gam
> University of North Texas

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*The Selkie Dress*
> Sophia Gupman
>> University of Delaware
> **Advisor / design mentor(s)**
> Adriana Gorea
> University of Delaware

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*The Softest Parts of You*
> Olivia Blaner
>> Stevenson University
> **Advisor / design mentor(s)**
> Leslie Simpson
> Stevenson University

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*The tiuS*
> Ben Arevalo
>> University of North Texas
> **Advisor / design mentor(s)**
> Hae Jin Gam
> University of North Texas

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*Tie-Dyed: Flower Bud*
> Ayla Alameida, Livia Langmade, Mana Yano, Azure Wasson, Coyan Magniez
>> University of Hawaiʻi at Mānoa
> **Advisor / design mentor(s)**
> ShuHwa Lin
> University of Hawaiʻi at Mānoa

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*We're Still Here*
> Jenna Henderson
>> Texas Tech University
> **Advisor / design mentor(s)**
> Ashley Rougeaux-Burnes
> Texas Tech University

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## Keynote Luncheon – Bret Schnitker
### Chief Executive Officer, Stars Design Group
### Presider: Jennifer Yang, VP of Conferences
11:30am - 1:00pm                    Grand Ballroom D & E

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## CONCURRENT SESSION 2          1:15pm – 2:30pm

### 1. STUDENT BEST PAPERS - Doctoral and Masters
1:15pm - 2:30pm                    Mills 3
**Presider: Jay Yoo**

⭐ **Doctoral 1st Place**
*The Coolness of AI-Generated Luxury Ads: Effects of Luxury Purchase Types and Advertising Visuals on Perceived Verisimilitude and Creativity*
> Sanghee Kim
> Texas Tech University

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⭐ **Doctoral 2nd Place – Tie**
*Analyzing Irish Whitework: The Pim's Collection of Mountmellick Embroidery Patterns in Ireland*
> April Elisha Stanley
> Iowa State University

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⭐ **Doctoral 2nd Place – Tie**
*What is Dupe? Discovering the Consumer-Perceived Legally Copied Products in the Fashion Industry*
> Seong Eun Kim[1,2], Jung Ha-Brookshire[1]
> [1]University of Missouri. [2]Indiana University

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⭐ **Masters 1st Place**
*Ice Hockey Elbow Pad Design Tailored for Female Athletes*
> Huieun Do
> Cornell University

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⭐ **Masters 2nd Place**
*Going Green or Green Sheen: Investigating Consumer Perceptions Towards Apparel Made From Recycled Polyester Fabric*
> Fnu Al-Amin
> Auburn University

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### 2. HISTORY - Historical Perspectives on Dress, Education, and Empowerment
1:15pm - 2:30pm                    Mills 8
**Presider: Caroline Kobia**

*Threads of Transition: The Archaeology of Dress, Girlhood, and Menstruation*
> Sarah Orsinger, Denise Green
> Cornell University

*A History of 4-H Clothing Clubs in New York State: A Preamble to Sustainable Fashion Education?*
> Samantha Alberts, Denise Green
> Cornell University

*Adorned in Tradition: A Historical Legacy of Choctaw Wedding Clothing*
Kassie Cox, Juyoung Lee, Caroline Kobia, Farhana Momotaz
Mississippi State University

⭐ *Empowering Architects of Economic Independence: Keister's Ladies' Tailoring College's Journey from Home Sewing to Industry Design Across Five Decades*
Constance Spotts, Ling Zhang
Iowa State University

## 3. PECHAKUCHA - Shaping Consumer Identities: Trends, Technologies, and Cultural Narratives
1:15pm - 2:30pm         Grand Ballroom A
**Presider:  Farahana Momotaz**

*Pushed by Publicity, Guided by Influencers, and Driven by Consciousness: How Young Consumers Transition to Sustainable Fashion*
Md. Rafiqul Islam Rana[1], Hanna Lee[2]
[1]University of South Carolina. [2]North Carolina State University

*More Than Just Hair: Exploring Motivations, Benefits, and Challenges of Natural vs. Synthetic Hair*
Sukyung Seo
University of Maryland Eastern Shore

*Exploring User Intentions Toward Smart Health-Sync Apparel for Diabetes and Mobility Support Using Technology Acceptance Model Approach*
S.M. Rakifull Alam, Farhana Momotaz, JuYoung Lee, Caroline Kobia
Mississippi State University

*Exploring the Impact of Textual Paralanguage in AI Customer Agent: Emotional Pathways and Service Outcomes*
Xiaohan Lin, Yingjiao Xu, Yusi Ding
North Carolina State University

*Understanding Consumer Responses to Virtual Reality Fashion Shows through the S-O-R Framework*
Xiaohan Lin, Yingjiao Xu, Chanmi Hwang
North Carolina State University

*The Evolution of the Female Physique: Gender, Media, and the Bodybuilding Narrative*
Elizabeth Walrod, Alexandra Howell Abolo
Drexel University

*Exploring Gen Z's Identity Formation and Its Influence on Consumption of Pop Culture and Entertainment Merchandise*
Melisa Spilinek[1], Jennifer Johnson Jorgensen[2]
[1]Georgia Southern University. [2]University of Nebraska- Lincoln

## 4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT - Technical Tools and Digital Learning
1:15PM - 2:30PM         Grand Ballroom B
**Presider:  Yoon Yang**

*LLM-based Chatbot for Knitting Machine Training*
Amanda Knisely-Medina, Gnyan Visarapu, Rashmi Mohan, Jeyeon Jo
University of Georgia

*Development of Animation-Based Modules for Teaching Flat Patternmaking Technique*
Geetika Jaiswal[1], Devona L. Dixon[2], Elizabeth Newcomb Hopfer[2]
[1]Morgan State University. [2]North Carolina A&T State University

**Mapping the Design Process of Fashion Design Students Working with Generative Artificial Intelligence through an Extended Linkography**
Chanjuan Chen
University of North Texas

*Implementing Problem-Solving Instructional Design Models for 3D CAD Patternmaking Software Using Virtual Reality*
Yoon Yang, Fatma Baytar
Cornell University

## 5. TEXTILES AND APPAREL INDUSTRIES - Technology and Innovation in Apparel Development
1:15PM - 2:30PM         Grand Ballroom C
**Presider:  Ting Chi**

*Optimizing 3D Design Systems for Digital Product Passports and Digital Twins: A Conceptual Framework*
Rui Zhao, Chuanlan Liu
Louisiana State University

⭐ *Automated 3D Garment Flattening with an Improved Feature Curve Morphing Technique for Ease Distribution*
Liwen Gu[1], Sibei Xia[2], Yanwen Ruan[3], Cynthia Istook[4]
[1]Donghua University. [2]Louisiana State University. [3]Shanghai University of Engineering Science. [4]North Carolina State University

*Comparing 3D Apparel Simulation Accuracy between Browzwear VStitcher and Clo3D for Customized Garment Development*
Siming Guo[1], Sibei Xia[2], Ting Chi[1]
[1]Washington State University. [2]Louisiana State University

*Improving Sustainability in Fashion Design Through Generative AI: Tools and Applications*
Ummey Hani Barsha[1], Fuad Bin Ahmed[1], Jia Wu[1], Borhan Uddin Khan[2]
[1]Auburn University. [2]Bangladesh University of Textiles

## 6. ITAA / KSCT JOINT SYMPOSIUM - Design Innovation and Cultural Perspectives in Fashion
1:15pm - 2:30pm                    Grand Ballroom F
**Presider:  Jinsu Park**

*Implementation of Human-Centered Design (HCD) Method for Fit Adjustable Nursing Bra Based on the ISO 9241-210: 2010 Standard*
Ling Zhang
Iowa State University

*Exploring the Design Attributes of Women's Tennis Dresses: Application of the KANO and FEA Consumer Needs Models*
Lutong Chen, Ling Zhang
Iowa State University

*Classifying Metaverse Platforms Through Definitional Feature Extraction*
Jinsu Park[1], Hye-Young Kim[2]
[1]University of Minnesota. [2]Iowa State University

## 7. SUSTAINABILITY AND SOCIAL RESPONSIBILITY - Education and Communication for Sustainable Fashion
1:15pm - 2:30pm                    Grand Ballroom H
**Presider: Young A Koh**

*Transforming Quilts: A Material Culture Approach to Sustainable Design*
Colleen Pokorny[1], Elizabeth (Missy) Bye[2]
[1]Oregon State University. [2]University of Minnesota

*Promoting Textile Recycling Through Persuasive Appeals: Insights from Cosmopolitanism, Ethnocentrism, and Moral Foundations Theory*
Jonghan Hyun, Iva Jestratijevic
University of North Texas

*Systematic Emotion Mapping via CMF+S (Color, Material, Finishing, Style) in Eco-Friendly Fashion Products*
Young A Koh, Sungjin Park, Sukyung Kang, So Hyun Lee, Juyeon Park
Seoul National University

## Break - Sponsored by Cotton Incorporated
2:30pm - 3:00pm                    Prefunction Area



## CONCURRENT SESSION 3        3:00pm – 4:15pm

## 1. CURATORIAL EXHIBITION SCHOLARSHIP
3:00pm - 4:15pm                    Mills 3
**Presider:  Denise Green**

*Harlem Noire: Fashion Movement, Moment & Memory*
Dyese Matthews[1], Catherine Blumenkamp[2], Denise Green[2]
[1]Parsons, The New School. [2]Cornell University

*The Making of Barkcloth – Place, Gender, and Trans-Local Community*
Iris Y. Luo, Catherine K. Blumenkamp, Renata M. Leitao, Denise N. Green
Cornell University

*Sounding Fashion*
Shawkay Ottmann[1], Apurva Pandey[1,2], Zeyu Liu[1], Denise Green[1]
[1]Cornell University. [2]North Carolina State University

*Tiger's Leap: Fashion Past, Present, Future*
Paula Alaszkiewicz
Colorado State University

## 2. MERCHANDISING / RETAILING II. MARKETING - Virtual Influencers, NFTs, and Digital Marketing
3:00pm - 4:15pm                    Mills 8
**Presider:  Catherine Jai**

*How Does Realism Shape Narrative Transportation and Persuasion in Fashion Virtual Influencer Advertising? Exploring the Underlying Mechanisms*
Ziyou Jiang[1], Jewon Lyu[2]
[1]University of South Carolina. [2]University of Georgia

*From Pixels to Profits: Generating Ongoing Marketing Value from Fashion NFTs*
  Ashley Chenn, Erin Cho
  Hong Kong Polytechnic University

*Who Should Use Virtual Influencers and How: The Role of Perceived Brand Luxuriousness, Influencer Popularity, and Perceived Fit in Virtual Influencer Advertising of Fashion Brands*
  Jiwoon Kim, Byoungho Ellie Jin
  North Carolina State University

*Who Intends to Use Virtual Try-On? Consumers' Characteristics and Cross-Brand Insight*
  Yuju Rubie Kao, Tunmin Catherine Jai
  Texas Tech University

## 3. PECHAKUCHA - Driving Change: Sustainability and Social Responsibility in Fashion
  3:00pm - 4:15pm               Grand Ballroom A
  **Presider: Jin Su**

*Development of Conceptual Framework to Measure Perceived Values of Natural Dyed Textile Consumption*
  Sivasankari Gopalakrishnan[1], Habeebunissa N/A[2,3], Nimet Degirmencioglu[4]
  [1]Washington State University. [2]National Institute of Fashion Technology, Chennai. [3]Hindustan Institute of Technology and Science. [4]Appalachian State University

*Biodesign Innovation in Sustainable Footwear: Evaluating 3D-Printed Molds for Mycelium-based Composites Sole Development*
  Lida Aflatoony, Alexander Wood, Yan Vivian Li
  Colorado State University

*Polyester Degrowth in the U.S. Fashion Industry: A Legislative Framework*
  Albert Lin, Paige Tomfohrde, Veda Goverdhanam, Sara Wanyana-Tyaba, Iris Luo, Uno Jin, Yi Yao, Van Dyk Lewis
  Cornell University

*The Role of Government in Sustaining or Creating Barriers Towards Ethical Textile and Apparel Manufacturing Practices in the United States*
  Blake Mudd[1], Kelly L. Reddy-Best[2]
  [1]University of Houston. [2]Illinois State University

*Examining Modern Slavery Statements of Global Fashion Brands Using Text Mining*
  Md. Hasan Sheikh, Jin Su
  University of North Carolina at Greensboro

*Cultural Sustainability and Slow Fashion: A Study of Saudi Artisanal Brands*
  Bashayir Ashraf, Wijdan Tawfiq
  King Abdulaziz University

*Understanding People with Disabilities' Market Experience in Adaptive Clothing: A Grounded Theory Analysis*
  Jin Su[1], Melanie Carrico[1], Md. Hasan Sheikh[1], Xiao Tong[2], Brian Taylor[2], Hadal Hammour[1]
  [1]University of North Carolina at Greensboro.
  [2]University of Alabama

## 4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT - Social Justice, Well-being, and Inclusion
  3:00pm - 4:15pm               Grand Ballroom B
  **Presider: Han Ah Yoo**

*A Conceptual Model of Challenges and Strategies for Integrating Visual Generative AI in Apparel Design Education*
  Han Ah Yoo, Phillip Sidberry, Veena Chattaraman
  Auburn University

*Creating An Atmosphere of Well-Being in a Product Development Course: A Multi-University Study*
  Michelle Burton[1], Jiajun Liang[2], Rachel Eike[2]
  [1]Montclair State University. [2]Iowa State University

*Gamification of Course Syllabi with AI: A Self-Determination Theory Approach to Enhancing Student Engagement and Learning*
  Joyita Sarkar, Carolina Medina, Ann Marie Fiore
  Iowa State University

*Learning for the Real World: Evaluating Skill Alignment Between Apparel Programs and Fashion Industry Needs*
  Ana Orescanin, Emily Worrall, Joyita Sarkar
  Iowa State University

## 5. CONSUMER BEHAVIOR - Social Media, Metaverse, and Gen Z
  3:00pm - 4:15pm               Grand Ballroom C
  **Presider: Sibei Xia**

*Listening to Little Voices: Children's Perspectives on Clothing Discomfort and Comfort in Tactile Hyperreactivity*
  Boitumelo Montshosi, Lizette Diedericks, Karin van Niekerk
  University of Pretoria, South Africa

*Just a Click Away: Exploring the Role of Instagram Influencers in Impulse Buying Among Generational Cohorts in Egypt and the United Arab Emirates*
Hadal Hammour, Nancy Hodges
University of North Carolina at Greensboro

*Enhancing Fashion Brand Experience in the Metaverse: An Extended TAM Approach with Gen Z Consumers*
Xuan Nhat Linh Ho[1], Ui-Jeen Yu[2], Yoon Jin Ma[2], Kaitlin Bergfield[2]
[1]Auburn University. [2]Illinois State University

*Exploring the Impact of Virtual Fitting Room Features on Consumer Meaning and Word of Mouth: A Self-Determination Theory Perspective*
Yanwen Ruan[1], Sibei Xia[2], Liwen Gu[3]
[1]Shanghai University of Engineering Science.
[2]Louisiana State University. [3]Donghua University

## 6. DESIGN / PRODUCT DEVELOPMENT - Healthcare and Performance Apparel Solutions
3:00pm - 4:15pm                    Grand Ballroom F
**Presider: Sheri Dragoo**

*Identifying Alpine Recreational Sit Skiers' Needs for Adaptive Ski Jacket and Evaluating the Virtual Prototype*
Jia Wu[1], Li Zhao[2], Kerri McBee-Black[2], Young-A Lee[1]
[1]Auburn University. [2]University of Missouri

*A Novel 2D Photographic Approach for Measuring Range of Motion in Large-Scale Anthropometric Surveys*
So-Hyun Lee, Hyunwook Kim, Seowoo Kim, Juyeon Park
Seoul National University

*Evaluating Pocket Needs of Healthcare Professionals for Application in a Scrub Design*
Colleen Moretz[1], Ashley Rougeaux-Burnes[2], Melanie Carrico[3], Ellen McKinney[4], Sheri Dragoo[5], Casey Stannard[6]
[1]West Virginia University. [2]Texas Tech University, [3]University of North Carolina Greensboro. [4]University of Alabama. [5]Baylor University. [6]Louisiana State University

*Developing a Zero-Waste Pattern for Healthcare Scrubs: A Case Study*

Ashley Rougeaux-Burnes[1], Colleen Moretz[2], Sheri Dragoo[3], Melanie Carrico[4], Ellen McKinney[5], Casey Stannard[6]
[1]Texas Tech University. [2]West Virginia University. [3]Baylor University. [4]University of North Carolina Greensboro. [5]University of Alabama. [6]Louisiana State University

## 7. SUSTAINABILITY / SOCIAL RESPONSIBILITY - Healthcare and Performance Apparel Solutions
3:00pm - 4:15pm                    Grand Ballroom H
**Presider: Sunwoo Kim**

*Urban Transitions Towards Circular Post-Consumer Textile Economies across OECD Cities*
Iva Jestratijevic[1], Katia Vladimirova[2], Yassie Samie[3], Irene Maldini[4], Samira Iran[5], Kirsi Laitala[6], Claudia Henninger[7], Sarah Ibrahim Alosaimi[8], Kelly Drennan[9], Hannah Lam[10], Ana-Luisa Teixeira[10], Sabine Weber[11]
[1]University of North Texas. [2]University of Geneva. [3]RMIT University. [4]Oslo Metropolitan University. [5]Technical University of Berlin. [6]Consumption Research Norway (SIFO). [7]University of Manchester. [8]Princess Nourah Bint Abdul Rahman University. [9]Fashion Takes Action. [10]CARITAS. [11]Seneca Polytechnic Toronto.

*CSR Symbolism Shaping Brand Trust and Brand Evangelism through Consumer-Brand Identification*
Md Merajur Rahman[1], Swagata Chakraborty[2]
[1]Iowa State University. [2]University of North Texas

*Mapping Greenwashing Typologies in Fashion: Toward Greenwashing Cycle Theory*
Md Nazmul Haque, Chunmin Lang, Chuanlan Liu
Louisiana State University

*The Role of Guilt in Ethical Consumption of Vegan Fashion: Comparing Consumer Responses to Vegan Leather and Vegan Fur*
Sunwoo Kim[1], Chorong Youn[2], Songmee Kim[3]
[1]Seoul National University. [2]Pusan National University. [3]Hong Kong Polytechnic University

## CONCURRENT SESSION 4      4:30pm – 5:45pm

## 1. NANCY RUTHERFORD AWARD PRESENTATIONS
4:30pm - 5:45pm                    Mills 3
**Presider: Hye-Shin Kim**

⭐ *Advancing Students' Generative AI Literacy: A Fashion Merchandising Toolkit and Teaching Guide*
Xun (Catherine) Sun[1,2], Li Zhao[1], Jia Wu[3]
[1]University of Missouri. [2]Illinois State University. [3]Auburn University

⭐

*Enhancing Fashion Design Pedagogy with Generative AI Tools*
Mahendran Balasubramanian
Texas Tech University

⭐ *Technology And Generative Artificial Intelligence for Compelling Visual Communication*
Swagata Chakraborty
University of North Texas

## 2. MERCHANDISING / RETAILING II. MARKETING - Branding, Communication, and Consumer Engagement

4:30pm - 5:45pm  Mills 8
**Presider: Elena Karpova & Farhan Haque**

*Loud vs. Quiet: Branding Luxury Fashion in the World of Hospitality*
Jiyun Kang[1], Jisu Jang[1], Jiarui Li[1], Soona Park[2]
[1]Purdue University. [2]University of North Texas

*From Interaction to Conversion: The Influence of Streamer Interaction Quality (SIQ) on Consumer Adoption of Live Streaming Commerce*
Mohammed Siddique, Angie Lee
Auburn University

*Sharing the Love: An Exploration of Streetwear Brand Communications on Instagram*
Donghoon Shin, Nancy Nelson Hodges
University of North Carolina Greensboro

*Communicating Sustainability in Fashion: The Power of Concrete Language and Message Framing for Environmentally Concerned and Unconcerned Consumers*
Farhan Haque, Elena Karpova
University of North Carolina Greensboro

## 3. PECHAKUCHA - Innovations in Adaptive and Functional Apparel Design

4:30pm - 5:45pm  Grand Ballroom A
**Presider: Melanie Carrico**

*Inclusive Sportswear Design: A User-Centered Approach to Enhance Taekwondo Uniforms for Hijabi Athletes*
Joud Asil, Wijdan Tawfiq, Rania Debes
King Abdulaziz University

*Designing Apparel for Post Caesarean Recovery Emphasizing Comfort and Wellbeing*
Eman Al Ahmadi, Wijdan Tawfiq, Rania Debes

King Abdulaziz University

*Developing Apparel Solutions: A Survey Identifying Barriers to Breastfeeding and Kangaroo Care*
Jessica Ridgway, Morgan Geck, Britain Riley
Florida State University

*Collecting Quantitative Wear Test Data to Analyze the Lasting Effects Experienced by People with Disabilities Wearing Adaptive Apparel*
Chukwuma Udezeh
University of Minnesota

*Adaptive Apparel Needs: Expanding the Functional, Expressive and Aesthetic Model*
Melanie Carrico[1], Jin Su[1], Md. Hasan Sheikh[1], Xiao Tong[2], Brian Taylor[2], Hadal Hammour[1]
[1]University of North Carolina Greensboro. [2]University of Alabama

*Gender-Specific Fit Challenges in Firefighter Turnout Gear: A Proportional Analysis*
Kim Phung Nguyen, Heeju Terry Park
Cornell University

*STRUNG Sports Bra*
Emily Lacomba
University of Oregon

*Assessment of Weft-Knit Structures and Garment Construction Methods to Develop Optimal Extreme Weather Base-Layers*
Apurva Pandey, Grace Walters, Seonyoung Youn, Lisa Chapman, Kavita Mathur
North Carolina State University

## 4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT Advanced Technologies and Pedagogical Models

4:30pm - 5:45pm  Grand Ballroom B
**Presider: Hyojung Cho**

*Enhancing Fashion Education Through AI: Evaluating the Impact of Generative AI Critiques on Student Learning and Engagement*
Hyojung Cho, Jessica Palmer
Meredith College

*AI Avatars as Virtual Mentors in Fashion Entrepreneurship Education*
Li Jiang, Nikol Lopez Llantuy, Eulanda Sanders
Iowa State University

**From Curiosity to Critical Engagement: A Pedagogical Study on Generative AI Adoption in Apparel Design Education**
Haeun (Grace) Bang, Nancy Hodges
University of North Carolina Greensboro

*Integrating Advanced Technologies in Ergonomic Clothing Design: A Participatory Approach with Older Adults in Undergraduate Education*
Yuhwa Hong[1,2], So Hyun Lee[1], Young A Koh[1], Mikyung Lee[1,2], Juyeon Park[1,2]
[1]Seoul National University. [2]Research Institute of Human Ecology

## 5. CONSUMER BEHAVIOR - Consumer Reviews, Resale, and Comfort
4:30pm - 5:45pm          Grand Ballroom C
**Presider:  Chuanlan Liu**

*Beyond Beauty: How Model Attractiveness and Perceived Similarity Influence Purchase Intention*
Hsiu-Ju Yang
Fu Jen Catholic University

*Unraveling the Impacts of Online Secondhand Resellers on Brick-and-Mortar Thrift Stores*
Neely Connor, Sara Jablon-Roberts
Johnson and Wales University

⭐*Revisiting Fashion Product Reviews: AI-Driven Analysis of the Pre-Purchase vs. Post-Purchase Divide*
Hyunjeong (Lacy) Rhee, Li Zhao
University of Missouri

*Bridging Resale and Reduction: Investigating How Acceptance of Pre-Owned Fashion Deters New Purchases*
Sujun Liu, Chuanlan Liu
Louisiana State University

## 6. Merchandising / Retailing I. Management - AI, Digital Retail, and Consumer Engagement
4:30pm - 5:45pm          Grand Ballroom F
**Presider:  Joohye Hwang**

*Mapping the Emerging Landscape of AI and Generative AI for Customer Engagement in Fashion: A Bibliometric Review*
Yanbo Zhang, Chuanlan Liu
Louisiana State University

*Does Writing Source Matter? Comparing Human and AI Copywriting Across Apparel Type and Framing Perspective*
Yoo-Won Min, Byoungho Ellie Jin

North Carolina State University

*Integrated Transactions and Data Privacy: The Double-Edged Sword of Digital Retail*
Caroline Kopot, Hyunjeong (Lacy) Rhee
University of Missouri

*Enhancing or Hindering Creativity? The Impact of Generative AI on Workers' Creative Self-Efficacy*
Joohye Hwang, Chae Mi Lim
Thomas Jefferson University

## 7. TEXTILE AND APPAREL SCIENCE - Textile Innovations for Comfort and Protection
4:30pm - 5:45pm          Grand Ballroom H
**Presider:  Sumit Mandal**

*Shedding Light on Shedding: Understanding Fiber Fragmentation from Secondhand Clothing*
Amanda J. Thompson, Emilia Oblites
University of Alabama

*Development and Performance Evaluation of Fabric-based Pneumatic Soft Wearable Actuators for Lower Back Support*
Jeehyun Song, Hyeon-seon Cho, Gayeon Lee, Yumin Cho, Jiwon Chung, Sumin Koo
Yonsei University

*The Shape Memory Property of 4D Printed Textiles: A Comparison Between Virgin and Recycled PLA*
Shahbaj Kabir, Yu Li, Young-A Lee
Auburn University

*Development of a Novel Protocol to Evaluate the Thermo-physiological Comfort Performance of Oil and Gas Field Workers' Thermal Protective Clothing*
Sumit Mandal[1], Holly Heuerman[2], Sayak Nandi[1], Ishmam Chowdhury[1], Doug Smith[2], Jay Dawes[2], Lynn Boorady[1]
[1]Oklahoma State University. [2]School of Kinesiology, Oklahoma State University

## Graduate Student Fireside Chat
**Presider:  Hye Seung Jeong, Graduate Liaison**
6:00pm - 7:30pm          Grand Ballroom C

*Research/Scholarship Realities, Dossier Strategy, and Interviews*

- Ann Marie Fiore, Iowa State University
- Hyo Jung (Julie) Chang, Texas Tech University
- Wi-Suk Kwon, Auburn University

**Registration**
7:30am - 3:00pm                    Grand Coat Room

## Breakfast – Professional Development Breakfast
7:30am - 9:00am                    Grand Ballroom D & E

**Join us for a dynamic breakfast session** designed to foster meaningful conversation and connection. Faculty will have the opportunity to sit at one of 5–6 themed tables, each hosted by a convener and guided by short discussion prompts. Together, participants will exchange insights, share challenges, and build connections, while conveners capture key takeaways and questions for possible follow-up in future webinars.

Not ready to join a table discussion? No problem—you're still warmly invited to enjoy breakfast and network with fellow conference attendees.

## SPONSOR PRESENTATION – Fairchild/Bloomsbury
8:00am - 9:15am                    Mills 3

**Preparing Students for an AI-Enhanced Fashion Industry**
Let's address the elephant in the room. The fashion industry is rapidly adopting AI tools for design, trend forecasting, and visual communication, but are we preparing our students for this reality? This hands-on workshop helps educators identify which skills are more valuable in an AI-enhanced workplace and redesign their curriculum accordingly. Through skills-sorting exercises, assignment makeovers, and industry data analysis, participants will discover how to emphasize uniquely human capabilities like creative direction, critical thinking, and strategic problem-solving while building students' AI literacy. We'll transform traditional assignments to bridge the gap between classroom learning and industry expectations, creating assessment strategies that evaluate higher-order thinking over technical execution. Bring a current assignment to redesign and leave with practical tools for preparing graduates who can thrive alongside AI technology.
**Learning Outcomes:** Identify future-focused skills for fashion careers; redesign assignments to emphasize human creativity and AI collaboration; develop assessment criteria for an AI-integrated industry.
Format: 75-minute workshop incorporating interactive skills analysis, collaborative assignment redesign, student persona development, and rapid solution sharing.
**Presenters:** Lalon Alexander and Theresa Alexander, authors of the upcoming *Digital Rendering for Fashion and Costume* from Fairchild Books.

## SPONSOR PRESENTATION – Textile Fabric Consultants
8:30am – 8:45am                    Mills 8

**Learn about a Design Contest for 2026**
This presentation introduces a sustainability-focused design contest that challenges graduates and professionals to transform discarded burlap coffee bean bags into innovative, functional, and wearable works of art. Organized by Textile Fabric Consultants, Inc. and ITAA, the contest emphasizes creativity, environmental responsibility, and practical design solutions. Participants must use coffee bags as the primary material and submit through the regular design portal by June 1, 2026, and compete for a $500 award.

## SPONSOR PRESENTATION – Regents University London
8:00am - 9:15am                    Grand Ballroom A

**London Fashion: Past, Present and Future**
This talk will be about the history of London Fashion and aslo about its contemporary culture and designers. The talk will also be about the future of London Fashion and about how academics and students can come to London to enjoy the huge opportunities that exist in fashion through teaching and studying fashion in London at Regent's University London.

## SPONSOR PRESENTATION – Humanetics
8:00am - 9:15am                    Grand Ballroom B

**Small Sizes, Big Problems: Rethinking Kids Fit in Today's Market**
US Children's sizing has historically lacked standardization, raising questions about whether it should be based on age, height, weight, or other factors. Variability across brands further complicates the issue, resulting in inconsistent fit and consumer confusion.

We will examine ASTM, one of the apparel industry's most widely referenced sizing charts, and explore the reasons behind the broad interpretation of sizing standards. We present childrenswear market coverage insights derived from actual body scan data collected during the **Size North America** study (2017–2019) and identify opportunities for improvement.

Leveraging real 3D body scans and precise anthropometric measurements, we generate accurate body proportions for digital avatars. These avatars enable realistic virtual fitting and support advanced applications in digital design and product development.

**CONCURRENT SESSION 5        9:30am – 10:45am**

### 1. SPECIAL TOPIC - Navigating and Thriving in Academia

9:30am - 10:45am                    Mills 3

This session is to help graduate students and early to mid-career faculty (1) understand key aspects of academic career planning, (2) to develop strategies for balancing research, teaching and service, (3) explore methods to build and sustain professional networks and (4) tips for personal and professional happiness, success and well-being. Attendees will leave with session materials including handouts with resources and slides summarizing key points. We hope that this session will be interactive, and everyone will leave with new knowledge to help them travel their own journey to success.  Sponsored by the Academic Leadership Committee.

**Presenters:**
- Lynn Boorady, Oklahoma State University
- Beth Myers, Georgia State University
- Charles Freeman, Texas Christian University
- Elena Karpova, University of North Carolina Greensboro
- Young-A Lee, Auburn University

### 2. CULTURE - Preservation, Appropriation, and Innovation

9:30am - 10:45am                    Mills 8
**Presider:  Kelly Reddy-Best**

⭐ *sust'ĀINAble Fashion: Kānaka Maoli (Native Hawaiian) Fashion Designers Sustainability Efforts*
　Andy Reilly, Jordan Antonio, Youngjin Bahng
　University of Hawai`i, Manoa

*From Persona to Purchase: Deion Sanders and the Power of Personal Branding in Driving Retail Sales*
　Eulanda Sanders
　Iowa State University

*Digital Intelligence in Cultural Preservation: Restoring and Reimagining Qing Dynasty Costumes from Twelve Beauties Paintings*
　Shanshan Wang[1], Yingjiao Xu[2]
　[1]Jinling Institute of Technology. [2]North Carolina State University

*Administration (Chair, Dean, Provost, and President) Cancelled My Class Due to One Mother's Complaint: DEI, Fashion, and Academic Freedom*
　Kelly L. Reddy-Best
　Illinois State University

### 3. PECHAKUCHA - Advancing Pedagogy: Methods, Evaluation, and Perspectives

9:30am - 10:45am                    Grand Ballroom A
**Presider:  Jin Su**

*Teaching Buying and Vending Skills Through Role Play*
　Sara Jablon-Roberts
　Johnson & Wales University

*Portfolio Reviews: Connecting Students with Alumni Mentors for Feedback*
　Kendra Lapolla
　Kent State University

*Student Beliefs of Eurocentric Pedagogy in Fashion History Courses*
　Ivana Markova, Germaina Powell
　San Francisco State University

*Multidimensional Evaluation of Fashion Design Student's Work in Studio Courses*
　Jeremy Bernardoni, Hae Jin Gam
　University of North Texas

*Faculty Perceptions of Divergent Thinking in Fashion Design Education*
　Katya Roelse
　University of Delaware

*Enhancing Fashion Design Education: The Impact of Digital Fit Analysis and 3D Prototyping Tools on Technical Proficiency, Fit Accuracy, and Sustainability*
　Heajoo Lee
　Iowa State University

*A Retrospective Overview of Clothing and Textiles Research Journal Using A Bibliometric Analysis*
　Jin Su[1], Dong Shen[2], Md. Hasan Sheikh[1]
　[1]University of North Carolina Greensboro. [2]California State University Sacramento.

### 4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
### Curriculum Innovation and Industry Alignment

9:30am - 10:45am                    Grand Ballroom B
**Presider: Ali Howell Abolo**

*Rooted in Our Truth: Fashion as Social Justice*
　Laura McAndrews, Lauren Copeland, Christa Boske, Kendra Lapolla, Lynda Xepoleas, Robert Pettys-Baker, Vincent Quevedo
　Kent State University

*Reinvigorating a Historic Dress Teaching Collection: A Case Study*
Arienne McCracken
SUNY Oneonta

*Garment Kit Exchange Project 2.0: Expanding Industry Process Alignment*
Lori Wahl[1], Melinda Adams[2]
[1]University of Idaho. [2]University of the Incarnate Word

*Integration of a PLM System into a Small Undergraduate Program and Aligning Courses to Industry Processes*
Lori Wahl, Chelsey Lewallen
University of Idaho

## 5. CONSUMER BEHAVIOR - Luxury Branding and Minimalist Lifestyles
9:30am - 10:45am                    Grand Ballroom C
**Presider: Rakesh Alian**

*'I Still Feel Luxurious!' When Live Stream Selling of Luxury Brands Strengthens the Brand Equity*
Fara Az Zahra Rahman[1], Caroline Kopot[2], Angga Ranggana Putra[2]
[1]Tenggara Strategics. [2]University of Missouri

*What Drives Premium Pricing in Second-Hand Furniture? A Mean-Ends Theory Exploration*
Ragul Senthil, Jennifer Huh, Stacy Lee
Texas Tech University

*Luxury Brand Returns Fraud and the 'Unsuspecting Consumer': Exploring the Spillover Effects of Fraudulent Returns for Consumers and Retailers*
Cadye Murphy, Nancy Hodges
University of North Carolina Greensboro

*"Less is More": A Systematic Literature Review on Capsule Wardrobes and Minimalist Fashion*
Rakesh Salian, Ann Marie Fiore, Howie Qu
Iowa State University

## 6. DESIGN / PRODUCT DEVELOPMENT - Adaptive Clothing and Wearable Technology
9:30am - 10:45am                    Grand Ballroom F
**Presider: Rashmi Balegar Mohan**

*"It Felt Like a Hug": The Wear Testing of a Weighted Champion Hoodie to Assess Comfortability, Fit, and Mobility*
Kerri McBee-Black[1], Jia Wu[2]
[1]University of Missouri. [2]Auburn University

*A Wearable Smart Healthcare System for Wheelchair Users: Functional Clothing with Embedded Temperature Sensors and Heating Elements*
Shiyu Chen[1], Miao Yu[2], Chuanlan Liu[3]
[1]Shazhou Professional Institute of Technology.
[2]Qingdao University. [3]Louisiana State University

*Developing a Full-Body Wearable Robotic Suit through Multidisciplinary Collaboration: Lessons Learned from an Empirical Project Case*
Yuhwa Hong[1,2], Juyeon Park[1,2]
[1]Seoul National University. [2]Research Institute of Human Ecology

*Strain-sensing Auxetic Knit with Embedded Elastomeric Optical Fibers*
Rashmi Balegar Mohan, Jeyeon Jo
University of Georgia

## 7. SUSTAINABILITY / SOCIAL RESPONSIBILITY - Consumer Behavior and Perceptions in Sustainability
9:30am - 10:45am                    Grand Ballroom H
**Presider: Md Arif Iqbal**

*Interplay between Cosmopolitanism, Eco-Citizenship, and Eco-Anxiety in Predicting Fashion Innovativeness and Purchase Intention for Sustainable Products*
Swagata Chakraborty, Jonghan Hyun
University of North Texas

*Leveraging Co-Branding for Corporate Social Responsibility: The Role of the Halo Effect and Authenticity in For-Profit Partnerships*
Gwia Kim[1], Heekyeong Jo[2]
[1]Seattke Oacufuc Ybuversutt, [2]North Carolina State University

*Role of Social Media Influencers in Sustainable Fashion Consumption*
Alyssa Kayla Marquez, Md Arif Iqbal
California State Polytechnic University Pomona

*Consumer Motivations, Engagement, and Circular Behavior Towards Innovative Sustainable Fashion*
Md Nazmul Haque, Chunmin Lang
Louisiana State University

## Design Exhibit - Professional

10:00am - 4:00pm <span style="color:red">Park View</span>
(Designers need to stand at their design, 10:00am – 10:45am)

**A-Cora-ble by Design: A Junior Prom Co-Design Story**
Kristen Morris, Latifah Hirchi-Vogl
Colorado State University

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**Be You: Digitally Knitted Set for Children on Dialysis**
Laura McAndrews, Linda Ohrn-McDaniel
Kent State University

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**Bound Between Fingers: A Maternal Narrative in Collaborative Creative Practice**
Ling Zhang[1], Chanmi Hwang[2]
[1]Iowa State University. [2]North Carolina State University

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**Brush to Body: A Hanbok Dialogue**
Hae Jin Gam
University of North Texas

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**C.A.R.E: Computerized Apparel for Real-Time Evaluation of Mother and Infants During Breastfeeding and Kangaroo Care**
Jessica Ridgway, Morgan Geck, Te-yen Wu, Yanfeng Zhao, Madison Jones
Florida State University

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**Crafting Community: A Kantha-Inspired Approach to Addressing Academic Loneliness**
Colleen Pokorny, Bolanle Dahunsi, Marianne Dickson
Oregon State University

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**Crochet Chronicles: Embodying Refugee Experiences Through Artwear**
Zoran Dobric
Fashion Institute of Technology

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**Development and Evaluation of an Adaptive Period Underwear for Women Wheelchair Users**
Jia Wu, Lauren Lansdell
Auburn University

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**Embodied Dialogues**
Hae Jin Gam
University of North Texas

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**Flutterform: A Choreography of Cells**
Pimpawan Kumphai, Nigar Sultana
Central Michigan University

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**Forbidden Fruit: Mediating Coincidentia Oppositorum**
Jeremy Bernardoni
University of North Texas

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**From Sneaker to Boot: A Modular Footwear Design to Enhance Fit and Function for Ankle-Foot Orthosis Users**
Lida Aflatoony, Kristen Morris
Colorado State University

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**Functional Scales**
Yu Li, Young-A Lee
Auburn University

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**Gloveborne**
Adriana Gorea, Casey Tyler
University of Delaware

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**Gradable Zero-Waste Healthcare Scrubs: Prototype Development for Mass Production**
Ashley Rougeaux-Burnes[1], Colleen Moretz[2], Sheri Dragoo[3], Ellen McKinney[4], Melanie Carrico[5], Casey Stannard[6]
[1]Texas Tech University. [2]West Virginia University. [3]Baylor University. [4]University of Alabama. [5]University of North Carolina Greensboro. [6]Louisiana State University

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**Her Algorithmic Beauty**
Chanjuan Chen
University of North Texas

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**InBetween3dPrintDress: A 3D Printed Structured Draped Dress**
Danielle Martin, Niloufar Ashournia, Haya Abdelhamid, Shantine Li
Toronto Metropolitan University

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**Knitgeist**
Adriana Gorea, Casey Tyler
University of Delaware

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**La Source II**
Jooyoung Shin
Indiana University

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**Lacquered Wish**
Sun Young Choi
Konkuk University

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**Modular Knitting**
Linda Ohrn-McDaniel, Krissi Riewe Stevenson
Kent State University

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*Motherhood Meets Workwear*
Bolanle Dahunsi
Oregon State University

*Passages of Refuge*
Angela Uriyo
West Virginia University

*Playful Pineapple*
Laura McAndrews, Kendra Lapolla
Kent State University

*Redressing Fashion History: Romantic Day Dress*
LaDyra Lyte[1,2], Michael Mamp[1]
[1]Louisiana State University. [2]Florida State University

*Rendered in Yarn*
Krissi Riewe Stevenson
Kent State University

*Resonant Traditions: Reconceptualizing Heritage through Cross-Cultural Collaboration*
Jeremy Bernardoni, Hae Jin Gam
University of North Texas

*Sign of the Times – Fashioning Hong Kong's Urban and Cultural Memory*
Tai Wai David Yeung
Baylor University

*Size-Adjustable Performance Dress for Middle-School Female Musicians*
Ellen McKinney
University of Alabama

*The Art of Repairing Me*
Dawn Michaelson
Auburn University

*The Hemp Shell: Zero-Waste Tube-to-Wear Garment through Flatbed Knitting*
Sibei Xia, Chuanlan Liu, Rui Zhao, Yanbo Zhang
Louisiana State University

*The Wave Dress: A Sewing-Free Whole Garment Innovation on a V-Bed Knitting Machine*
Sibei Xia
Louisiana State University

*Upcycled Quilt Top Ensemble Inspired by 1930s Beach Pajamas*
Casey Stannard
Louisiana State University

*Wired to Wellness: Swimwear for Insulin Pump Users*
Hafiza Rahman, Dawn Michaelson
Auburn University

*Witches' Blue: Fit, Form, and Filament in 3D Surface and Silhouette*
Kayna Hobbs-Murphy, Kristen Morris
Colorado State University

## Resource Exhibit
10:00am - 3:00pm                    Prefunction Area

## CONCURRENT SESSION 6      11:00am – 12:15pm

### 1.  VISITING SCHOLAR PRESENTATION
11:00am - 12:15pm                    Mills 3
**Presider:  Joohye Hwang**

*Engineers in Action: A Win-Win Experience Between Business and Academia*
Patricia Quintana Pacheco
Universidad Católica de El Salvador

### 2.  CULTURE - Cultural Identity and Fashion Narratives
11:00am - 12:15pm                    Mills 8
**Presider: Uvana Doran**

*Non-African Perceptions of Traditional African Fashion*
Elsie Osei, Megan Strickfaden
University of Alberta

*Southern Sisterhood: Navigating Identity and Self-Presentation during #BamaRush*
Mary-Gwynedd Taylor
Louisiana State University

*Empowerment or Exploitation? Exploring the Dual Impact of Racial Capitalism on Black Women in Fashion Entrepreneurship*
Uvana Doran, Nancy Hodges
University of North Carolina Greensboro

*Taking Up Space in Style: Chef Coats as Sites of Gender Negotiation and Feminist Resistance in Culinary Environments*
Andra Harris, Eulanda Sanders
Iowa State University

### 3. PECHAKUCHA - Textiles and Fashion: Heritage, Sustainability, and Innovation

11:00am - 12:15pm                    Grand Ballroom A
**Presider: Morgan Strzynski**

***Anne Fogarty: A Fashionable Paradox***
Morgan Strzynski, Michael Mamp
Louisiana State University

***Design in Time — Form, Fashion, and a Framework for Cross-Disciplinary Learning***
Catherine K. Blumenkamp, Rhonda Gilmore
Cornell University

***Pollution Displacement: The Unsustainable Shift of Leather Manufacturing***
Kim Phung Nguyen, Heeju Terry Park
Cornell University

⭐ ***When Global Goals Fail Local Lives: A Critical Study of the Gap Between Sustainable Development Goal Commitments and Garment Worker Realities***
Md. Rafiqul Islam Rana
University of South Carolina

***Unraveling the Textile Life Cycle beyond End of Life: Assessing Circularity and the Second-Hand Clothing Economy in Ghana***
Jiyoung Kim[1], Haewon Ju[2], Richard Acquaye[3]
[1]University of North Texas. [2]Framingham State University. [3]Takoradi Technical University

***Advancing Adaptive Apparel: Exploring the Technology Innovations and Challenges***
Jin Su[1], Melanie Carrico[1], Hadal Hammour[1], Xiao Tong[2], Brian Taylor[2], Md. Hasan Sheikh[1]
[1]University of North Carolina Greensboro. [2]University of Alabama

***Design and Evaluation of Embroidered Textile Electrode Transcutaneous Electrical Nerve Stimulation Garments for Female's Pelvic Floor Recovery***
Xiaoxiao Chen[1], Yuteng Lei[1], Yingning Hu[1], Miao Yu[1], Xu Yu[2], Chuanlan Liu[3]
[1]Qingdao University. [2]China University of Petroleum. [3]Louisiana State University

***Exploring Fit and Anchoring Considerations for Movement-Sensing Lower-Limb Wearables***
Eric Beaudette, Lucy Dunne
University of Minnesota

### 4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
**Teaching Strategies and Competency Building**

11:00am - 12:15pm                    Grand Ballroom B
**Presider: Danielle ponder Testa**

***Theory Usage in CTRJ from 2007-2024***
Sara Jablon-Roberts[1], Arienne McCracken[2]
[1]Johnson & Wales University. [2]SUNY Oneonta

***Enhancing Trade Data Literacy in Apparel Merchandising: A Data-Driven Pedagogical Approach***
Lance Cheramie, Samantha Robinson
University of Arkansas

***Developing Collaborative Competencies in Fashion Retail Development***
Danielle Sponder Testa, Chunyao Liu
Arizona State University

***Development and Validation of a VStitcher Competency Assessment Instrument for Apparel Students***
Jonah Graham, Sarah Hixson
University of Arkansas

### 5. CONSUMER BEHAVIOR - Sustainable Fashion and Consumer Values

11:00am - 12:15pm                    Grand Ballroom C
**Presider: Yanbo Zhang**

***Identifying and Characterizing Potential Hemp Fashion Consumers: A Supervised and Unsupervised Statistical Learning Approach***
Yanbo Zhang, Chuanlan Liu, Sibei Xia, Bruce Cameron
Louisiana State University

***Why Do Cosmopolitans Go Green? Investigating the Role of Self-Expression and Need-for-uniqueness***
Jonghan Hyun, Swagata Chakraborty
University of North Texas

***How Consumer Values Drive Purchase Towards Plant-Based Leather Products: Attitudes as a Key Mediator in the Value-Attitude-Behavior Framework***
Heekyeong Jo[1], Gwia Kim[2]
[1]North Carolina State University. [2]Seattle Pacific University

## 6. DESIGN / PRODUCT DEVELOPMENT - Teaching Strategies and Competency Building

11:00am - 12:15pm      Grand Ballroom F
**Presider: Kim Hahn**

⭐ *Integrating AI Image Generation in an Introductory Design Course*
     Colleen Pokorny, Bolanle Dahunsi
     Oregon State University

⭐ *Advancing Sustainable Fashion Through User-centric Computational Design: Enhancing User Engagement and Creative Experiences in Garment Customization*
     Li Jiang[1,2], Ling Zhang[1]
     [1]Iowa State University. [2]Syracuse University

*Quantifying the Dimensional Relationship Between the Interior and Exterior of Multi-layered Protective Gloves*
     Kyurey Park[1], Milo Tacheny[1], Vanessa Segura-Duque[1], Minji Yu[1,3], Linsey Griffin[1]
     [1]University of Minnesota. [3]Meta

*Developing a Novel PPE Turnout Coat with an Embedded Active Cooling System and Evaluating Firefighters' Performance Satisfaction*
     Myoung Ok Kim, Ashley Kubley, Ione Wu, Chris Cooly, Qichen Fang, Prakash Giri, Mark Schulz, Vesselin Shanov
     University of Cincinnati

## 7. MERCHANDISING / RETAILING I. MANAGEMENT - Innovation and Experiential Learning in Retail

11:00am - 12:15pm      Grand Ballroom H
**Presider: Jiyun Kang**

*An Experiential Learning Approach to Creating a Program-based Retail Store*
     Tristen Morrison - Moore, Amy Shane - Nichols
     University of Wyoming

⭐ *Mitigating Consumer Stress Through Blockchain-Based Digital Product Passports in Luxury Fashion Retail Platforms*
     Jisu Jang, Jiyun Kang
     Purdue University

*The Marketplace: Retail Innovation in Partnership with Student Entrepreneurs and Academic Visionaries*
     Sheri Dragoo, Jeremy Vickers, Leslie Reed
     Baylor University

## LUNCH - Industry Award Presentation
## Megan Peterson, Director, Marketing and Industry Programs, Cotton Incorporated

**Presider: Elena Karpova, President Elect**
12:30pm - 2:00pm      Grand Ballroom D & E

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**CONCURRENT SESSION 7      2:15pm – 3:30pm**

## 1. SPECIAL TOPIC - Sharing, Inspiring, and Documenting: Publication Needs for Teaching Practices and Research

2:15pm - 3:30pm      Mills 3

Continuous innovation in teaching is essential in higher education to meet diverse learning needs and prepare future professionals, especially in fashion programs where rapid shifts in technology, business, culture, and sustainability shape the curriculum. Documenting and sharing teaching practices enables faculty to reflect, showcase innovation, and contribute to pedagogical scholarship and career advancement. This special topic session offers a platform for faculty to exchange strategies and address challenges in publishing teaching-related work through three parts: 1) Overview of current resources and needs, 2) Perspectives on publishing Scholarship of Teaching and Learning (SoTL), and 3) Advancing careers through publishing teaching practices and SoTL.

**Co-Coordinators and Presenters:**
- Doreen Chung, Iowa State University (co-coordinator)
- Hye-Shin Kim, University of Delaware (co-coordinator)
- Sara Marcketti, Iowa State University
- Caroline Kobia, Mississippi State University
- Heajoo (Yvonne) Lee, Iowa State University

## 2. TEXTILE AND APPAREL INDUSTRIES - Global Trade, Supply Chains and Entrepreneurship

2:15 - 3:30      Mills 8
**Presider: Md Arif Iqbal**

*Are China's Apparel Imports a Growing Opportunity for Asian Developing Countries (ADCs)?*
     Sheng Lu, Katie Yasik
     University of Delaware

*The State of Fashion Entrepreneurship: Innovating Beyond Fashion Capitals*
     Ashley Chenn, Erin Cho
     Hong Kong Polytechnic University

*'Everything is Urgent': Understanding the Lead Time Compression Practices and Its Impact on the Apparel Production Supply Chain*

Md Arif Iqbal[1], Effat Hasan Mahdi[2], Jannatul Ferdous[2]
[1]California State Polytechnic University Pomona.
[2]Bangladesh University of Textiles

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### 3. PECHAKUCHA - Global Influences: Heritage, Retail, and Identity in Fashion

2:15 - 3:30          Grand Ballroom A
**Presider: Sanjukta Pookalangara**

*The Revival of Made-to-Order Luxury: Exploring Consumer Attitudes*

Sanjukta Pookulangara, Kelcie Slaton
University of North Texas

*Text Mining on SHEIN Reviews: Key E-commerce Touchpoints Analysis*

Md. Hasan Sheikh, Jin Su
The University of North Carolina Greensboro

*Wearable Technology for Young Children: A Segmentation Study of Parental Values and Product Feature Preferences*

Chuanlan Liu, Sibei Xia
Louisiana State University

*The Marketplace of Puerto Rican Bomba Fashions: Making, Consuming, and Authenticity Tensions*

Amanda Ortiz-Pellot[1], Kelly L. Reddy-Best[2]
[1]Iowa State University. [2]Illinois State University

*Fashion Authenticity Paradigm: Philosophizing, Theorizing within the Circuit of Style-Fashion-Dress*

Kelly L. Reddy-Best
Illinois State University

*Undergraduate Student Perceptions of the History of Streetwear Fashion: Exploring Social Media Influences*

Ivana Markova, Kai Stephens
San Francisco State University

*Bangladeshi Cultural Heritage and Sustainability: Upcycling the Banarasi Saree*

Sadia Tarannum, Alexandra Howell Abolo
Drexel University

*Material vs. Experiential Luxury Self-Gifting: Unveiling Psychological Mechanisms and Brand Loyalty Among Millennials and Generation Z*

Sanghee Kim, Hyo Jung (Julie) Chang, Robert Paul Jones, Tunmin (Catherine) Jai
Texas Tech University

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### 4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
### Integrating AI in Fashion Education

2:15pm - 3:30pm          Grand Ballroom B
**Presider: Chuanlan Liu**

*Bridging Generative AI and Jacquard Knitwear Design: Classroom Exploration and Evaluation*

Sibei Xia, Rui Zhao, Chuanlan Liu, Yanbo Zhang
Louisiana State University

*AI Image Generators in Apparel Design and Product Development: Enhancing Creativity*

Changhyun (Lyon) Nam[1], Arienne McCracken[2], Lucia Villanustre[1]
[1]Florida State University. [2]SUNY Oneonta

*Exploring Learning Experiences and Effectiveness in Generative AI-Integrated Fashion Design: A Connectivism-Based Learning Approach*

Jeremy Bernardoni[1], Yanbo Zhang[2], Chuanlan Liu[2]
[1]University of North Texas. [2]Louisiana State University

*Exploring the Interplay between Generative AI and Fashion Entrepreneurial Learning*

Yanbo Zhang, Chuanlan Liu
Louisiana State University

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### 5. CONSUMER BEHAVIOR - Technology, AI, and Consumer Behavior

2:15pm - 3:30pm          Grand Ballroom C
**Presider: Song-yi Youn**

*When Pictures and Words Match: Impact of Congruity in Online Reviews and its Impact on Apparel Rental*

Youngdeok Lee, Sejin Ha
University of Tennessee Knoxville

*Brand Creativity Under Threat: Focusing on AI-Caused Intellectual Property Conflicts*

Md Rokibul Hasan, Song-yi Youn
University of Missouri

*Exploring Consumer Perceptions of Augmented Reality in Fashion: A Social Media Analysis on TikTok*

Md Abu Bakar, Ziyi Yang, Ting Chi
Washington State University

*From Soil to Salesfloor: Exploring the Potential for Retailer Integration into the Fibershed Soil-to-Soil Framework*

Uma Swamy[1], Nancy Hodges[2], Jin Su[2]
[1]North Carolina Wesleyan University. [2]University of North Carolina Greensboro

## 6. DESIGN / PRODUCT DEVELOPMENT - Inclusive and Functional Apparel Design

2:15pm - 3:30pm  Grand Ballroom F
**Presider:  Helen Trejo**

### Towards Redesigning Swimsuits for Paralympic Swimmers with Limb Deficiency
Irma D. Villanueva[1], Helen X. Trejo[2]
[1]Iowa State University. [2]California State Polytechnic University

### Apparel Therapy for Performance of Menstrual Hygiene Management: Developing Functional Period Underwear for Women with Physical Disabilities
Jia Wu[1], Lauren Lansdell[1], Kerri McBee-Black[2]
[1]Auburn University. [2]University of Missouri

### Design and Evaluation of a Novel Hamstring Compression Sleeve for Female NCAA Athletes: An Exploratory Study
Sarah Megivern, Adriana Gorea
University of Delaware

### Sustainable Smart Adaptive Health-Sync Apparel for Diabetics with Mobility Disability
S.M. Rakifull Alam, Farhana Momotaz, JuYoung Lee
Mississippi State University

## 7. SUSTAINABILITY / SOCIAL RESPONSIBILITY - Circularity and Textile Waste Solutions

2:15pm - 3:30pm  Grand Ballroom H
**Presider:  Melody LeHew**

### Closing the Loop: Application of Transformative Sustainability Pedagogy and Action Research to Implement Scalable Zero Textile Waste Model at a University Campus
Iva Jestratijevic, Madeline Blackburn, Rosalyn Zuniga
University of North Texas

### Fashion Circularity Begins in Your Neighborhood: A Local Stakeholder Analysis
Killian Arthur, Cosette Joyner Martinez, Madeline Layton, Paola Lezama, Gwendolyn Hustvedt, Yuli Liang
Texas State University

### Call to Action: Bridging the Gap between Scholarly Research and Fashion Industry's Transformation to Circularity
Sonali Diddi[1], Debanjan Das[2], Srikant Manchiraju[3], Melody LeHew[4], Kate Greder[5], Amy Shane Nichols[6], Jennifer Johnson Jorgensen[7]
[1]Colorado State University. [2]West Virginia University. [3]Florida State University. [4]Kansas State University. [5]Iowa State University. [6]University of Wyoming. [7]University of Nebraska-Lincoln

## COMMITTEE MEETING – Graduate Education Standards Committee & Unity/Engagement Committee
3:30pm - 4:30pm  Mills 3

## COMMITTEE MEETING – Teaching Innovation & Resources Committee & Philosophical Missions Committee
3:30pm - 4:30pm  Mills 8

## COMMITTEE MEETING – Design Review Committee & Conference Abstract Review Committee, Faculty Review Committee
3:30pm - 4:30pm  Grand Ballroom A

## COMMITTEE MEETING – International Scholars & Curatorial Exhibition
3:30pm - 4:30pm  Grand Ballroom B

## COMMITTEE MEETING – Professional Development Seminars Committee, Administrative Leadership Committee & Membership Committee
3:30pm - 4:30pm  Grand Ballroom C

## COMMITTEE MEETING – Publication Policies, CTRJ Editor Groups, & Digital Marketing Committees
3:30pm - 4:30pm  Grand Ballroom F

## COMMITTEE MEETING – Design Education, Design Exhibition Committees, and Undergraduate Curriculum
3:30pm - 4:30pm  Grand Ballroom H

## Break
3:45pm - 4:15pm  Prefunction Area

## Career Fair
4:30pm - 5:30pm  Prefunction Area

## International Bazaar
4:30pm - 5:30pm  Prefunction Area

## Awards Dinner
**Presider:  Ting Chi, VP of Awards**
6:00pm - 9:30pm  Grand Ballroom D & E

**Registration**
7:30am - 8:30am                    Grand Coat Room

**Board Meeting** - For all Committee Chairs
7:30am - 8:30am                    Grand Ballroom A

## Breakfast
8:00am - 9:00am                    Grand Ballroom G

## POSTER SESSION 1 - Management, ITAA/KSCT Joint Symposium, and Undergraduate
8:30am - 9:30am                    Grand Ballroom D & E

### MANAGEMENT

1. *A Serial Mediation Model of Consumers' Sentiment toward Marketing and Satisfaction in Hypermarket Patronage in Thailand: Stimulus-Organism-Response Framework*
Kittichai Watchravesringkan[1], Chompunuch Punyapiroje[2]
   [1]University of North Carolina Greensboro.
   [2]Burapha University

2. *Artificial Intelligence in Retail: A Proposed Framework for Effective AI Integration and Implementation*
Fuad Bin Ahmed, Amrut Sadachar, Md Arafat Hossain
   Auburn University

3. **Branded Platform vs. Third-Party Partnership: How Secondhand Business Models Shape Consumer Responses to the Brand**
Daeun Chloe Shin[1], Angie Lee[2], Garim Lee[3]
   [1]University of Houston. [2]Auburn University.
   [3]Indiana University Bloomington

4. *Recycling or Wishcycling? Unraveling the Knowledge-Behavior Gap in Clothing Disposal*
Naeun Lauren Kim[1], Daeun Chloe Shin[2], Hongjoo Woo[3]
   [1]University of Minnesota. [2]University of Houston. [3]Yonsei University

5. *Charting Digital Fashion: Categorizing Applications and Navigating Generative AI's Transformative Impact*
Yanbo Zhang, Chuanlan Liu, Sibei Xia, Rui Zhao
   Louisiana State University

6. *Themes and Trends in AI-Related Empirical Consumer Studies in Fashion (2022–2025): A Systematic and Bibliometric Review*
Yanbo Zhang, Chuanlan Liu, Sibei Xia, Rui Zhao
   Louisiana State University

7. *Click or Text? How Customer Input Mode and Chatbot Response Performance Shape Customer Satisfaction: An Expectancy Violation Theory Perspective*
Tahseen Tawseef, Wi-Suk Kwon
   Auburn University

8. *Conversational AI with a Personal Touch: Effects of Personalization Distinctiveness and Context*
Fnu Al-Amin, Wi-Suk Kwon
   Auburn University

9. *Exploring the Mechanism of Online Conformity on Online Shopping Addiction: Moderated Mediation Effects of Emotional Shopping Motive and e-Compulsive Shopping Tendencies*
Kittichai Watchravesringkan
   University of North Carolina Greensboro

10. *From Creepy to Caring: The Effects of AI-Powered Conversational Interfaces on Service Satisfaction*
Song-yi Youn[1], Sejin Ha[2]
   [1]University of Missouri. [2]University of Tennessee

11. *Timeless Values in a Trend-Driven World: Gender-Driven Loyalty in Experience-Based Reward Programs*
Jungyeon Sung[1], Song-yi Youn[2]
   [1]Sungkyul University. [2]University of Missouri

12. *How Do Preferred Fiber (PF) Choices Impact Retailers' Merchandising Strategies for Sustainable Apparel? An Analysis of the European and U.S. Markets*
Sheng Lu, Antonina Kulis
   University of Delaware

13. *Identifying Target Customers and Marketing Strategies for Local Boutiques*
Xiao Tong[1], Jin Su[2]
   [1]University of Alabama. [2]University of North Carolina Greensboro

14. *Investigating the Relationship between Moral Identity and Consumer Fraudulent Behavior*
Amrut Sadachar[1], Srikant Manchiraju[2], Arunachalam Swaminathan.[3]
    [1]Auburn University. [2]Florida State University. [3]Texas Tech University

15. *Measuring Consumer Perceptions of AI Fashion Customization: Scale Development and Effects on Purchase Intention*
Xingqiu Lou[1], Wenna Han[2], Hanna Lee[3], Yingjiao Xu[3]
    [1]Kent State University. [2]University of Illinois Urbana-Champaign. [3]North Carolina State University

16. *"Must-Have" or "Nice-to-Have"? Enhancing Intentional Readiness to Retail Automation in SMEs Fashion Retailers from Employees' Perspectives*
Xun (Catherine) Sun[1,2], Jung Ha-Brookshire[1]
    [1]University of Missouri. [2]Illinois State University

17. *Too Real to Reveal? Investigating the Trust-Risk Paradox in Realistic Virtual Try-On Avatars*
Yuju Rubie Kao, Tunmin Catherine Jai
    Texas Tech University

## ITAA/KSCT JOINT SYMPOSIUM

18. *A Conceptual Framework: The Role of Social Media and Self-Expression on Micro-Aesthetics Apparel Consumption*
Elana Kellis, Haeun (Grace) Bang
    University of North Carolina Greensboro

19. *A Meta-Analytic Structural Equation Modeling (MASEM) for Understanding Sustainable Fashion Consumer Behavior (SFCB)*
Hye Seung Jeong, Yoo-Kyoung Seock
    University of Georgia

20. *A Practical Study on Overcoming Design Compromises in 3D Fashion Design Implementation*
Seowon Heo, Jisoo Ha
    Seoul National University

21. *An Exploration of Classical Greek Dress through Fine Art and Draping Insights*
Dillon Napier, Ling Zhang
    Iowa State University

22. *A Recycled PETG in Fashion Accessories: Advancing Sustainable Design for a Circular Economy*
Dillon Napier, Courtney Barbour, Ethan Thomas
    Iowa State University

23. *An Exploration of Sustainable Cotton Promotion through Social Media Analytics*
Muzhen Li, RayeCarol Cavender, Kylie Colony, Caroline Wells
    University of Kentucky

24. *Enhancing Omnichannel Shopping Well-being through Human-Machine Interaction: A Self-Determination Theory Perspective*
Muzhen Li, Yeonjung Kang, Min-Young Lee
    University of Kentucky

25. *Consumer Opinions on Sustainable Cotton: Insights from Reddit Discussions*
Muzhen Li, RayeCarol Cavender, Caroline Wells, Kylie Colony
    University of Kentucky

26. *Analysis of Chinese Gen Z's Perception of K-Fashion Styling: Insights from Xiaohongshu*
Jingwen Lai, Sun Young Choi
    Konkuk University

27. *Beyond Apparel Sizes: A Consumer-Driven, Multi-Dimensional Approach to Understanding Garment Ease Preferences*
Uikyung Jung[1], Minyoung Suh[2], Chanmi Hwang[2]
    [1]University of Central Oklahoma. [2]North Carolina State University

28. *Blending Storytelling and Skill-Building in Narrative Costume Design*
Audrey Anhalt, Jinhee Nam
    Ball State University

29. *Development of an Evaluation Tool for Age-Related Changes in Color Perception and Image Association for Fashion Planning*
JeeHyun Lee, JeongMin Kho, ChunMei Liang
    Yonsei University

30. *Collaborative Learning in Experiential Fashion Design Pedagogy*
Angela Uriyo
    West Virginia University

31. *Curating the Ephemeral: An Image Repository for Fashion Education and Research*
Angela Uriyo, Colleen Moretz
    West Virginia University

32. *Development of Lower-Body Compression Sportswear to Improve Gait Stability in Individuals with Mild Intellectual Disabilities*
Nam Yim Kim, Hyojeong Lee
    Kongju National University

33. *Development of Repurposed Children's Wear: Assessing Consumer Opinions and Willingness to Purchase*
Umme Salma Ferdousi, Erin Irick
    University of Wyoming

34. *Do AI-Generated Ads Featuring Sustainable Luxury Products Enhance Brand Coolness? The Impact of Luxury Values on e-WOM and Purchase Intentions*
Sanghee Kim, Hyo Jung (Julie) Chang
    Texas Tech University

35. *E-Sourcing Experience on B2B E-marketplace and Firm Performance: A Causal Analysis in US and India Fashion Industry Context*
Yuhui Liu[1], Li Zhao[2]
    [1]University of Incarnate Word. [2]University of Missouri

36. *Ethics in the Loop: Fashion Industry Perspectives on the Ethical Challenges of AI*
Hyunjeong (Lacy) Rhee, Li Zhao
    University of Missouri

37. *Evaluating Midjourney's Interpretation of Fundamental Fashion Design Elements: A Structured Prompt-Based Analysis*
Lutong Chen, Ling Zhang
    Iowa State University

38. *Exploring the Role of Metaverse Affordances in Shaping Users' Purchase Intention Toward Virtual Products: A Conceptual Framework*
Ziyou Jiang, Terry (Haekyung) Kim
    University of South Carolina

39. *Fashion Education in the Digital Age: The Case for 3D-Driven Sustainable Runways*
Jenifer Roberts, Sandra Bailey
    Missouri State University

40. *Empowering Senior Consumers in Retail: Rethinking Consumer-Centric Retail Technology for Older Adults*
Min Jung Kim, Hyo Jung (Julie) Chang, Robert Paul Jones
    Texas Tech University

41. *Fashion Modularity and Product Perception: The Moderating Role of Shopping Orientations from a Regulatory Focus Perspective*
Min Jung Kim, Hyo Jung (Julie) Chang
    Texas Tech University

42. *Governance of Sustainability in Luxury Fashion: A Text Mining-Based Frequency and Concurrence Analysis*
Kelly Ramirez-Prado, Viviana Duran, Min Jung Kim, Hyo Jung (Julie) Chang
    Texas Tech University

43. *How Do Luxury Brands Present Sustainability Practices on Instagram? a Content Analysis of Luxury and Sustainability Integration*
Heajin Choi, Jaehoon Chun
    Seoul National University

44. *How Do Young Bangladeshi Consumers Perceive the Value of Secondhand Fashion?*
Md. Hasan Sheikh[1], Jin Su[1], Xiao Tong[2]
    [1]University of North Carolina Greensboro. [2]University of Alabama

45. *Implementing a Social Justice Pedagogy Framework using Participatory Action Theory*
Arlesa Shephard, Shantell Reid
    SUNY Buffalo State University

46. *Improving FDM 3d Printing Efficiency with a Continuous Linear Approach: A Study on Mesh Textile Structures*
Jiwon Lee, Jaehoon Chun
    Seoul National University

47. *Information System Integration and Supply Chain Functions on B2B E-Marketplace: A Study of Their Joint Impact in the U.S. Fashion Industry*
Yuhui Liu[1], Li Zhao[2]
    [1]University of Incarnate Word. [2]University of Missouri

48. *Integrating Functional Nanofibers into Medical Textiles: A New Paradigm in Respiratory Protection and Sustainability*
Saloni Purandare, Sophia McDonald, Rui Li, Chunhui Xiang, Guowen Song
    Iowa State University

49. *Investigation of Fabric Properties Affecting Dynamic Drapability Under Reciprocating Motion*
Yoojung Han, Yesong Im, Yugin Lee, Changsang Yun
    Ewha Womans University

50. *Material Movement: Interpreting Letty Esherick's Textiles Through Interdisciplinary Material Culture Research*
Sophia Gupman, Kelly Cobb
University of Delaware

51. *Modeling the Effects of Digital Exposure and Personality on Generation Z's Sustainable Fashion Consumption: Integrating Structural Equation Modeling with Interpretable Machine Learning Analysis*
Andralyn Yao
Purdue University. West Lafayette Jr/Sr High School

52. *More Than Just a Hobby: Textile Crafting as a Tool for Well-being and Empowerment*
Bianka Hausknecht[1], Michelle Burton[2], Ja Young Hwang[1]
[1]Kent State University. [2]Montclair State University

53. *Needs Analysis of Educational Satisfaction Factors Among International Fashion Students*
Eun Hyun Kim, Sun Young Choi
Konkuk University

54. *Nieve: Children's Safety Jacket with Integrated Harness for Mounting Ski Lifts*
Mia Seiner
University of Oregon

55. *Optimized Size Charts and Grading for Misses and Plus-Size Healthcare Scrubs*
Ellen McKinney[1], Casey Stannard[2], Melanie Carrico[3], Sheri Dragoo[4], Colleen Moretz[5], Ashley Rougeaux-Burnes[6]
[1]University of Alabama. [2]Louisiana State University. [3]University of North Carolina Greensboro. [4]Baylor University. [5]West Virginia University. [6]Texas Tech University

56. *Optimizing Jacket Design for Two-Wheeler Delivery Workers During Rainy Conditions*
Sujin Lim
Seoul National University

57. *Plantar Pressure Analysis of 3D Printed Plantar Faciitis Insole Manufactured by Various Foaming Filament*
Sunhee Lee, Imjoo Jung, Dikshita Chowdhury
Dong-A University

58. *Reddit Users' Perception of Sustainability in Fashion*
Jennifer Yang, Nathan Green, Andrew Hall
Marymount University

59. *Remembering the Unseen: Memory and Life Histories of Male Fashion Models in 1970s South Korea*
Seoyoung Choi, Jisoo Ha
Seoul National University

60. *Shaping Professional Identity and Career Readiness: The Influence of Experiential Learning Field Trips in Undergraduate Fashion Education*
Angela Uriyo, Colleen Moretz
West Virginia University

61. *Snapshots of Impacts: Modeling Techniques and Transferable Skills*
April Stanley
Kirkwood Community College

62. *Survival Dynamics of Small Offline Apparel Businesses in China: Exploring Business Strategies and Consumer Perceptions*
Sujun Liu, Chunmin Lang
Louisiana State University

63. *Symbolic Threads and Sisterhood: The Psychological Role of a Sighted Caregiver in Shaping A Blind Teenager's Apparel Identity*
Emma Nicoson, Jung Ha-Brookshire
University of Missouri

64. *The Acceptability of Wearable Technology: Examining Diverse Populations*
Ivana Markova
San Francisco State University

65. *The EvoCourt Set: An Innovative Wheelchair Tennis-Specific Performance Uniform Designed for Women Athletes*
Lisa Ly
University of Oregon

66. *The Meaning of Greenhouse Gas Emission (GHG) in My Clothing: Does Awareness of a Clothing's Carbon Footprint Encourage Sustainable Behaviors?*
Chunmin Lang[1], Ruirui Zhang[2], Hao Zhang[3]
[1]Louisiana State University. [2]Framingham State University. [3]James Madison University

67. *To Leverage Social Media Influencers Speaking Beauty and Body Image: Data Mining of "What I Eat in a Day"*
Angie Lee
    Auburn University

68. *Types and Expressions of Signatures in Fashion Brands: Focusing on Emerging Korean Designer Brands*
Joohyung Lee, Jisoo Ha
    Seoul National University

69. *Understanding Challenges Faced by Refugee Women Entrepreneurs in a Mid-Western City in the United States*
Ritu Jadwani, Jennifer Johnson
    University of Nebraska-Lincoln

70. *Understanding Student Adoption of Generative AI for Writing: A Technology Acceptance Model Approach*
Jonghan Hyun, Kelcie Slaton
    University of North Texas

71. *User Perception of Drape Appearance in PVC Fabric*
Sujin Park, Jisoo Ha
    Seoul National University

72. *Waste as a Beginning: Prototyping a Material-Driven Approach for Circular Textiles*
Kelly Cobb, Michelle Yatvitskiy
    University of Delaware

73. *What Are Fashion Students Thinking? A Quasi-Longitudinal Study from the Pandemic Period to Election Time*
Kim Hahn, Catherine Leslie
    Kent State University

74. *Why Gen Z Shops for Thrift: From Anxiety to Coping Mechanisms, Vicarious Nostalgia, Eco-Consciousness, and Emotional Venting*
Joohye Hwang[1], Tracie Tung[2], Ruirui Zhang[3]
    [1]Thomas Jefferson University. [2]California State University, Northridge. [3]Framingham State University

### UNDERGRADUATE

75. *AI Generated Beauty: An Investigation of Same Face Syndrome*
Cassandra Castro, Christy Crutsinger
    University of North Texas

⭐ 76. *College Students' Awareness and Concerns about Data Collection on Fashion Social Commerce*
Eduardo Cazares Avila, Yuli Liang
    Texas State University

77. *Concurrent Textile Development and Garment Design Using Bistable Auxetics*
Marcus McDermott, Fatma Baytar
    Cornell University

78. *Dressing to Assimilate: The Impact of U.S. Culture on Japanese Fashion*
Clare Smyth, Cydni Robertson
    Indiana University

79. *Exploring Consumer Perceptions of Ethical Personal Data Collection in Fashion E-Retail: A Mixed Method Study*
Taylor Forillo, Caroline Kopot, Alexandra Downs, Sophia Martin, Ching Yi Ng
    University of Missouri

80. *Extravagance in Mourning: 19th Century Mourning Fashion and the Commercialization of Death*
Wilbur Dodderidge, Kelsie Doty
    Kansas State University

81. **How Challenging Is It to Implement Sustainability and DEI Strategies? The Small Apparel Business Perspectives**
Kara Koniares, Erin Brothers, Ruoh-Nan Yan, Heejin Lim
    Colorado State University

82. *Identifying the Variables that Impact Body Image in Breast Cancer Patients*
Angel Tran, Kenneth Carriveau, Mickey Langlais, Jeong-Ju Yoo
    Baylor University

83. *Rethinking Wetsuit Design: Enhancing Comfort, Fit, and Sustainability*
Avaree VandeKerkhoff, Lucia Villanustre, Changhyun (Lyon) Nam
    Florida State University

## POSTER SESSION 2 - Consumer Behavior, Culture, Design / Product Development and Pedagogy and Professional Development

10:00am - 11:00am                    Grand Ballroom D & E

### CONSUMER BEHAVIOR

1. *A Perceived Value-Based Model of 3D Printed Product and Technology Adoption*
   Anik Barua, Veena Chattaraman
   > Auburn University

2. *Beyond Product Descriptions: How Vegan and Recycled Narratives Shape ConsumerChoices for Sustainable Running Shoes*
   Shraddha Yadav, Yingjiao Xu
   > North Carolina State University

3. *Beyond the Numbers: Barriers, Emotions, and Fit in the Plus-Size Fashion*
   Ja-Young Hwang[1], Michelle Kolacz[1], Sehe Hwang[2]
   > [1]Kent State University. [2]University of Arkansas

4. *Classification of AI Recommendation Systems in Fashion Retail: From the Perspective of Consumer Decision-Making*
   Yimo Cai, Hanna Lee, Yingjiao Xu
   > North Carolina State University

5. *Consumers' Responses to Third-Party Certificates in Mobile Shopping Through the Lens Of Information Processing Types*
   William Kim[1], Kyu-Hye Lee[2]
   > [1]Indiana University. [2]Hanyang University

6. *Deciphering 'Dupe': Cross-Cultural Interpretations between Western and Korean Consumers*
   Youngdeok Lee, Sejin Ha
   > University of Tennessee Knoxville

7. *Does Anthropomorphic Language Make Virtual Influencers More Relatable? The Interplay of Anthropomorphic Cues and Identity Disclosure on Emotional Contagion*
   Rachel Lim, Hyejune Park
   > Oklahoma State University

8. *Enhancing Consumer Behavior Education Through AI Integration: A Conceptual Framework for Curriculum Innovation*
   Hyejune Park
   > Oklahoma State University

9. *Encouraging the Adoption of Preferred Laundry Behaviors to Reduce the Environmental Impact: Developing a Conceptual Framework*
   Kavita Singh, Elena Karpova
   > University of North Carolina Greensboro

10. *Enhancing Young Consumers' Trust and Engagement in M-Commerce Through Brand Value Perceptions of Secondhand Luxury Goods*
    Changhyun (Lyon) Nam[1], Seung-Hee Lee[2], Evita Ilushenko[1]
    > [1]Florida State University. [2]Southern Illinois University

11. *Exploring the U.S. Market for Locally Made Textile and Apparel Products: Retailer and Consumer Insights*
    Md Rokibul Hasan[1], Debanjan Das[2]
    > [1]University of Missouri. [2]West Virginia University

12. *Exploring Users' Perceptions of E-Customized Fashion Platforms: Interactive Co-Design Using 3D Virtual Garment Simulation and Modularity*
    Kyung-Hee Choi
    > Hansung University. Iowa State University

13. *Factors Impacting Saudi Women's Adoption of Non-Traditional Dress for Public Settings During a Time of Cultural Transition*
    Rawan Alghamdi[1], Ann Marie Fiore[2]
    > [1]Al-Baha University. [2]Iowa State University

14. *From Conscious Consumption to Conscious Quality: Enhancing Consumer Education in Shaping Apparel Quality Standards in Circular Economies*
    Justine Nanyondo, Jihyun Kim-Vick
    > Kent State University

15. *From Virtual to The Real World: Employing Digital Nudges and Immersive Shopping Experience to Promote the Adoption of Eco Clothing*
    Narmin Nasibli, Elena Karpova, Jin Su
    > University of North Carolina Greensboro

16. *Green Purchase Intention and Green Brand Loyalty: Unveiling the Impact of Sustainability Awareness, Peer Discussion, and Status Consciousness*
    Khirul Basar Mim, Ragul Senthil, Tunmin (Catherine) Jai
    > Texas Tech University

17. *Heritage Worn Proudly: Exploring Chinese Gen Z's Embrace of Han Ethnic Clothing in Tourism*
Ziyi Yang, Ting Chi
    Washington State University

18. *How Artificial Intelligence is Revolutionizing Virtual Try-Ons? A Means-End Chain Model Perspective*
Ju-Young M. Kang[1], Ji Young Lee[2], Dooyoung Choi[3], Youngjin Bahng[1], Sumin Helen Koo[4], Jeehyun Song[4]
    [1]University of Hawai'i at Mānoa. [2]State University of New York (SUNY) Buffalo State. [3]Old Dominion University. [4]Yonsei University

19. *How Does Live Commerce on Social Media Influence Consumer Happiness? Examining the Roles of Mindfulness and Flow Experience*
Eunjeong Shin[1], Hyojung Cho[2]
    [1]Hansung University. [2]Meredith College

20. *Is It All About Me or the Community? Comparing Self- and Other-Oriented Motives for Locally-Produced Skincare Among Heavy vs. Light Consumers*
Inhwa Kim, Michelle Childs, Heejin Lim, Christopher T. Sneed
    University of Tennessee

21. *Morality and Psychosocial Factors Behind Fraudulent Return Practices*
Angga Putra, Song-yi Youn, Caroline Kopot, Ishtehar Swazan
    University of Missouri - Columbia

22. *Motivated but Mindful: Satisfaction, Risk, and the Path to Purchase in Livestream Shopping for Luxury Consumers*
A. Rose Downs, Song-yi Youn, Caroline Kopot
    University of Missouri

23. *How Are AI and Gen AI Being Used in Brand Communications and Loyalty Programs?*
A. Rose Downs, Caroline Kopot
    University of Missouri

24. *The Impact of AI Usage on Perceived Originality, Trust and Purchase Intention: A Serial Mediation Analysis*
Songmee Kim, Ashley Chenn, Erin Cho
    Hong Kong Polytechnic University

25. *The Power of Timing and Depth in Diversity Practices: Strategies to Shape Brand Attitudes and Brand Loyalty*
Israt Jahan[1], Xinlan Jia[1], Michelle Childs[1], Tiffany Blanchflower[2]
    [1]The University of Tennessee. [2]East Carolina University

26. *Touchless Touch: The Role of Virtual Touch in Luxury Fashion Experience*
Jiyun Kang, Jiarui Li
    Purdue University

27. *Understanding Gen Z Females' Perceptions of Sustainable Apparel Quality*
Saba Mohammadzadeh, Jihyun Kim-Vick
    Kent State University

28. *Understanding the Drivers of Luxury Brand Attachment Among Young Vietnamese Consumers*
Habin Kim[1], Juyeun Jang[2], Ho Jung Choo[3]
    [1]Hanyang University. [2]Oklahoma State University. [3]Seoul National University

## CULTURE

29. *Analyzing Dress, Identity, and Beauty Beliefs and Practices of East and Southeast Asian Mothers and Daughters Shared Through Matrilineal Inheritance*
Cydni Robertson[1], Caroline Kopot[2]
    [1]Indiana University. [2]University of Missouri

30. *Beyond the Buzzwords: What DEI Really Means to Millennials and Gen Z*
Tiffany Blanchflower`[1], Delisia Matthews[2], Michelle Childs[3]
    [1]East Carolina University. [2]North Carolina State University. [3]University of Tennessee Knoxville

31. *Exploring the Dress of Muslim Women in the Workplace*
Aminah Shahzad, Ann Paulins
    Ohio State University

32. *Exploring Young Consumers' Purchase Intentions for Vintage Fashion: A Cross-Cultural Study Between the USA and China*
Qianmin Sun[1], Yanan Yu[2]
    [1]Beijing International Studies University. [2]Oklahoma State University

33. *Retro-Acculturation and Identity Expression of Later Generations of Mexican Americans*
Danielle Rodriguez, Yoo-Kyoung Seock
University of Georgia

34. *Simple and Tangible: The Effects of the Material Object and Form of Learning on Cultural Appropriation Knowledge and Willingness to Confront*
Heejin Lim, Paula Alaszkiewicz, Anna Hall
Colorado State University

35. *Strategies for Inclusive Outdoor Recreation and Adaptive Apparel for People with Paralysis: Exploring Identity, Belonging, and Appearance Management*
Kristen Morris[1], Kayna Hobbs-Murphy[1], Kerri McBee-Black[2], Lida Aflatoony[1]
[1]Colorado State University. [2]University of Missouri

36. *Adaptive Footwear Needs for Individuals With Paralysis: A Look At The Unique Needs Of Ankle-Foot Orthoses (AFO) Users*
Kristen Morris[1], Lida Aflatoony[1], Kayna Hobbs-Murphy[1], Kerri McBee-Black[2]
[1]Colorado State University. [2]University of Missouri

37. *The Influence of Jim Crow on Black Women's Luxury Fashion Shopping Experiences: A Position Paper and Call to Action*
Nia Allen[1,2], Eulanda Sanders[3]
[1]Texas Tech University. [2]Belmont University. [3]Iowa State University

## DESIGN / PRODUCT DEVELOPMENT

38. *A Conceptual Model of Organizational Culture for Successful Digital Product Development*
Phillip Sidberry, Veena Chattaraman, Jia Wu
Auburn University

39. *A Preliminary Comparison of Patternmaking Methods for Plus-Size Apparel Using 3D Simulation Technology*
Siming Guo[1], Ziwen Qiu[2], Toby Watanabe[1]
[1]Washington State University. [2]North Carolina State University

40. *Better CrossFit Apparel for Women: Employing the FEA Model to Meet Performance, Psychological Empowerment, Identity Expression, and Aesthetic Needs*
Lutong Chen, Ann Marie Fiore
Iowa State University

41. *Beyond the Sketch: Exploring Emerging Practices of Generative AI Use in Fashion Design*
Yuan Li[1], Xiao Tong[1], Brian Taylor[1], Jin Su[2], Melanie Carrico[2]
[1]University of Alabama. [2]University of North Carolina Greensboro

42. *Biomechanical Analysis of Elbow Movements in Downhill Sit Skiing: Integrating Motion Sensor Data to Enhance Adaptive Ski Jacket Development-a Pilot Case Study*
Jia Wu[1], Dawn Michaelson[1], Siddarth Mohanty[2], Jung Hyup Kim[2]
[1]Auburn University. [2]University of Missouri

43. *Bridging the Gap: Developing Custom Dress Forms for Wheelchair Users*
Pimpawan Kumphai, Kaleigh Slot, Lauren Agnew, Ian Mull, Jodell Heroux, Nigar Sultana
Central Michigan University

44. *Circular Fashion:  A Case Study Implementing C2CAD Model For Apparel Design And Development*
Laura McAndrews[1], Carlee Stephens[2]
[1]Kent State University. [2]University of Georgia

45. *Content Analysis of Online Reviews to Understand the Functional, Expressive, and Aesthetic Needs of Period Underwear for Women with Disabilities*
Lauren Lansdell, Jia Wu
Auburn University

46. *Creating Zero Waste Pattern Cutting in Dress Design Process*
Joyce Robinson, Seung-Hee Lee
Southern Illinois University

47. *Culturally Responsive Maternity Apparel for Saudi Mothers: A User-Centered Design Approach*
Rehab R. Reda, Rania Debes, Wijdan Tawfiq
King Abdulaziz University

48. *Across Screens and Cultures: Apparel Students' Perspective on Sustainable Fashion Consumption from a COIL Virtual Exchange*
Wijdan Tawfiq[1], Aseel Binhajib[2], Cosette Joyner Martinez[3], Elena Karpova[4], Irine Davidenko[5], Trish Kemerly[4], Kalyna Pashkevych[5], Maryna Yatsenko[5]
[1]King Abdulaziz University. [2]University of Jeddah. [3]Texas State University. [4]The University of North Carolina Greensboro. [5]Kyiv National University of Technologies and Design

## PEDAGOGY AND PROFESSIONAL DEVELOPMENT

66. *Designing for Impact: A Service-Learning Project in Visual Merchandising Class for a Local Consignment Store*
Haewon Ju
    Framingham State University

67. *Developing a Consumer Insights Learning Module to Enhance Fashion Students' Digital Data Literacy*
Li Zhao, Xun Sun, Michael Williams, Caroline Kopot, Jung Ha-Brookshire
    University of Missouri

68. *Enhancing Feedback Precision: Optimizing Critique Methods for Generation Z in Apparel Design Studios through Myers-Briggs Type Indicator (MBTI) Profiles and Social Cognitive Theory*
Ling Zhang, Heajoo Lee, Ha Eun Chae
    Iowa State University

69. *Enhancing Socio-Emotional Intelligence (SEI) Competencies in FTARE Education: A Systematic Approach for Workforce Readiness*
Amrut Sadachar[1], Srikant Manchiraju[2], Swagata Chakraborty[3]
    [1]Auburn University. [2]Florida State University.

70. *Exploring Fashion Design Pedagogy for Mental Health Therapy and Wellness*
Rachel Anderson, Mahendran Balasubramanian, Sara Dodd
    Texas Tech University

71. **From Frozen to Flowing: Using Self-Compassion Framework to Help Perfection-Driven Students Overcome Perfectionism in Fashion Illustration**
Bingyue Wei, Anna Magie
    Texas Woman's University

72. *Generative AI in Fashion Forecasting: Enhancing Visualization and Learning*
Jung Eun Lee
    Auburn University

73. *Harnessing AI in Fashion Education: A Systematic Literature Review and Future Directions*
Rui Zhao, Sibei Xia, Chuanlan Liu
    Louisiana State University

74. **Immersive Learning: History of Fashion Course**
Diana Saiki, Jane Prell
    Ball State University

75. *Impact of Short-Term Study Abroad on Students' Perceptions of Fashion Industry and Cultural Awareness*
Brenda Po, Shubha Bennur
    Thomas Jefferson University

76. *Implementing the Ditto Pattern Projector into Patternmaking Curriculum*
Robert Pettys-Baker, Lynda Xepoleas, Laura McAndrews
    Kent State University

77. *Investigating Fashion Entrepreneurship Learning Effectiveness in Experiential Learning Environments: A Hemp-related Case Study Using Mixed-methods*
Yanbo Zhang, Chuanlan Liu
    Louisiana State University

78. *Make & Wear What You Teach: The Epistemology of Intro to Clothing Construction*
Stephanie Bailey
    Texas Christian University

79. *Mentoring Apparel and Engineering Students to Enhance Community Engagement*
Helen Trejo, Irma Villanueva
    California State Polytechnic University, Pomona

80. *Overcoming the AI Impasse: How Textiles and Apparel Educators Can Prepare for an AI Driven Classroom Future*
Jennifer Harmon
    University of Wyoming

81. *Perceived Skills Gained from Service Learning in Fashion Merchandising Curriculum*
Melissa Abner, Erica Spurgeon
    University of Central Missouri

82. *Shaping Future Textile and Apparel Professionals: The Role of Cotton Sustainability in Curriculum Development*
Eunjoo Cho[1], Kyuree Kim[2], Sarah Hixson[1]
    [1]University of Arkansas. [2]Oklahoma State University

83. *Strengthening Career Prospects Through Entrepreneurship Education: A Study of Apparel Program Graduates*
Emily Worrall, Linda Niehm
    Iowa State University

84. *The Power of Constructivist Learning in the COVID Generation: Industry Immersion and Autonomous Knowledge Acquisition*
Juliana Guglielmi-DeRosa, Joohye Hwang, Kimberlyne Bethea
    Thomas Jefferson University

85. *"This Time It's Sticking Because of How Immersive It Was":  Apparel Students' Deep Learning about the U.S. Cotton Supply Chain and Sustainability*
Elena Karpova, Nancy Hodges, Narmin Nasibli, Kavita Singh, Elijah Weinshilboum
    University of North Carolina Greensboro

86. *"We Did It Ourselves": Learning Adaptive Apparel Design Beyond the Classroom*
Mackenzie Miller
    University of Missouri

87. *"I Could See It Before I Wore It": A Comparative Design Analysis of Virtual and Traditional Pattern Methods for Wheelchair Users*
Mackenzie Miller, Kerri McBee-Black
    University of Missouri

## POSTER SESSION 3 - History, Marketing, Social / Psychological, Sustainability / Social Responsibility, Textile and Apparel Industries, Textile and Apparel Science

11:30am - 12:30pm          Grand Ballroom D & E

### HISTORY

1. *Dans le Style Boufoné: An Exploration of an Interesting Decoration*
Katherine Bankhead, Michael Mamp
    Louisiana State University

2. **Fashioning Contagion: The Effects of the 1918 Flu Pandemic on Women's Dress**
Sephra Lamothe
    Cornell University

3. *Reconstructing a 1910s Historical Corset Using 3D Apparel Simulation*
Siming Guo, Toby Watanabe, Curtis Owen
    Washington State University

4. *Searching for Annie M. Turnbo Pope Malone: The First African American Woman, Beauty Culturist, Philanthropist, and Millionaire in St. Louis, Missouri from 1902-1930*
Chajuana Trawick Ferguson
    Lindenwood University

5. **Understanding Tailoring Traditions of Yesterday for Tomorrow: A Comparative Analysis of Keister's Ladies' Tailoring System for Modern Implementation**
Constance Spotts, Ling Zhang
    Iowa State University

### MARKETING

6. **Beyond the Binary: Gender Labels, Identity, and Brand Love Among Gen Z Consumers**
Gargi Bhaduri, Xingqiu Lou
    Kent State University

7. **Do Consumers Perceive the Difference? A Study on Green Advertising Claims and Visuals in Fashion Marketing**
Madison Campbell, Tracie Tung, Hira Cho, Kristen Walker
    California State University, Northridge

8. **Drivers of Horizontal Brand Extension Success: The Role of Perceived Category Fit and Attitudes Toward Extensions in a Moderated Mediation Model**
Kittichai Watchravesringkan
    University of North Carolina Greensboro

9. **Effects of Active White Space on Aesthetic and Prestige Appeals of Brand Logos: Application of Processing Fluency and Construal Level Theories**
Tahseen Tawseef, Wi-Suk Kwon
    Auburn University

10. **Fashion vs. Sustainability Social Media Influencers: Expectancy Violations and Consumer Responses in Secondhand Shopping**
Angie Lee[1], Jung-Hwan Kim[2], Ui-Jeen Yu[3], Hannah Lee[4]
    [1]Auburn University. [2]University of South Carolina. [3]Illinois State University. [4]North Carolina State University

11. **From Digital Gatherings to Real-Life Gains: How Fashion Metaverse Platforms Catalyze Brand Loyalty and Psychological Well-Being**
Jihyeong Son[1], Eonyou Shin[2]
    [1]Washington State University. [2]Virgina Tech University

12. **How Inclusive Marketing Influences Perceived Human Traits in Branding**
Jung Eun Lee, Jia Wu
    Auburn University

13. *Resumes in the Age of AI: Enhancing Student Career Readiness Through Innovation*
Jenifer Roberts
    Missouri State University

14. *Shoppable vs. Non-Shoppable Stores: An Analysis of Consumer Behavioral Intentions*
Kelcie Slaton[1], Danielle Sponder Testa[2]
    [1]University of North Texas. [2]Arizona State University

15. *The Art of Distance: AI-Driven Futurism and Surrealism in Luxury Advertising*
Jung Eun Lee, Florrie Adams, Kaci Mundorf, Mohammed Siddique
    Auburn University

16. *Unlocking the Potential of Conversational AI as a Sales Agent: Application of Sequential Request Techniques and Message Framing for Persuasion*
Mohammed Siddique, Wi-Suk Kwon
    Auburn University

17. *The Impact of Art Infusion Levels in AI-Generated Advertisements on Consumers' Aesthetic and Brand Responses*
Han Ah Yoo, Haya Elbadawy, Veena Chattaraman
    Auburn University

18. *The Influence of Perceived Virtual Influencer Characteristics on Fashion Adoption: A Social Identity Perspective*
Junzhou Zhao[1,2], Xinjie Ye[1], Yanwen Ruan[1], Sibei Xia[3]
    [1]Shanghai University of Engineering Science. [2]Hongik University. [3]Louisiana State University

19. *When Privilege Feels Unfair: Male and Female Consumers' Emotional and Behavioral Responses to the Pink Tax*
Xinyi Zhang[1], Yue Qi[1], Min Jung Kim[2], Sojin Jung[1]
    [1]Kyung Hee University, Korea. [2]Texas Tech University

20. **Cultivating an Ethical Climate: Enhancing Employee Ownership and Affective Commitment Through Leadership**
Min Jung Kim[1], Stacy Lee[1], Sojin Jung[2]
    [1]Texas Tech University. [2]Kyung Hee University

21. *Building Leadership in ESG within the Fashion Supply Chain: Learning from Radical Leaders in Regenerative Cotton Farming and Ginning*
Hyo Jung (Julie) Chang, Stacy Lee, Courtney Meyers, Min Jung Kim
    Texas Tech University

22. *Where Multifunctionality Meets Sustainability: The Role of Versatile Clothing in Reframing Consumer Goals and Green Behaviors*
Min Jung Kim, Hyo Jung (Julie) Chang
    Texas Tech University

23. *AI-Generated Virtual Brand Ambassadors: The Impact of Maturity and Style Congruence on Perceived Authenticity and Brand Equity*
Min Jung Kim, Hyo Jung (Julie) Chang
    Texas Tech University

## SOCIAL / PSYCHOLOGICAL ASPECTS

24. *Bridging Generations Through Participatory Design: How It Empowers Aging Individuals*
Mikyung Lee[1,2], Yuhwa Hong[2], So Hyun Lee[1], Young A Koh[1], Juyeon Park[1,2]
    [1]Seoul National University. [2]Research Institute of Human Ecology, Seoul National University

25. *Bridging the Gap Between Want and Wear: Adaptive Apparel Designers on User-Centered Design for Independence & Empowerment*
Mackenzie Miller, Kerri McBee-Black
    University of Missouri

26. *"They Thought It Was a Pocket": Manufacturing Miscommunication and Scaling Adaptive Apparel*
Mackenzie Miller, Kerri McBee-Black
    University of Missouri

27. *Does Fashion Consumption Really Make Us Happy? The Role of Problem Recognition Style and Collectivism*
Hongjoo Woo[1], Daeun Chloe Shin[2], Naeun Lauren Kim[3], Sumin Lee[1]
    [1]Yonsei University. [2]University of Houston. [3]University of Minnesota

28. *From Attitude to Action: Bridging the Post-Consumption Recycling Gap Through Consumer Segmentation*
Daeun Chloe Shin[1], Naeun Lauren Kim[2], Hongjoo Woo[3]
    [1]University of Houston. [2]University of Minnesota. [3]Yonsei University

29. **Examining the Relationship Between BMI and Body Image Concerns of Cancer Patients and Survivors**
Jeong-Ju Yoo, Mickey Langlais
    Baylor University

30. **Fashion Involvement, Gender, Vanity, and Locus of Control**
Jane Workman[1], Seung-Hee Lee[1], Yuli Liang[2]
    [1]Southern Illinois University. [2]Texas State University

31. **Mirror, Mirror on Your Palm: The Role of Generative AI Try-Ons in Enhancing Ideal-Self Congruence**
Yuju Rubie Kao, Tunmin Catherine Jai
    Texas Tech University

32. **Optimizing Student Readiness: How Professional Clothing Programs Support Autonomy, Competence, and Relatedness**
Amanda Muhammad
    East Carolina University

33. **Proximity of Digital Clothing to Self and the Tendency for Virtual Appearance Comparison in Digital Ecosystems: The Digital Twin Like-Me vs. Another-Me Perspective**
Ju-Young M Kang[1], Sumin Helen Koo[2], Ji Young Lee[3], Andy Reilly[1], Dooyoung Choi[4], Jeehyun Song[2]
    [1]University of Hawai'i at Mānoa. [2]Yonsei University. [3]State University of New York (SUNY) Buffalo State. [4]Old Dominion University

34. **Retro-Acculturation in Later-Generation Mexican Americans: Mediating Cultural Influences on Appearance Management and Cultural Engagement via Social Media**
Danielle Rodriguez, Yoo-Kyoung Seock
    University of Georgia

## SUSTAINABILITY / SOCIAL RESPONSIBILITY

35. **A Comparative ESG Risk Analysis of Global Footwear Brands Using Sustainalytics Data**
Lance Cheramie
    University of Arkansas

36. **AI-Closet Utilize Strategy for the Spread of Sustainable Apparel Behavior among Korean Gen Z Consumers**
Yoojeong Park[1], Yoon Kyung Lee[2]
    [1]Seoul Women's University. [2]Pusan National University

37. **AI-Driven Message Framing Effects on Sustainable Fashion Consumption**
Mst Nigar Sultana Rasu, Amrut Sadachar
    Auburn University

38. **Analyzing Polycrises, Moral Responsibility, and Sustainability According to The Next-Generation of El Salvador's Apparel Manufacturing Workforce**
Cydni Robertson[1], William Kim[1], Patricia Quintana[2]
    [1]Indiana University. [2]Universidad Catolica de El Salvador

39. **Designing for Comfort: Functional Apparel as a Tool to Reduce Physical and Mental Strain in Fashion Design Education**
Kaila Loew, Ling Zhang
    Iowa State University

40. **Do Luxury Fashion Brands Have a Dominant Advantage in Sustainability? The Effects of Brand Type on Consumer Perceptions of Authenticity and Sustainability**
Yanan Yu[1], Hye-Shin Kim[2]
    [1]Oklahoma State University. [2]University of Delaware

41. **Exploring Fashion Upcycling through Standard Methods and CAD Technology**
Kyler Arnold[1], Anne Porterfield[2]
    [1]Georgia Southern University. [2]North Carolina State University

42. **Exploring Inclusive Sportswear Design Strategies Based on the Characteristics of Children with Developmental Disabilities**
Jiwon Huh[1,2], Jee Hyun Lee[1], Chanmi Hwang[2]
    [1]Yonsei University. [2]North Carolina State University

43. **From Sentiment to Sustainability: Resin Keepsakes and Indian Wedding Garment Rentals**
Manikya Sai Tejaswini Vallabhajosyula, Iva Jestratijevic
    University Of North Texas

44. **Historical Stitches and Sustainable Material: Using Cotton and Soy Based Materials to Explore the Principles of Patchwork and Quilting**
Annalise Robins, Lance Cheramie
    University of Arkansas

45. *How Does Design Typicality Shape Upcycled Clothing's Green or Unique Appeal?*
Hyesim Seo, Byoungho Ellie Jin
    North Carolina State University

46. *Inclusive Commitments in Fashion: Are They Worth It?*
Jiyun Kang, Jisu Jang
    Purdue University

47. *Looking Beyond Gen Z: Examining Personal Values for Sustainable Fashion*
Saheli Goswami
    University of Rhode Island

48. *Non-Synthetic Sustainable Vegan Fashion: Drivers and Barriers*
Parul Dawar, Angie Lee
    Auburn University

49. *M-Commerce with Luxury Fashion Goods in Pre-Owned Markets*
Changhyun (Lyon) Nam[1], Hoyeol Yu[2], Seung-Hee Lee[3]
    [1]Florida State University. [2]East Texas A&M University. [3]Southern Illinois University

50. *Technological Innovation and Environmental Awareness in the US and the UK Fashion: 3D-Printed Accessories*
Changhyun (Lyon) Nam[1], JeaGu Yu[2], Lucia Villanustre[1]
    [1]Florida State University. [2]Chung-Ang University

51. *PFAS-Free Clothing: How Does It Affect Product Availability?*
Sheng Lu, Katie Yasik
    University of Delaware

52. *Rethinking Apparel Purchases: Applying Construal Level Theory, "Girl Math," and Cost-Per-Wear (CPW) to Promote Sustainable Consumption*
Amrut Sadachar[1], Swagata Chakraborty[2], Virginia Rolling[3], Siya Donthamsetty[4]
    [1]Auburn University. [2]University of North Texas. [3]University of Alabama. [4]Watchung Hills Regional

53. *Semantic Shifts in Sustainability Discourse: A Study of Fair-Trade Clothing Market*
Md. Hasan Sheikh, Jin Su
    University of North Carolina Greensboro

54. *Sharing a Closet: Exploring Gen Z Feelings and Attitudes Towards Voluntary Simplicity and Collaborative Consumption*
Diego Moscoso, Jihyun Kim-Vick
    Kent State University

55. *Strategic Resources in Local Fiber Farming: Exploring Tangible and Intangible Assets Through the Lens of Resource-Based Theory*
Md Rokibul Hasan[1], Debanjan Das[2]
    [1]University of Missouri. [2]West Virginia University

56. *Navigating Tariff-Driven Sourcing Shifts: How Bangladeshi Apparel Suppliers Respond to U.S. Trade Policy Through Dynamic Capabilities*
Md Rokibul Hasan[1], Sanjida Chowdhury Bonney[2]
    [1]University of Missouri. [2]Bangladesh University of Textiles

57. *The Application of Life Cycle Assessment Methodology to Evaluate the Effectiveness of a Closed-Loop Textile Waste System in the Displacement of Negative Environmental Impacts in the Local Community*
Rosalyn Zuniga, Iva Jestratijevic
    University of North Texas

58. *The Dual Influence of Avatar Identification on Sustainable Apparel Consumption and Brand Equity in the Metaverse*
Eonyou Shin[1], Jihyeong Son[2]
    [1]Virginia Tech. [2]Washington State University

59. *Use of FT-IR Spectroscopy and Machine Learning for Identification of Cotton by Country of Origin*
Doyeon Kong, Huieun Do, Heeju Park
    Cornell University

## TEXTILE AND APPAREL INDUSTRIES

60. *Adaptive Apparel Entrepreneurs: Motivations, Abilities, Opportunities, and Challenges*
Xiao Tong[1], Brian Taylor[1], Yuan Li[1], Emilia Oblites[1], Jin Su[2], Melanie Carrico[2]
    [1]University of Alabama. [2]University of North Carolina Greensboro

61. *Assessment of Garment Recycling Technology Adoption Barriers in Bangladesh as a Sustainable Approach: A Proposed Agenda*
Salman Enayet Chowdhury, Md Arafat Hossain
    Auburn University

62. *Barriers to Reverse Logistics in the Fashion Industry: Toward a Sustainable and Transparent Supply Chain*
Gurinder Kaur[1], Amrut Sadachar[2]
[1]Delaware Valley University. [2]Auburn University

63. *Diffusion of Digital Product Passports: A Focus on Consumer Knowledge and Acceptance*
Rui Zhao, Chuanlan Liu
Louisiana State University

64. *Examining U.S. Apparel Brands and Retailers' Evolving Sourcing Strategies*
Emilie Delaye, Sheng Lu
University of Delaware

65. ~~*Exploring Sustainability Risk Assessment Tools to Support Internal Tool Development: A Case Study of Elevate Textiles*~~
~~Hyesim Seo, Connie Wong, Seungwon Cho, Jinyan Jiang, Karen Leonas~~
~~North Carolina State University~~

66. *Fashion Law: Intellectual Property Cases in the U.S. Apparel Industry*
Damaris Chantal Tellez, Yoon Jin Ma
Illinois State University

67. *Fashion-Centric AI Integration: Navigating Challenges and Opportunities in the Fashion Industry*
Hyunjeong (Lacy) Rhee, Li Zhao
University of Missouri

68. *Fitting the Concept of Fit: A Systematic Review of Literature*
Mercan Derafshi[1], Catherine Black[2]
[1]University of Tennessee Martin. [2]Mississippi State University

69. *Framework Development for Effective Application of Life Cycle Assessment Results in the Textile and Apparel Industry*
Reannan Boisvert
Kansas State University

70. *From Experiential to Problem-Based Engaged Learning: Sustainable Moisture Management Design Solutions for Apparel Export Manufacturing in Sri Lanka*
Denise Green[1], Frances Kozen[1], Marcie Farwell[2]
[1]Cornell University. [2]Cornell University Library, Kheel Center for Labor Management-Documentation Archives

71. *Investigating Supply Chain Integration and Resilience in the Bangladesh's Apparel Industry: A Conceptual Model*
Md. Hasan Sheikh, Jin Su
University of North Carolina Greensboro

72. *Re-Branding Traditional Handloom Textiles from India as Quality Products Showcasing Traditional Artistry and Unique Craftsmanship*
Shweta Reddy, Sally Fortenberry
Texas Christian University

## TEXTILE AND APPAREL SCIENCE

73. *Assessing the Effectiveness of Graduated Compression Stockings in Reducing Deep Venous Thrombosis Risk in Patients Recovering from Achilles Tendon Rupture*
Adriana Gorea, Karin Gravare-Silbernagel, Morgan N. Potter, Sarah Megivern
University of Delaware

74. *The Effect of Repeated Laundering Up to 50 Cycles on the Spectrum of Color in Naturally Colored Cotton for Apparel Products*
Jessie Chen-Yu[1], Siwon Cho[2], Whitney Jackim[1], Kristina Mitchell[1], Dylan Spedaliere[1]
[1]Virginia Tech. [2]Southern Illinois University

75. *Development of Robotic Pants with SMA Wire Tunnels for User Safety and Comfort*
Ju Hyeon Oh, Gayeon Lee, Soah Park, Yumin Cho, Yuna Jung, Sumin Koo
Yonsei University

76. *Sinter Coated Environmental Protection Garments (EPG) Shell Textiles for Lunar Extravehicular Activity (EVA)*
Kendall Ludwig[1], Huantian Cao[1], Norman Wagner[1], Richard Dombrowski[2], Erik Hobbs[2]
[1]University of Delaware. [2]STF Technologies LLC

77. *Validating a Remote 3D Body Scanning App for Anthropometric Data Collection*
Ziwen Qiu[1], Josephine Bolaji[2], Meredith McQuerry[2], Cassandra Kwon[1]
[1]North Carolina State University. [2]Florida State University

78. *Pulling up the Socks: Innovative Approach to Teaching and Assessment*
Lizette Diedericks, Karin van Niekerk
University of Pretoria

79. *Thermal Wear Comfort of a Reusable Zinc-Ion Face Mask for COVID-19 Prevention*
    Meredith McQuerry, Josephine Bolaji
        Florida State University

80. **Female Soft Body Armor for First Responders: Effects of Panel Design and Materials on Performance and Comfort**
    Mohammed Islam Tamjid, Mulat Alubel Abtew
        University of Missouri

81. *Spinnability of Polyurethane Nanofibers with Low Toxicity Solvent System*
    Saloni Purandare, Rui Li, Guowen Song
        Iowa State University

82. *Lignin Extraction from Jute Fabric and its Dynamic Influence on Reactive Dye Affinity*
    Sharmin Shoukat[1], Ummelewara Bristi[2]
        [1]Auburn University. [2]BGMEA University of Fashion & Technology

83. *Leveraging Pose Estimation for Markerless Motion Analysis in Naturalistic Settings*
    Uikyung Jung
        University of Central Oklahoma

84. *The Effect of Geometric Structures and Washing Cycles on Elongation of 3D Printed Mesh-Textured Textiles*
    Yu Li, Shahbaj Kabir, Young-A Lee
        Auburn University

## Council Meeting
    1:00pm - 4:00pm                    Mills 3

# CAREER FAIR PARTICIPANTS

## Auburn University

Auburn University Department of Consumer and Design Sciences is currently searching for a 9-month tenure-track Assistant/Associate Professor in Apparel/Textile History and Culture (https://www.auemployment.com/postings/56001), with an anticipated start date of Fall 2026. Auburn University, a R1 land-grant institution with 35,172 students located in the east Alabama city of Auburn and has consistently been ranked by US News and World Report as one of the top 50 public universities in the United States. The Department comprises 23 nationally and internationally recognized faculty members, with over 600 undergraduates and 38 graduate students, offering both masters (thesis and non-thesis) and doctoral degrees in Consumer and Design Sciences with a specialization in apparel design and product development, marketing and retail management, sustainability and social responsibility, consumer behavior, and many more. Competitive graduate assistantships, scholarships, and fellowships are available for qualified applicants, and we are currently recruiting a new graduate student cohort for Fall 2026. Visit our career booth to learn more about us and explore opportunities to join our people-centered, creative, and collaborative team! Departmental Link: https://humsci.auburn.edu/cads/

**Jung-Eun Lee**
jzl0028@auburn.edu

## Central Michigan University

The Department of Fashion, Interior Design, and Merchandising at Central Michigan University (CMU) invites applications for a tenure-track Assistant Professor of Fashion Studies, Outreach & Engagement to begin August 2026.  CMU seeks a forward-thinking colleague whose teaching and scholarship focus on the historical foundations and contemporary issues in fashion, culture, and society, and who will strengthen the department's outreach by leading student recruitment efforts, supporting public-facing events, and building sustainable partnerships with industry. The successful candidate will create innovative learning experiences that connect students with broader communities and professional networks.

Minimum qualifications include a doctorate in Fashion Studies (or closely related field), evidence of effective college-level teaching in fashion history/culture/society (or closely aligned topics), and demonstrated involvement in outreach and engagement activities. For more information about the position, the full list of qualifications, and to apply, please visit www.jobs.cmich.edu.

CMU is an Equal Opportunity Employer and institution.  CMU does not discriminate against persons based on age, color, disability, ethnicity, familial status, gender, gender expression, gender identity, genetic information, height, marital status, national origin, political persuasion, pregnancy, childbirth or related medical conditions, race, religion, sex, sex-based stereotypes, sexual orientation, transgender status, veteran status, or weight.

**Dr. Seung-Eun (Joy) Lee**
Lee6s@cmich.edu

## Framingham State University

The Framingham State University Fashion Design and Retailing Department seeks applications for a tenure-track faculty position at the rank of Assistant Professor to begin September 1, 2026. The position may involve undergraduate teaching in core courses such as: Consumer Textiles, Fashion: Designer to Consumer, and/or Research Methods for the Fashion Industry. This position requires expertise in: apparel design (including fashion illustration), computer technology related to design (e.g., Adobe Illustrator and Photoshop and/or experience in 3D patternmaking software such CLO, Gerber Accumark, Optitex, VStitcher, or Browzewear), apparel construction, pattern making and draping, and/or product development. Additional responsibilities include advising students, curriculum development, service to the university and department, and scholarly endeavors. Framingham State University is dedicated to effective teaching. The candidate should show evidence of a strong commitment to excellence in teaching, scholarship, and professional growth.

**Haewon Ju**
hju@framingham.edu

## Georgia Southern University

Now hiring: tenure-track Assistant Professor of Fashion Merchandising and Apparel Design Job Summary. Reporting to the School of Human Ecology Chair, the Assistant Professor of Fashion Merchandising and Apparel Design position requires undergraduate teaching, developing and sustaining a productive program of research and/or creative scholarship, and providing service to the School, College, and University, as well as engaging in student success initiatives and professional development. The position is an academic (10-month) tenure-track appointment. https://hr.georgiasouthern.edu/employment-opportunities/ to apply. Reference Job ID 290593

**Kyler Arnold**
karnold@georgiasouthern.edu

## Iowa State University
## Transformative Institutional Partner

Join our award-winning faculty and multi-talented graduate students in a graduate education experience that will prepare you for academic and industry positions. Our faculty, who have expertise in the areas of consumer behavior; creative, technical, and functional design; merchandising, marketing, management, and entrepreneurship; and history, social psychology, and cultural studies, are dedicated to your success. We offer **both on-campus and hybrid** (distance) **Master of Science and Ph.D. programs**. Both thesis and non-thesis Master of Science options are available. In addition, we offer a Digital Marketplace Analytics certificate co-developed with the Ivy College of Business. We offer both research and teaching assistantships that provide a competitive stipend, partial or full tuition coverage, partial fee coverage, as well as medical insurance. Our assistantships include Agatha Huepenbecker-Burnet Endowed positions in fashion history, which include curatorial work with our Textiles and Clothing Museum and textiles collection. Other facilities include our Data Analytics Lab, Innovate 1858 (student-operated retail store/learning lab), Textile Testing Lab, Heat and Thermal Protection Lab, Clothing Comfort and Performance Lab, Apparel Soft Goods Production Studio, Digital Apparel and Textiles Studio, and 3D Body Scanner Lab.

**Ann Marie Fiore**
Director of Graduate Education
amfiore@iastate.edu

## Kansas State University

**The Master of Science (M.S.) and Doctor of Philosophy (Ph.D.) programs in Fashion Studies at Kansas State University** are dedicated to advancing environmental and social responsibility through scholarship, education, and outreach that promote ecologically sustainable products, processes, and behavior. Both programs emphasize a human ecological approach to understanding the complex relationships among people, textiles, and apparel within global and local contexts.

The **M.S. in Fashion Studies** offers an individualized program of study that builds theoretical, technical, and methodological skills necessary to research and address sustainability challenges in textile and apparel systems. Students tailor their coursework to align with their academic interests and professional goals, preparing for leadership roles in education, industry, and the nonprofit sector.

The **Ph.D. in Sustainable Fashion Business** provides advanced opportunities for original research and scholarly contributions to the field. Doctoral students work closely with faculty mentors to investigate critical issues in sustainable design, fashion business, consumer behavior, and material innovation. The program fosters interdisciplinary collaboration and prepares graduates for academic, research, and policy-making careers that shape the future of sustainable fashion. Together, K-State's graduate programs in Fashion Studies cultivate thought leaders committed to creating a more responsible and resilient global fashion system.

**Kelsie Doty**
kdoty@ksu.edu

## Kent State University

School of Fashion at Kent State University enrolls approximately 1.400 Merchandising (B.S.) and Design (B.A./B.F.A.) majors with 34 full time faculty serving the undergraduate programs on the Kent campus as well as the interdisciplinary Masters in Fashion Industry Studies (M.F.I.S.). At the School of Fashion, our mission is to transform lives through creative fashion education in pursuit of a sustainable world. Our vision is to empower an ecosystem of socially responsible and inventive fashion thinkers.

**Xingqiu Lou**
xlou@kent.edu

## SUNY Oneonta
## Sustaining Institutional Partner

Arienne McCracken
Arienne.McCracken@oneonta.edu

SUNY Oneonta enrolls about 5,500 students who pursue bachelor's or master's degrees or certificates in one of 70-plus academic programs. SUNY Oneonta is a nurturing community where students grow intellectually, thrive socially, and live purposefully. The Department of Human Ecology at SUNY Oneonta invites applications for a tenure-track Assistant Professor of Fashion & Textiles with a focus on design beginning Fall 2026. Expectations include teaching required courses in the Fashion & Textiles curriculum, research and/or creative activity in the discipline, and service to the department, school, and university. Candidates must demonstrate continued growth for consideration in tenure and promotion decisions. Duties include but are not limited to: (1) Teaching undergraduate design courses to meet department needs, specifically: Fashion Illustration, Apparel Construction, Tailoring, Flat Pattern Making, and Computer-Aided Fashion Design; (2) Research/creative activity in the discipline; and (3) Service to the department, school, and university, including advising students. Required Qualifications include a Ph.D. in fashion design or a related field. ABD considered; official confirmation of degree conferral by the issuing institution upon start of employment plus demonstrated evidence operating computer-aided design software or digital textile printing tools in teaching and research contexts. Full posting: https://oneonta.interviewexchange.com/jobofferdetails.jsp?JOBID=193617

## North Carolina State University

**Yingjiao Xu**
yxu11@ncsu.edu

The Wilson College of Textiles at North Carolina University offers two doctoral programs and four master's programs. Learn about our graduate programs and the opportunity for graduate fellowships, teaching and research assistant positions. With 235 graduate students and an active graduate student association, new graduate students immediately become a part of a close community. Classmates become friends and faculty become valuable mentors. While our community may be small, our resources and reputation are anything but. The Textiles Complex alone boasts over 200,000 square feet of teaching, research and manufacturing spaces — including 68 unique laboratories. As a student on Centennial Campus, you'll be surrounded by innovation in both academia and industry.

## University of Arkansas

**Laurie M. Apple**
lapple@uark.edu

The **University of Arkansas** is seeking 2 positions, an assistant professor in Apparel Merchandising and Product Development and a Director of the School of Human Environmental Sciences. In addition, information for a Global Experiences Minor will be presented.

## University of Georgia

**Yoo-Kyoung Seock**
yseock@uga.edu

The **Department of Textiles, Merchandising and Interiors at the University of Georgia** offers outstanding graduate study at both the **Master of Science (M.S.)** and **Doctor of Philosophy (Ph.D.)** levels, guided by expert faculty and supported by leading research facilities. Master of Science (M.S.) Our M.S. program provides close mentorship with faculty as you develop a thesis on a topic aligned with your interests and faculty expertise. A non-thesis option is also available, featuring an internship or supervised project equivalent in rigor to thesis research. Highlights Individualized research mentorship thesis or non-thesis pathways. Specialization areas aligned with faculty strengths. Doctor of Philosophy (Ph.D.) Pursue advanced, original research through one of two emphases: Polymer, Fiber & Textile Sciences (PFTS): Conduct cutting-edge laboratory research focused on polymers, fibers, smart/multifunctional materials and the second emphases on International Merchandising that focuses on international apparel and textiles retailing, global sourcing, international business practices, and e-commerce within a global context.

## University of Houston

**Chloe Shin**
dshin5@central.uh.edu

The **University of Houston Department of Human Development and Consumer Sciences** program invite you to learn more about their **Master of Science (MS) in Global Retailing**. The program offers unmatched opportunities to learn new strategies and gain deeper insight into the worldwide dynamics and impact of multi-cultural consumer behavior, data analytics, profitability, financial models, and channel strategies. Contact Chloe Shin (dshin5@central.uh.edu) for more information.

## University of Missouri
## Transformative Institutional Partner

**Song-yi Youn**
syoun@missouri.edu

Textile and Apparel Management (TAM) is seeking full-time PhD students. The department offers competitive assistantships, tuition and fee support, and health insurance. Award-winning faculty provide high-quality education and mentorship. The department fosters a collaborative, interdisciplinary culture where graduate students are supported not only by faculty but also through GSA-TAM, which builds peer networks, organizes professional and social events, and helps access research and travel funding. Students advance academically and professionally within this environment. Programs include 100% online Graduate Certificate in Digital Merchandising, Master of Science, and PhD in Textile and Apparel Management.

## University of North Carolina at Greensboro
### Transformative Institutional Partner

**Nancy Hodges**
Nancy_hodges@uncg.edu

One of six departments in the Bryan School of Business and Economics, the Consumer, Apparel, and Retail Studies (CARS) department at the University of North Carolina Greensboro (UNCG) offers a Bachelor of Science, Master of Science in Retail Studies, and a PhD in Business Administration with a concentration in CARS. The MS is available in both face-to-face and online asynchronous formats. The PhD is fully online and asynchronous. Three online Graduate Certificate programs are also available. Centrally located in the heart of the Triad area of North Carolina, established in 1917, CARS is one of UNCG's legacy programs and one of the oldest departments on campus. Faculty members in the CARS program have been nationally recognized for excellence in teaching, scholarship, and meritorious service. All CARS programs enjoy strong industry support from advisory board members who represent major US apparel and retailing companies. Approximately 200 students are currently pursuing undergraduate and graduate degrees in CARS. Ready to move your career forward? Applications are now being accepted for CARS Graduate Certificates as well as the MS and Ph.D. programs. To apply for any of these programs, go to https://gradapply.uncg.edu/apply/. For more information, contact Dr. Jin Su, Director of Graduate Studies, j_su@uncg.edu.

## Virginia Polytechnic Institute and State University

**Eonyou Shin**
eonyous7@vt.edu

The School of Design is seeking applications for the two positions, a non-tenure track Assistant Professor of Practice and a tenure-track Assistant or tenured Associate Professor in Fashion Merchandising and Design (FMD). The applicants for these positions must have expertise in textiles, fashion design, product development, and/or textile or design technology. The FMD major at Virginia Tech emphasizes the integration of design, product development, and merchandising of apparel products. Graduates work in product development as creative designers, technical designers, or product developers using their creative skills to conceptualize couture and ready-to-wear lines presented around the globe. Graduates may also work as retail buyers, store managers, website developers, internet merchants, or visual merchandisers for national and international companies. All FMD students graduate with a solid foundation in the fashion industry including design, retail and textiles.

## Washington State University

**Ting Chi**
tchi@wsu.edu

The **Department of Apparel, Merchandising, Design and Textiles (AMDT) at Washington State University (WSU)** has a passion for textiles, apparel, and fashion. We are seeking a skilled and experienced individual who shares that passion and wants to be part of an energized and growing program at one of the leading universities in the U.S. We have an opening for a full-time, tenure track, assistant professor in Merchandising to join our team on a 9-month appointment, located in Pullman, WA. This position will enhance the department's position in the area of textile and apparel merchandising with an emphasis on Retail Strategy and Merchandising, Data Analytics and Technology in Fashion, and Supply Chain Management.

# 2025 ITAA AWARDS

**ITAA FACULTY AWARDS**

**ITAA Fellow**
Lynn Boorady, Oklahoma State University
Nancy Nelson Hodges, University of North Carolina at Greensboro

**Mid-Career Excellence Award**
Jiyun Kang, Purdue University
Tunmin (Catherine) Jai, Texas Tech University

**Rising Star Award**
Song-yi Youn, University of Missouri

**ITAA Teaching Award**
Kelly Reddy-Best, Illinois State University
Ling Zhang, Iowa State University

**Janet Else Visiting Scholar/Practitioner Award**
Patricia Quintana, Universidad Catolica de El Salvador

**CTRJ Best Reviewer Awards**
Garim Lee, Indiana University-Bloomington
Soo In Shim, Jeonbuk National University
Dina Smith-Glaviana, Virgina Tech

**CTRJ Most Cited Publication Award:**
Stanciel, G., Reddy-Best, K. L., Simon, J. D., Streck, K. G., Green, D. N., Matthews, D., & Gordon, J. (2022). *Radical Structural Change in North American Dress and Textile Museums and Collections: Critically Analyzing Social Justice, Oppression, and Empowerment.*

**CTRJ Highest Altimetric Score Award**
Chan, C. K., Shin, J., & Jiang, S. X. K. (2017). *Development of Tailor-Shaped Bacterial Cellulose Textile Cultivation Techniques for Zero-Waste Design.*

**CTRJ Recognition of Service: (2025 outgoing members)**
**ITAA Publications Policy Committee**
Haejung (Maria) Kim, University of North

**GRADUATE STUDENT FELLOWSHIPS**

**Kitty Dickerson Fellowship for Professional Promise – Doctoral**
Ashley Chenn, Hong Kong Polytechnic University

**Kitty Dickerson Fellowship for Professional Promise – Masters**
Emilie Delaye, University of Delaware

**Lois Dickey Fellowship for Continuing Doctoral Student**
Yanbo Zhang, Louisiana State University

**Sara Douglas Fellowship for Professional Promise – Doctoral**
Shahbaj Kabir, Auburn University
Yoo-Won Min, North Carolina State University

**Sara Douglas Fellowship for Professional Promise – Masters**
Suchi Acharjya, University of North Texas
Zhara Falsafi, Iowa State University
Manika Sai Tejaswini Vallabhajosyula, University of North Texas

**Oris Glisson Fellowship - Outstanding Beginning Masters Student**
Sujin Yoo, Cornell University

**Robert C. Hillestad Fellowship: Outstanding Student in the Study of Historic Textiles or Costume Award**
Sephra Lamothe, Cornell University
Mackenzie Miller, University of Missouri
Kim Phung Nguyen, Cornell University

**Marjorie Joseph Fellowship – Outstanding Beginning Doctoral Student**
Hyunjeong (Lacy) Rhee, University of Missouri

**Joan Laughlin Fellowship for Outstanding Continuing Doctoral Student**
Emma Nicoson, University of Missouri

**Blanche Payne Undergraduate Scholarships**
Alex Culley, University of Delaware
Nijma Lara, Georgia Southern University
Ella Renshaw, West Virginia University
Martha Rigney, Louisiana State University
Kimngan Tran, Texas Women's University

**STUDENT BEST PAPER AWARDS**
**Doctoral Level 1st Place**
Sanghee Kim, Texas Tech University
*The Coolness of AI-Generated Luxury Ads: Effects of Luxury Purchase Types and Advertising Visuals on Perceived Verisimilitude and Creativity*

**Doctoral Level 2nd Place (Tie)**
April Elisha Stanley, Iowa State University
*Analyzing Irish Whitework: The Pim's Collection of Mountmellick Embroidery Patterns in Ireland*

**Doctoral Level 2nd Place (Tie)**
Seong Eun Kim,
*What is Dupe? Discovering the Consumer-Perceived Legally Copied Products in the Fashion Industry*

**Master Level 1st Place**
Huieun Do, Cornell University
*Ice Hockey Elbow Pad Design Tailored for Female Athletes*

**Master Level 2nd Place**
Fnu Al-Amin, Auburn University
*Going Green or Green Sheen: Investigating Consumer Perceptions Towards Apparel Made From Recycled Polyester Fabric*

**NANCY RUTHERFORD TEACHING INNOVATION AWARDS**
**1st Place**
Xun (Catherine) Sun[1,2], Li Zhao[1], Jia Wu[3]
[1]University of Missouri. [2]Illinois State University.
[3]Auburn University
*Advancing Students' Generative AI Literacy: A Fashion Merchandising Toolkit and Teaching Guide*

**2nd Place**
Mahendran Balasubramanian, Texas Tech University
*Enhancing Fashion Design Pedagogy with Generative AI Tools*

**3rd Place**
Swagata Chakraborty, University of North Texas
*Technology And Generative Artificial Intelligence for Compelling Visual Communication*

**SPONSORED PAPERS OF DISTINCTION AWARDS**
**Marilyn DeLong Curatorial Exhibition Excellence Award**
Dyese Matthews[1], Catherine Blumenkamp[2], Denise Green[2]. [1]Parsons, The New School. [2]Cornell University
*Harlem Noire: Fashion Movement, Moment & Memory*

**Margaret Rucker Paper of Distinction Award – Sustainability**
Li Jiang[1], Ling Zhang[1]
[1]Iowa State University. [2]Syracuse University
*Advancing Sustainable Fashion Through User-centric Computational Design: Enhancing User Engagement and Creative Experiences in Garment Customization*

**Margaret Rucker Paper of Distinction Award – Textile and Apparel Industries**
Md. Rafiqul Islam Rana, University of South Carolina
*When Global Goals Fail Local Lives: A Critical Study of the Gap Between Sustainable Development Goal Commitments and Garment Worker Realities*

**Youngone Paper of Distinction Award – Sustainability and Social Responsibility**
Liwen Gu[1], Sibei Xia[2], Yanwen Ruan[3], Cynthia Istook[4]
[1]Donghua University. [2]Louisiana State University.
[3]Shanghai University of Engineering Science. [4]North Carolina State University
*When Global Goals Fail Local Lives: A Critical Study of the Gap Between Sustainable Development Goal Commitments and Garment Worker Realities*

**Youngone Paper of Distinction Award – Textile and Apparel Industries**
Blake Mudd[1], Kelly L. Reddy-Best[2]
[1]University of Houston. [2]Illinois State University
*The Role of Government in Sustaining or Creating Barriers Towards Ethical Textile and Apparel Manufacturing Practices in the United States*

**PAPERS OF DISTINCTION AWARD**
**Consumer Behavior**
Hyunjeong (Lacy) Rhee & Li Zhao, University of Missouri
*Revisiting Fashion Product Reviews: AI-Driven Analysis of the Pre-Purchase vs. Post-Purchase Divide*

**Culture**
Andy Reilly, Jordan Antonio, Youngjin Bahng University of Hawai`i, Manoa
*sust'ĀINAble Fashion: Kānaka Maoli (Native Hawaiian) Fashion Designers Sustainability Efforts*

**Design and Product Development**
Colleen Pokorny & Bolanle Dahunsi, Oregon State University
*Integrating AI Image Generation in an Introductory Design Course*

**History Paper of Distinction**
Constance Spotts & Ling Zhang, Iowa State University
*Empowering Architects of Economic Independence: Keister's Ladies' Tailoring College's Journey from Home Sewing to Industry Design Across Five Decades*

**Management Paper of Distinction**
Jisu Jang and Jiyun Kang, Purdue University
*Mitigating Consumer Stress Through Blockchain-Based Digital Product Passports in Luxury Fashion Retail Platforms*

**Pedagogy and Professional Development Paper of Distinction**
Xun (Catherine) Sun[1,2], Li Zhao[1], Jia Wu[3]
[1]University of Missouri. [2]Illinois State University.
[3]Auburn University
*Advancing Students' Generative AI Literacy: A Fashion Merchandising Toolkit and Teaching Guide*

**Sociology and Psychological Aspects**
Jonghan Hyun & Swagata Chakraborty, University of North Texas
*Cosmopolitanism, Ethnocentrism, and Sustainable Consumption: The Mediating Roles of Self-Expression and Self-Presentation*

**Undergraduate Paper of Distinction**
  Eduardo Cazares Avila & Yuli Liang, Texas State University
  *College Students' Awareness and Concerns about Data Collection on Fashion Social Commerce*

**CREATIVE DESIGN AWARDS**
  Winners will be determined and announced on site.
  **Professional**
  - **Sandra Hutton Award for Excellence in Fiber Arts**
  - **ITAA Award for Innovative Design Scholarship**
  - **ITAA Award for Creative and Innovative Employment of Techniques**
  - **Margaret Rucker Best Design Award**
  - **Schofield Summit Design Award**
  **Graduate**
  - **ITAA Award for Innovative Design Scholarship**
  - **ITAA Award for Creative and Innovative Employment of Techniques**
  - **Margaret Rucker Best Design Award**
  - **Schofield Rising Designer Award**
  **Undergraduate**
  - **Schofield Emerging Designer Award**
  - **Schofield Guiding Mentor Award**

# CONGRATULATIONS RECIPIENTS!

**SPECIAL THANKS TO:**
  **Conference Chairs**
  RayeCarol Cavender and Laurie Apple for all their hard work in making this conference a success!

  **Outgoing Council Members**
  Jung Ha-Brookshire, Counselor
  Kim Hahn, Treasurer
  Charles Freeman, VP of Professional Development
  Jeong-Ju (Jay) Yoo, VP of Scholarship
  Hye Seung Jeong, Graduate Student Liaison

# 2025 MEMBER CONTRIBUTIONS

## Reviewers Teaching, Research and Concept Abstract and Paper Review

**Co-Chairs:**
**Seung-Hee Lee, Southern Illinois University**
**HJ Cho, Southeast Missouri State University**
[a] Reviewed both abstracts and one or more full papers
[b] Reviewed abstracts only
[c] Reviewed one or more full papers

**Consumer Behavior Track Co-Chairs:**
**Victoria Brown**, High Point University
**Michelle Burton**, Montclair State University
[a] Julie Chang, Texas Tech University
[a] Wenna Han, University of Illinois Urbana-Champaign
[a] Joohye Hwang, Thomas Jefferson University
[a] Jennifer Huh, Texas Tech University
[b] Ji Hye Kang, The University of Rhode Island
[a] JuYoung Kang, University of Hawai'i
[b] Tammy Kinley, University of North Texas
[a] Garim Lee, Indiana University
[c] Yuli Liang, Texas State University
[a] Xingqiu Lou, Kent State University
[a] Jewon Lu, University of Georgia
[a] Ivana Markova, San Francisco State University
[a] Gina Pisut, Middle Tennessee State University
[c] Amrut Sadachar, Auburn University
[b] Sukyung Seo, University of Maryland Eastern Shore
[a] Eonyou Shin, Virginia Tech
[c] Kelcie Slaton, University of North Texas
[a] Jihyeong Son, Washington State University
[c] Yingjiao Xu, North Carolina State University

**Culture Track Chair:**
**Amanda Thompson**, University of Alabama
[c] Jennifer Banning, Illinois State University
[a] Michelle Childs, University of Tennessee, Knoxville
[c] Devona Dixon, North Carolina Agricultural and Technical State University
[c] Ju-Young Kang, University of Hawaii
[a] Anna Magie, Texas Woman's University
[a] Kerri McBee-Black, University of Missouri
[c] Gina Pisut, Middle Tennessee State University
[a] Shweta Linga Reddy, Texas Christian University
[c] Cydni Robertson, Indiana University Bloomington
[a] Dina Smith-Glaviana, Virginia Tech
[a] Casey Stannard, Louisiana State University
[c] Anne Wood, University of North Carolina at Greensboro

**Design and Product Development Track Co-Chairs:**
**Pimpawan Kumphai**, Central Michigan University
**Changhyun (Lyon) Nam**, Florida State University
[a] Jeremy Bernardoni, University of North Texas
[a] Elizabeth (Missy) Bye, University of Minnesota
[a] Jessica Ridgway Clayton, Florida State University
[a] Rachel Eike, Iowa State University
[a] Hae Jin Gam, University of North Texas
[a] Uikyung Jung, University of Central Oklahoma
[b] Ju-Young Kang, University of Hawaii
[a] Myoung Ok Kim, University of Cincinnati
[a] Haejoo (Yvonne) Lee, Iowa State University
[a] Rui Li, Iowa State University
[b] Divita Lorynn, Baylor University
[a] Ellen McKinney, Auburn University
[a] Jinhee Nam, Ball State University
[a] Gina Pisut, Middle Tennessee State University
[a] Anne Porterfield, North Carolina State University
[b] Ziwen (Jackqee) Qiu, North Corolina State University
[a] Ashley Rougeaux-Burnes, Texas Tech University
[b] Mamta Saharan, SUNY Buffalo State University
[a] Diana Saiki, NC State University
[b] Angela Uriyo, University of West Virginia
[a] Jia Wu, NC State University
[a] Sibei Xia, NC State University
[a] Ling Zhang, Iowa State University

**Historic Track Chair:**
**Haeun Bang**, University of North Carolina at Greensboro
[a] Jennifer Banning, Illinois State University
[b] Sun Young Choi, Konkuk University
[b] Cynthia Jasper, University of Wisconsin–Madison
[a] Michael Mamp, Louisiana State University
[a] Arlesa Shephard, Buffalo State University
[a] Linda Xepoleas, Kent State University

**Merchandising/Retailing I. Management Track Chair:**
**Caroline Kopot**, University of Missouri
[b] Christy Crutsinger, University of North Texas
[a] Jessica Hurst, Iowa State University
[b] Joohye Hwang, Jefferson University
[a] Jennifer Johnson Jorgensen, University of Nebraska-Lincoln
[a] Naeum (Lauren) Kim, University of Minnesota
[a] Hye-Young Kim, University of Minnesota
[a] Wi-Suk (Wis) Kwon, Auburn University
[a] Chuanlan Liu, Louisiana State University
[b] Laura McAndrews-Troy, Kent State University
[b] Linda Niehm, Iowa State University
[b] Amrut Sadachar, Auburn University
[b] Eonyou Shin, Virginia Technical University
[b] Kelcie Slaton, University of North Texas
[a] Jihyeong Son, Washington State University

[a] Danielle Testa, Arizona State University
[a] Hongjoo Woo, Yonsei University
[a] Song-yi Youn, University of Missouri
[b] Yingjiao Xu, North Carolina State University
[b] Li Zhao, University of Missouri

**Merchandising/Retailing II. Marketing Track Co-Chairs:**
  **Naeun (Lauren) Kim**, University of Minnesota
  **Ran Huang**, Indiana University Bloomington
    [a] Eunjoo Cho, University of Arkansas
    [a] Sejin Ha, University of Tennessee
    [a] Cynthia Jasper, University of Wisconsin-Madison
    [a] Juyeun Jang, Oklahoma State University
    [b] Hae Won Ju, Framingham State University
    [b] William Kim, Indiana University Bloomington
    [b] Chunmin Lang, Louisiana State University
    [b] Garim Lee, Indiana University Bloomington
    [a] Jung Eun Lee, Auburn University
    [a] Muzhen Li, University of Kentucky
    [a] Chloe Shin, University of Houston
    [a] Jin Su, University of North Carolina at Greensboro
    [a] Hongjoo Woo, Yonsei University,
    [a] Song-yi Youn, University of Missouri
    [b] Kelcie Slaton, University of North Texas
    [b] Jihyeong Son, Washington State University

**Pedagogy and Professional Development Track Co-Chairs:**
  **Kerri McBee-Black**, University of Missouri
  **Jewon Lyu**, University of Georgia
    [a] Alyssa Adomaitis, CUNY
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    [c] Swagata Chakraborty, University of North Texas
    [a] Chan Chanjuan, University of North Texas
    [b] Lauren Copeland, Kent State University
    [a] Beverly Gatterson, University of Houston
    [c] Wenna Han, Illinois University
    [a] Susan Hannel, University of Rhode Island
    [b] Kayna Hobbs-Murphy, Colorado State
    [b] Jennifer Hur, Texas Tech University
    [a] Joohye Hwang, Thomas Jefferson University
    [b] Ziyou Jiang, University of South Carolina
    [a] Angie Lee, Auburn University
    [c] Yvonne Lee, Iowa University
    [a] Laura McAndrews, Kent State University
    [a] Ann Paulins, Ohio University
    [a] Ann Wood, University of North Carolina Greensboro
    [a] Jia Wu, Auburn University
    [a] Iva Zjestratijevic, University of North Texas

**Social/Psychological Aspects Track Co-Chairs:**
  **Holly Mosher**, Eastern Michigan University
  **Nimet Degiremencioglu**, Appalachian State University
    [a] Julie Becker, Eastern Michigan University
    [b] Victoria Brown, High Point University
    [a] Julie Chang, Texas Tech University
    [a] Mercan Derafshi, University of Tennessee at Martin

[b] Andrea Eklund, Central Washington University
[a] Sivashankari Gopalakrishnan, Washington State University
[a] Gurinder Kaur, Delaware Valley University
[b] Heejin Lim, Colorado State University
[b] Farhana Momotaz, Mississippi State University
[b] Sukyoung Seo, University of Maryland Eastern Shore
[a] Jihyeong Son, Washington State University
[a] Uma Swamy, North Carolina Wesleyan University
[b] Wijdan Tawfiq, King Abdulaziz University
[b] Barbara Trippeer, University of North Texas
[a] Astrid Vidalon, Central Washington University

**Sustainability/Social Responsibility Track Co-Chairs:**
  **Amrut Sadachar**, Auburn University
  **Yuli Liang**, Texas State University
    [a] Insook Ahn, New Mexico State University
    [a] Michelle Burton, Montclair State University
    [a] Swagata Chakraborty, University of North Texas
    [a] Yini Chen, Washington State University
    [a] Michelle Childs, University of Tennessee-Knoxville
    [a] Hyojung Cho, Meredith College
    [a] Hae Jin Gam, University of North Texas
    [a] Ran Huang, Indian University
    [b] Sara Jablon-Roberts, Johnson and Wales University
    [b] Geetika Jaiswal, Morgan State University
    [a] Iva Jestratijevic, University of North Texas
    [b] Ziyou Jiang, University of South Carolina
    [a] Jennifer Johnson Jorgensen, University of Nebraska-Lincoln
    [a] Sojin Jung, Kyung Hee University
    [a] Gurinder Kaur, North Caroline Agricultural and Technical State University
    [a] Jayoung Koo, Augsburg University
    [a] Angie Lee, Auburn University
    [a] Xingqiu Lou, Kent State University
    [a] Sheng Lu, University of Delaware
    [a] Srikant Manchiraju, Florida State University
    [b] Arienne McCracken, SUNY Oneonta
    [b] Cosette M. Joyner Martinez, Texas State University
    [a] Chloe Shin, University of Houston

**Textile & Apparel Industries Track Co-Chair:**
  **Laura McAndrews**, Kent State University
    [c] Gargi Bhaduri, Kent State University
    [a] Julie Chang, Texas Tech University
    [a] Lauren Copeland, Kent State University
    [a] Nokyeon Kim, University of Delaware
    [a] Caroline Kopot, University of Missouri
    [a] Stacy Lee, Texas Tech University
    [a] Rui Li, Iowa State University
    [a] Chuanlan Liu, Louisiana State University
    [c] Kerri McBee-Black, University of Missouri
    [a] Nancy Nelson Nodges, University of North Carolina-Greensboro
    [a] Rafiqual Islam Rana, University of South Carolina

[a] Eonyou Shin, Virginia Tech University
[a] Jin Su, University of North Carolina-Greensboro
[a] Li Zhao, University of Missouri

**Textile/Apparel Science Track Chair:**
  **Meredith McQuerry**, Florida State University
    [b] Mulat Abtew, University of Missouri
    [a] Preeti Arya, Fashion Institute of Technology
    [b] Fatma Baytar, Cornell University
    [b] Josephine Bolaji, Florida State University
    [a] Huipu Gao, Fashion Institute of Technology
    [b] Gozde Goncu-Berk, University of California, Davis
    [a] Uikyung Jung, University of Central Oklahoma
    [a] Rui Li, Iowa State University
    [b] Hang Liu, Washington State University
    [a] Sumit Mandal, Oklahoma State University
    [b] Yingying Wu, Kansas State University
    [a] Chunhui Xiang, Iowa State University

**Undergraduate Track Chair:**
  **Ruirui Zhang**, Framingham State University
    [a] Ali Howell Abolo, Drexel University
    [b] Julie Chang, Texas Tech University
    [b] Joohye Hwang, Thomas Jefferson University
    [a] Catherine Jai, Texas Tech University
    [b] Laura Kane, Framingham State University
    [a] Chunmin Lang, Louisiana State University
    [b] Molly McPherson, Framingham State University
    [a] Michelle Tong, University of Alabama
    [a] Tracie Tung, California State University Northridge
    [a] Sibei Xia, Louisiana State University

## Reviewers 2025 ITAA Student Best Paper Awards
**Chair: Jin Su**, **University of North Carolina at Greensboro**
    Sonali Diddi, Colorado State University
    Sejin Ha, University of Tennessee, Knoxville
    Kim Hiller, Kansas State University
    Ali Howell, Drexel University
    Sara Jablon-Roberts, Johnson & Wales University
    Jung-Hwan Kim, University of South Carolina
    Jihyun Kim-Vick, Kent State University
    Minjeong Kim, Indiana University, Bloomington
    Yuli Liang, Texas State University
    Sumit Mandal, Oklahoma State University
    Juyeon Park, Seoul National University
    Diana E. Saiki, Ball State University
    Yoo-Kyoung Seock, University of Georgia
    Jin Su, University of North Carolina at Greensboro
    Michelle Tong, University of Alabama

## Reviewers 2025 Faculty Fellow and Awards
 **Co-Chairs: Seung-Hee Lee**, Southern Illinois University
 **Linda Niehm,** Iowa State University
    RayeCarol Cavender, University of Kentucky
    Julie Chang, Texas Tech University
    Yini Chen, Washington State University
    Eunjoo Cho, University of Arkansas
    Jana Hawley, North Texas University
    Naeun (Lauren) Kim, University of Minnesota
    Lyon Nam, Florida State University
    Chunmin Lang, Louisiana State University
    Sukyung Seo, University of Maryland Eastern Shore
    Daeun Chloe Shin, University of Houston
    Li Zhao, University of Missouri

## Reviewers 2025 Student Fellowships and Awards
**Chair: Haewon Ju**, Framingham State University
    Mulat Abtew, University of Missouri
    RayeCarol Cavender, University of Kentucky
    Haewon Ju, Framingham State University
    Sojin Jung, Kyung Hee University
    Jiyoung Kim, University of North Texas
    Seeun Kim, Auburn University
    Jung Eun Lee, Auburn University
    Chuanlan Liu, Louisiana State University
    Yoonjin Ma, Illinois State University
    Jung Mee Mun, California State University Long Beach
    Jinhee Nam, Ball State University
    Shweta Reddy, Texas Christian University
    Arlesa Shephard, SUNY Buffalo State
    Amanda Thompson, University of Alabama

## Reviewers 2025 Visiting Scholar Award
 **Chair: Joohye Hwang, Thomas Jefferson University**
    Uikyung Jung, University of Central Oklahoma
    Md. Rafiqul Islam Rana, University of South Carolina
    Hongjoo Woo, Yonsei University
    Ruirui Zhang, Framingham State University

## Reviewers 2025 Nancy Rutherford Award
 **Chair: Doreen Chung, Iowa State University**
    Josephine Balji, Florida State University
    Fatma Baytar, Cornell University
    Angie Lee, Auburn University
    Heajoo Lee, Iowa State University
    Eonyou Shin, Virginia Tech
    Leigh Southward, University of Arkansas

## Reviewers 2025 ITAA Curatorial Exhibition Scholarship

**Chair: Denise N. Green, Cornell University**
**Chair-Elect: Dina Smith-Glaviana, Virginia Tech**
Paula Alaszkiewicz, Colorado State University
Mary Alice Casto, University of Nebraska Lincoln
Zoran Dobric, Fashion Institute of Technology
Kate Greder, Iowa State University
Denise Green, Cornell University
Katie Jones, West Virginia University
Dyese Matthews, Parson, The New School
Laura McAndrews, Kent State University
Sonya Meyer, University of Idaho
Gina Pisut, Middle Tennessee State University
Kelly Reddy-Best, Iowa State University
Arlesa Shephard, Buffalo State University
Leigh Southward, University of Arkansas
Astrid Vidalon, Central Washington University
Lynda Xepoleas, Kenst State University

## Reviewers 2025 Curatorial Exhibition Scholarship Awards

**Chair: Sonya Meyer, University of Idaho**
Adam MacPharlain, Walt Disney Imagineering
Jean McElvain, Goldstein Museum of Design
Holly Messinger, Arabia Steamboat Museum

## Reviewers 2025 Design Exhibition

**Chairs:**
**Krissi Riewe Stevenson**, Kent State University
**Chair Elects:**
**Kendra Lapolla,** Kent State University
**Danielle Martin,** Toronto Metropolitan University
Rachel Anderson, Texas Tech University
Julie Becker, Eastern Michigan University
Jeremy Bernardoni, University of North Texas
Aseel Binhajib, University of Jeddaha
Melanie Carrico, University of North Carolina Greensboro
May Chae, Montclair State University
Chanjuan Chen, University of North Texas
Sun Young Choi, Konkuk University
Mercan Derafshi, University of Tennessee Martin
Zoran Dobric, Fashion Institute of Technology New York
Sheri L. Dragoo, Baylor University
Adriana Gorea, University of Delaware
Kayna Hobbs-Murphy, Colorado State University
Ja-Young Hwang, Kent State University
Ashley Kim, Mongolia International University
Sumin Koo, Yonsei University
Heajoo Lee, Iowa State University
Yoon Kyung (Pollina) Lee, Pusan National University
ShuHwa Lin, University of Hawaii at Manoa

Michael Mamp, Louisiana State University
Bert Marckwardt, Illinois State University
Laura McAndrews, Kent State University
Kerri McBee-Black, University of Missouri
Ellen McKinney, The University of Alabama
Monica P. McMurry, Stephens College
Colleen Moretz, West Virginia University
Shannon North, Belmont University
Linda Ohrn-McDaniel, Kent State University
Gina Pisut, Middle Tennessee State University
Mary Ruppert-Stroescu, Washington University in St. Louis
Mary Simpson, Western Michigan University
Leigh Southward, University of Arkansas
Cheyenne Staib, University of Missouri
Casey Stannard, Louisiana State University
Wijdan Tawfiq, King Abdulaziz University
Barbara Cottrell Trippeer, University of North Texas
Bingyue Wei, Texas Woman's University
Sibei Xia, Louisiana State University
Han Ah Yoo, Washington State University

**Industry Professional Reviewers:**
Chelsea Bell, Rosie + Belle
Felicia Bello, ILC Dover Astrospace
Annie Cohen, Design and Development Worldwide
Audrah Davidson, Bass Pro Shops
Cindy Fidler, JC Penney
Suzi Geiger, Galore Atelier
Michelle Kidwell, Eastman Footwear Group
Maia Loesche, Weissman's Dancewear Solutions
Cathy Lowe, Workwear Outfitters
Sharon Pate,
Aleana Reed, Rebel Athletic
Jenny Siede,

## Reviewers 2025 Design Scholarship Awards

**Chair: Rachel Anderson,** Texas Tech University
**Co-Chair: Colleen Moretz**, West Virginia University
Cheyenne Staib, University of Missouri

## Judges 2025 Design Awards

Claire Thomas-Morgan, Product and Development Manager, Stars Design Group
Michael Drummond, Fashion Designer
Derron Cherry, Costume and Fashion Designer, Derron Cherry & beoombi

# 2025 CONFERENCE CONTRIBUTIONS

## Conference Planning Co-Chairs

**Laurie Apple**, University of Arkansas,
**RayeCarol Cavender**, University of Kentucky

## On-Site Conference Registration Chairs

**Meredith McQuerry**, Florida State
**Amanda Thompson,** University of Alabama
Fnu Al-Amin, Auburn University
Ummey Hani Barsha, Auburn University
Tiffany Blanchflower, East Carolina Univrsity
Josephine Bolaji, Florida State University
Salman Enayet Chowdhury, Auburn University
Ashley Chenn, Hong Kong Polytechnic University
Alexandra "Rose" Downs, University of Missouri
Md. Rokibul Hasan, University of Missouri
Pim Kumphai, Central Michigan University
Sanghee (Laura) Kim, Texas Tech University
Sujun Liu, Louisiana State University
Hye Seung Jeong, University of Georgia
Lauren Lansdell, Auburn University
Ellen McKinney, University of Alabama
Khirul Basar Mim, Texas Tech University
Ann Paulins, Ohio State University
Hafiza Rahman, Auburn University
Hunjeong (Lacy) Rhee, University of Missouri
Ragul Senthil, Teas Tech University
Phillip Sidberry, Auburn University
Morgan Strynzki, Louisiana State University
Muhammed Islam Tamjid, University of Missouri
Angela Uriyo, West Virginia University
Amy Vogelaar, Mississippi State University

## Conference Tours Committee

**Chair:  Mary Ruppert-Stroescu**, Washington University St. Louis
Rose Downs, University of Missouri
Kristi Kite, Stephens College
Jessie Liu, University of the Incarnate Word
Jennifer Roberts, Missouri State University

## Fireside Chat

Hye Seung Jeong, University of Georgia

## Design Exhibit Chair

Mercan Derfashi, University of Tennessee at Martin
Jeremy Bernardoni, Texas Tech University
Addison Cary, University of Tennessee at Martin
Madison McMurray, Stephens College
Jenna White, University of Tennessee at Martin

## Design Awards Chair

Rachel Anderson, Texas Tech University

## Poster Sessions

HJ Cho, Southeast Missouri State University
Seung-Hee Lee, Southern Illinois University
Diana Neal, Mississippi State University

## On-Site Meal Coordinators (Bouncers)

Parul Dawar, Auburn University
Kelsie Doty, Kansas State University
Linh Ho, Auburn University
Min Jung Kim, Texas Tech University
Sanghee Kim, Texas Tech University
Diana Neal, Mississippi State University
Ann Paulins, Ohio State University
Soohyun Ro, Auburn University
Ragul Senthil, Texas Tech University
Claire Stovell, Auburn University
Jennifer Wilson, University of Texas

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**VP Professional Development:  Charles Freeman**, Texas Christian University

**VP Publications:  Tunmin (Catherine) Jai**, Texas Tech University

**VP Scholarship:  Jeong-Ju (Jay) Yoo**, Baylor University

**Graduate Student Liaison:  Hye Seung Jeong**, University of Georgia

**Executive Director:  Sherry Schofield**

# ITAA 2026 ANNUAL CONFERENCE
# Bold Shores – Endless Possibilities



**Jacksonville, Florida**

**Hyatt Regency Jacksonville Riverfront**

**November 18-21, 2026**

## Discover Jacksonville

Where sunshine meets the St. Johns River and creativity thrives along Florida's northeast coast. Jacksonville offers the perfect blend of urban energy, riverside beauty, and coastal relaxation — an ideal setting for ITAA's 2026 gathering of scholars, designers, and industry leaders.

## Conference Headquarters

Hyatt Regency Jacksonville Riverfront, overlooking the scenic St. Johns River, the Hyatt provides:
- Spacious, modern meeting areas
- Stunning riverfront views
- Easy access to restaurants, nightlife, and cultural attractions
- Walkable connections to the vibrant downtown district

## Why You'll Love It Here

- 270 Days of Sunshine — enjoy morning river walks or beach sunsets.
- Riverside & Oceanfront Adventures — from the Riverwalk to Jacksonville Beach.
- Local Flavor — experience coastal seafood and Southern hospitality.
- Easy Travel — direct flights and convenient ground transportation options.

Come together in a city where **innovation, connection, and coastal charm** inspire every moment.

Jacksonville awaits — **we'll see you by the river!**

**Meredith McQuerry and Amanda (Amy)Thompson, 2026 ITAA Conference Co-Chairs**