ITAA 2026 Submissions

17–21 November 2026

17 Tuesday
November 2026

8:45am

8:45am – 5:00pm
Historic St. Augustine Tour

9:00am

9:00am – 5:00pm · City Terrace 12
Council Meeting

No more sessions on Tuesday 17 November 2026

18 Wednesday
November 2026

7:30am

7:30am – 12:30pm · 2nd Floor Escalator Foyer
Registration

9:00am

9:00am – 12:30pm · Hotel Lobby
AM TOUR - Rethreaded Volunteer Industry Experience

9:00am – 12:30pm · City Terrace 7
Workshop - Applied Sustainable Grading Practice: The Carrico Zero-Waste Banded Grading Technique
An overview of ZW design and grading through the CZWBG technique will be presented and demonstrated to participants. Participants will be instructed on the technique and walked through the application of the technique on a prototype garment design.Presenters:Sheri Dragoo, Baylor University; Melanie Carrico, University of North Carolina at Greensboro; Colleen Moretz, West Virginia University; Ashley Rougeaux-Burnes, Texas Tech; Ellen McKinney, University of Alabama; Casey Stannard, Louisiana State University

1:00pm

1:00 – 4:00pm · Hotel Lobby
PM Tour - GoRuck

3:00pm

3:00 – 7:30pm · 2nd Floor Escalator Foyer
Registration

3:30pm

3:30 – 5:30pm · City Terrace 9
Workshop - Preparing Fashion Students' Entrepreneurial Capabilities for AI, Technologies and Business
This workshop addresses the challenges of preparing students for technology-driven roles across a complex global supply chain through a modular supply chain approach that helps students understand and apply AI and emerging technologies, integrate them into innovative and entrepreneurial business models, andtranslate these concepts into real-world practice.Presenters: Elizabeth Newcomb Hopfer, North Carolina AT State University, and B. Ellie Jin, North Carolina State University

4:00pm

4:00 – 5:30pm · St. John's Suite
Legacy Meeting

5:30pm

5:30 – 7:00pm · City Terrace 7
New Attendee Welcome & Orientation

6:00pm

6:00 – 7:30pm · City Terrace 9
TAPAC Assembly of Delegates Meeting
The Textile and Apparel Programs Accreditation Commission Assembly of Delegates Meeting bring together representatives from accredited and member institutions to discuss matters related to accreditation standards, policies, procedures, and the future direction of textile and apparel education. The meeting provides an opportunity for delegates to receive updates from TAPAC leadership, review accreditation initiatives, share feedback, and participate in discussions that support continuous improvement and academic excellence within the discipline. Delegates may also vote on proposed changes to governance documents, standards, or other matters impacting the organization and its accredited programs. The Assembly of Delegates serves as an

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important forum for collaboration, transparency, and engagement among TAPAC member institutions.There is no fee for this event, you are welcome to attend if you are an Affiliate of TAPAC.

6:00 – 10:00pm · River Terrace 3

Design Exhibit 1 - Undergraduate and Graduate Students

A Dress to Last a Lifetime: Designing for Garment Longevity Through Alterability
Macy Kate Dicer[1]
[1] Georgia Southern University

Adinkra Reimagined: Cultural Memory in Transition
Franklin Akuoko-Frimpong[1]
[1] Illinois State University

Armed in Grace: Breastplate of Righteousness
Christian Taylor[1]
[1] Framingham State University

Blind
Aaron Monroe[1]
[1] West Virginia University

Burushaski Echoes: A Wearable Archive of Gilgit-Baltistan
Ambreen Khan[1]
[1] University of North Texas

Charlatano
Ellena Adams[1]
[1] University of Delaware

Clockwork Couture
Erika Denman[1]
[1] San Francisco State University

Comfort Reconstructed
Lucy Stemmler[1]
[1] Syracuse University

Crepuscular: The Poet
Mallorie Kiunke[1]
[1] San Francisco State University

Design in Every Detail: Modular Jacket and Side-Zip Cargo Pants for Caregiver-Assisted Dressing
Harry Parker[1], Giselle Marban[1]
[1] Colorado State University

Entanglement
Carolyn Byrd[1]
[1] Drexel University

Flux
Markus Sloan[1], Kala Anderson[1]
[1] Washington State University, USA

From Cockpit to CAD: A Posture-Informed Approach to Motorsports Fire Suit Design
Reannan Boisvert[1]
[1] Kansas State University

"High Every Day on Hemp": Through Zero-Waste Modularity
Ummey Hani Barsha[1], Audrey Baker[1]
[1] Auburn University

Identity Included: Designing an Inclusive Saree Product for Disabled Consumers
Ummey Hani Barsha[1], Phillip Sidberry[1]
[1] Auburn University

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18 Wednesday
November 2026

Integral Pants
Yoon Yang[1]
[1] Cornell University

Interlocking Transformations: Handspun Wool, Woven Felt Structures, and Sculptural Form in Contemporary Garment Design
Diana Neal[1], Jessica Pattison[1]
[1] Mississippi State University

Knit and Nectar
Adelynn Prushing[1]
[1] Kent State University

Lilly of the Holler
Gabryel Phillips[1]
[1] West Virginia University

Luminous Iris
Summer Han Wu[1]
[1] Cornell University

Mosaic & Vine: A User-Centered Adaptive Clothing Collection for Women with Rheumatoid Arthritis
Lauren Niehm[1]
[1] Iowa State University

Needlepoint Reimagined: A Stitched Revival
Lauren Lansdell[1]
[1] Auburn University

Patchwork with Purpose
Gabrielle Farnsworth[1]
[1] Texas Tech University

Pulse of a Hero: Adaptive Biometric Formalwear Inspired by Superhero Aesthetics
Kamryx Davis[1]
[1] Georgia Southern University

Purl and Petal
Adelynn Prushing[1]
[1] Kent State University

Quiet Warmth Beneath Linen
Kala Anderson[1], Curtis Owen[1]
[1] Washington State University, USA

Tactile Vision: A Puzzle of Touch
Manikya Sai Tejaswini Vallabhajosyula[1], Chanjuan Chen[1]
[1] University of North Texas

The Carried Archive: A Speculative Design to Be Ready for Any Crisis
Marielle Balingit[1]
[1] Toronto Metropolitan University

The Perfectly Imperfect Dress
James Turner[1]
[1] West Virginia University

Uniture
Devin Reyes[1]
[1] Texas Tech University

Worn and Reinforced: Exploring Wear, Repair, and Garment Transformation
Jake Clolinger[1]
[1] Montclair State University

7:00pm 7:00 – 9:00pm · City Terrace 1
Opening Reception

18 Wednesday
November 2026

No more sessions on Wednesday 18 November 2026

19 Thursday
November 2026

7:00am

7:00 – 7:30am · City Terrace 9
Wellness Exercise Session

7:30am

7:30am – 3:00pm · 2nd Floor Escalator Foyer
Registration

8:00am

8:00 – 9:45am · Grand Ballroom 5 - 8
Welcome Breakfast, Presidential Address, Business Meeting

10:00am

10:00am – 4:00pm · City Terrace 1
Design Exhibit 2 - Undergraduate and Graduate

An Experimental Fiber Optic Dress Inspired by Ocean Bioluminescence
Lauren Piehler[1], Olaitan Adeleke[1]
[1] University of Hawai'i at Mānoa, USA

BEHAVE
Anna Latman[1]
[1] University of Missouri

Beyond the Jersey: Athletic Identity Through Hybrid Menswear
Ella Renshaw[1]
[1] West Virginia University

Cargo Continuum
Yoon Yang[1]
[1] Cornell University

'Circular Countess': Circular fashion from secondhand to couture
Marlene Frias[1], Manuel Navarro[1]
[1] Texas Woman's University

Dos Tierras, un Alma: Two lands, one soul
Veronica Flores[1], Alejandra Hernandez[1], Amy Maya[1]
[1] Texas Woman's University

From Rest to Recovery
Alexandra Matarangas[1], Damian Jackson[1]
[1] Washington State University

Her Hands, Our Horizon
Manikya Sai Tejaswini Vallabhajosyula[1], Chanjuan Chen[1]
[1] University of North Texas

Louisiana Swamp
Sujun Liu[1]
[1] Louisiana State University

Maligned Presence: Wrapped in Patriarchy
Francheska Guilalas[1], Lily Campbell[1]
[1] Toronto Metropolitan University

Memory as Translation Error
Yuan Feng[1]
[1] Syracuse University

Play in Da Mud
James Turner[1]
[1] West Virginia University

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19 Thursday
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Pleats at Work
Alejandro Lopez Caudillo Melique[1]
[1] Washington State University

Reconstructing Song Dynasty Peony Motifs in the Age of AI: A Knit Jacquard Design Transformation
Rui Zhao[1], Chuanlan Liu[1]
[1] Louisiana State University

Refined Reduction: A Zero-Waste Kimono Sleeve Tunic
Gracie Monsees[1], Sheri Dragoo[1]
[1] Baylor University

Reframing The Renaissance Ruff
Xinyu Cao[1]
[1] Syracuse University

Release, Reorganize, Rebuild: From Healing to Power
Mansoureh Nikookar[1]
[1] University of Minnesota

Sin Fronteras (Without Borders)
Alizandra Castillo[1]
[1] Texas Tech University

Sojourner: Realizing Character Through Draping
Maggie Sandberg[1]
[1] Cornell University

The Protector
Yuan Feng[1]
[1] Syracuse University

Traces and Erasures: Hindu Widowhood and Artisan Presence in Wearable Design
Manikya Sai Tejaswini Vallabhajosyula[1], Jeremy Bernardoni[1]
[1] University of North Texas

True Colors: Butterfly Burlesque
Aili Schiavoni[1]
[1] Framingham State University

Unbond
Britney Nguyen[1]
[1] Washington State University

Under The Ocean
Allison Byron[1]
[1] Kent State University

Velvet Reverb
Katie Rose Miller[1], Jessica Pattison[1]
[1] Mississippi State University

Wandered in Music
Luphia Landry[1]
[1] University of Hawai'i at Mānoa, USA

Weaving Memory into Wear: A Gabbeh-Inspired Jacquard Knit Sweater as Cultural Sustainability
Saba Mohammadzadeh[1]
[1] Kent State University

When I Wear Black
Symone Gordon[1], Leslie Simpson[1]
[1] Stevenson University

Woven With You: Fostering Emotional Connection Through Tactile Design in Adaptive Dementia Wear
Cailey Southard[1], Sophia Lapour[1]
[1] University of Missouri

19 Thursday
November 2026

10:00am – 4:00pm · City Terrace Foyer
Resource Exhibit

10:45am

10:45am – 12:00pm · City Terrace 6
CC1: Consumer Behavior: Artificial Intelligence and the Future of Fashion Consumption
Track: Consumer Behavior

Smart Assistants, Smarter Shoppers: Gen Z Consumers and Generative AI in Fashion Retail
Yini Chen[1], Ava Rambo[1]
[1] Washington State University

Consumers' Adoption of Generative AI-Based Fashion Customization Services: From the Perspective of User Factors and System Factors
An Ju[1], Yimo Cai[1], Hanna Lee[1]
[1] North Carolina State University

Understanding Consumer Evaluation of AI-Driven Styling Services: The Interplay of Cognitive Schemas and Behavioral Reasoning
Yanbo Zhang[1], Chuanlan Liu[1], Sibei Xia[2], Jeremy Bernardoni[3]
[1] Louisiana State University, [2] Iowa State University, [3] University of North Texas

Enhancing Consumer Well-Being Through Human–Machine Interaction in Omnichannel Fashion Retailing: The Moderating Role of Product Type
Muzhen Li[1], Yeonjung Kang[1], Min-Young Lee[1]
[1] University of Kentucky

10:45am – 12:00pm · City Terrace 8
CC1: Industries: Artificial Intelligence and Digital Transformation in the Apparel Industry
PRESIDER: Hyunjeon Rhee · Track: Textile and Apparel Industries

Rethinking Human-Centered Design in Fashion: A System-Level Perspective in the Era of AI
Li Zhao[1], Kerri McBee-Black[1]
[1] University of Missouri

Not All Anthropomorphic Cues Are Equal: Visual Cues, Response Quality, and Anthropomorphic Responses in LLM-Powered Chatbots
Yoo-Won Min[1], Byoungho Ellie Jin[1]
[1] North Carolina State University

Identifying Drivers and Necessary Conditions of Consumer Acceptance of Digital Product Passports
Rui Zhao[1], Chuanlan Liu[1]
[1] Louisiana State University

AI in Practice: Affordances, Constraints, and Governance Gaps in the Fashion Supply Chain
Hyunjeong (Lacy) Rhee[1], Xun (Catherine) Sun[2], Li Zhao[1]
[1] University of Missouri, [2] Illinois State University

10:45am – 12:00pm · City Terrace 10
CC1: Marketing: Marketing Strategies, Sustainability, and Community Engagement in Fashion
PRESIDER: Karen Prud'homme · Track: Merchandising / Retailing II. Marketing

Strengthening Enrollment Through Engagement: A Scalable Peer Presentation Model for Fashion Education
Jenifer Roberts[1], Sandra Bailey[1]
[1] Missouri State Univeristy

Scrolling Thrift: Visual Communication Strategies of Instagram- Based Thrift Stores in Bangladesh
Salman Enayet Chowdhury[1], Effat Hasan Mahdi[1], Sharmin Shoukat[1]
[1] Auburn University

Explicit or Subtle Marketing? Messaging Strategies that Shape Sustainable Fashion Choices
Farhan Haque[1], Elena Karpova[2]
[1] Winston-Salem State University, [2] University of North Carolina at Greensboro

Building a Sustainable Competitive Advantage for Small Yarn and Fiber Businesses
Karen Prud'homme[1], Tammy Kinley[1]
[1] University of North Texas

19 Thursday
November 2026

10:45am – 12:00pm · City Terrace 9

CC1: Pecha Kucha: Innovation and Resilience in the Textile and Apparel Industry: From Global Supply Chains to Advanced Textile Technologies

PRESIDER: Lance Cheramie · Track: Textile and Apparel Industries

Institutional Diffusion of GOTS Certification: Structural Consolidation in the Global Textile Industry (2014–2024)

Lance Cheramie[1], Samantha Robinson[1], Sydney Smith[1]
[1] University of Arkansas

Is the Western Hemisphere (WH) Textile Supply Chain in Trouble? A Network Analysis

Sheng Lu[1]
[1] University of Delaware

Strategic AI Adoption for Fashion Micro-and Small-Enterprises in Supply Chain Management: Exploratory Multiple Case Study from a Resource-Based View Approach

Heekyeong Jo[1], Gwia Kim[2]
[1] North Carolina State University, [2] Seattle Pacific University

Process Innovation in Apparel: The Shift From Physical Sampling to Virtual Prototyping

Sutton Hodges[1], Morgan Geck[1]
[1] North Carolina State University

Microfiber Pollution: A Threat to Public Health and Ecological Equilibrium.

Sunidhi Mehta[1]
[1] West Virginia University

Establishing a Stable Electrospinning Process Window for PMIA Nanofibers Toward Thermal Protective Clothing Applications

Ishmam Zahin Chowdhury[1], Sayak Nandi[1], Adriana Petrova[1], Lynn M. Boorady[1], Srikanthan Ramesh[2], Roger T. Mailler[3], Sumit ` Mandal[1]
[1] Department of Design and Merchandising, Oklahoma State University, USA, [2] Industrial Engineering and Management, Oklahoma State University, USA, [3] Department of Computer Science, Oklahoma State University, USA

An Analysis of Smoke Deposition on Thermal Protective Fabrics used in Wildland Firefighters' Protective Clothing

MD. Momtaz Islam[1], Sayak Nandi[1], Haejun Park[2], Adriana Petrova[1], Roger T. Mailler[3], Lynn M. Boorady[1], Sumit Mandal[1]
[1] Department of Design and Merchandising, Oklahoma State University, USA, [2] Fire Protection and Safety Engineering Technology Program, Oklahoma State University, USA, [3] Department of Computer Science, Oklahoma State University, USA

LaceSense: Shoelace Monitoring Shoe Upper Tension Changes During Gait

Subin Chung[1], Rashmi Balegar Mohan[1], Jeyeon Jo[1]
[1] University of Georgia

10:45am – 12:00pm · City Terrace 7

CC1: Pedagogy: Artificial Intelligence and Emerging Technologies in Fashion Education

PRESIDER: Charles Freeman · Track: Pedagogy and Professional Development

Exploring the role of artificial intelligence (AI) in the fashion industry: Implications for fashion curriculum development in higher education

Sara Jablon-Roberts[1], Amy Dorie[2], Arienne McCracken[3], Amrut Sadachar[4]
[1] Sam Houston State University, [2] San Francisco State University, [3] SUNY Oneonta, [4] Auburn University

The Influence of Generative AI on Student Perceptions and Creative Outcomes in Fashion Design Education

Chanjuan Chen[1], Jeremy Bernardoni[1], Hae Jin Gam[1]
[1] University of North Texas

Simulating Agent-Inspired AI through BELLA and MERLIN:A Cognitive Apprenticeship Approach in Merchandise Planning Education

Nicole Bettinger[1], Charles Freeman[1]
[1] Texas Christian University

Iteration Without Exhaustion: Integrating AI-Assisted Motif Generation into anUndergraduate Textile Design Studio

Bingyue Wei[1]
[1] Texas Woman's University

19 Thursday
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10:45am – 12:00pm · City Terrace 11

CC1: Special Topic: Beyond the "Average Consumer": Expanding Consumer Behavior Research to Disabled and Marginalized Populations

PRESIDER: Kerri McBee-Black · Track: Special Topics

This session expands ITAA member engagement in disability-focused scholarship by intentionally bridging apparel design, merchandising, marketing, and consumer behavior, inviting broader participation across disciplinary boundaries.Presenters: Kerri McBee-Black, University of Missouri; Kristen Morris, Colorado State University; Elizabeth Kealy-Morris, Manchester Metropolitan University; Young-A Lee, Auburn University; Dawn Michaelson, Auburn University and Mary Ruppert-Stroescu, Washing University in St. Louis

10:45am – 12:00pm · City Terrace 12

CC1: Sustainability: Circular Fashion and Textile Waste Solutions

PRESIDER: Jiyoung Kim · Track: Sustainability / Social Responsibility

Designing Toward Circularity: A Design for Disassembly Framework for Apparel in the Era of Extended Producer Responsibility

Ha Eun Chae[1,2], Ling Zhang[1]
[1] Iowa State University, [2] Virginia Tech

Centering Community in Circular Fashion: A Case Study of The Or Foundation at Kantamanto Market

Jiyoung Kim[1], Haewon Ju[2], Suchi Acharjya[1]
[1] University of North Texas, [2] Framingham State University

The Export Gap in Textile Waste Accounting: Evidence from Ghana

Anika Kozlowski[1], Sheriff Mohammed[2]
[1] University of Wisconsin-Madison, [2] Accra, Ghana

A Hyperlocal, Community-Engaged Model for Textile Waste Redistribution: Co-Creating Value through Active Stakeholder Engagement

Madeline Blackburn[1], Iva Jestratijevic[1], Suchi Acharjya[1], JiYoung Kim[1]
[1] University of North Texas

10:45am – 12:00pm · City Terrace 5

CC1: Visiting Scholar - Kalina Kukielko

PRESIDER: Md Rafiqul Islam Rana · Track: Special Topics

Wearing Stories: Textile Storytelling, the Canadian Forest, and Clothes That Can Change the World

12:00pm

12:00 – 12:30pm · City Terrace Foyer / Skylink

Morning Break

12:15pm

12:15 – 1:30pm · City Terrace 6

CC2: Consumer Behavior: Digital Fashion, Luxury, and Emerging Consumer Trends

PRESIDER: Sara Marcketti · Track: Consumer Behavior

Not Fashion, Still Luxury? When Luxury Fashion Brands Extend into NFTs

Wenna Han[1], Hanna Lee[2], Yingjiao Xu[2], Xiaohan Lin[2]
[1] University of Illinois Urbana-Champaign, [2] North Carolina State University

Uniqueness Seeking and Inconspicuous Consumption: How Consumer Need for Uniqueness Drives Fashion-Branded NFT Purchase Intentions

Yujun Lin[1]
[1] University of Missouri

From Ugly to Trendy: Evolution and Dissemination of Chunky Shoe Trends in China

Qian Lu[1], Jin Zhou[2], Stephen Westland[1]
[1] Universty of Leeds, [2] Sichuan Univeristy

Designed to Be You: A STEAM Apparel Brand Case Study

Doreen Chung[1], Eden Knudson[1], Sara Marcketti[1]
[1] Iowa State University

19 Thursday
November 2026

12:15 – 1:30pm · City Terrace 11

CC2: Curatorial: Fashion, Memory and Meaning

PRESIDER: Sherry Haar · Track: Curatorial Exhibition

Blank Canvas: 1920s Fashion
Dilia López-Gydosh[1], Belinda Orzada[1], Kelly Cobb[1]
[1] University of Delaware

Dear Old Coat: Sentiment, Stewardship, Sustainability
Rebecca Evans[1], Paula Alaszkiewicz[1], Sonali Diddi[1]
[1] Colorado State University

Fashioning Justice: Ruth Bader Ginsburg '54 and the Power of Presence
Denise Nicole Green[1], Catherine Kueffer Blumenkamp[1]
[1] Cornell University

Return to Prairie, Textiles for Green Burial Awareness: Artist as Curator
Sherry Haar[1]
[1] Kansas State University

12:15 – 1:30pm · City Terrace 8

CC2: Industries: Supply Chains, Trade, and Industry Resilience

PRESIDER: Jin Su · Track: Textile and Apparel Industries

Supply Chain Integration and Resilience: A Review of Survey-Based Empirical Research with Implications for the Apparel Industry
Md. Hasan Sheikh[1], Jin Su[1]
[1] University of North Carolina at Greensboro

Impacts of Trump's Tariffs on Apparel Sourcing: EU Companies' Perspective
Sheng Lu[1], Emilie Delaye[1]
[1] University of Delaware

Examining the Effect of Tariffs on U.S. Apparel Import Prices and Retail Prices
Sheng Lu[1]
[1] University of Delaware

Can Circularity Promote Export? Exploring Africa's Export Patterns of Clothing Made From Recycled Textile Materials
Emilie Delaye[1], Sheng Lu[1]
[1] University of Delaware

12:15 – 1:30pm · City Terrace 9

CC2: Pecha Kucha: Preparing Future Fashion Professionals: Creativity, Digital Skills, and Experiential Learning

PRESIDER: Eunjoo Cho · Track: Pedagogy and Professional Development
Technical Tools and Digital Learning

Divergent Thinking in Fashion Design Curriculum: A Content Analysis of Program Documents
Katya Roelse[1]
[1] University of Delaware

Framing Digital Skill Development as a Dynamic Ecosystem
Phillip Sidberry[1], Young-A Lee[1]
[1] Auburn University

How I GPT It: Integrating a Custom Artificial Intelligence Chatbot for Textile Education
Xun (Catherine) Sun[1], Franklin Akuoko-Frimpong[1]
[1] Illinois State University

Teaching AI Prompt Literacy with Industry Collaboration: Effects on Student Acceptance and Career-Oriented Adoption
Naomi Ellis[1], Amy Dorie[2]
[1] Arizona State University, [2] San Francisco State University

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Exploring Student Adoption of Digital Zero-Waste Patternmaking:A Technology Acceptance Approach
Zahra Falsafi[1], Rachel J. Eike[1], Stephen B. Gilbert[1], Heajoo Lee[1]
[1] Iowa State University

"Frustrating and Challenging. I Think that is the Point!": Experiential Learning and Soft Skill Development in Fashion Studio Courses
Robert Pettys-Baker[1], Laura McAndrews[1], Ja-Young Hwang[1], Linda Ohrn-McDaniel[1], Chialin Wu[1]
[1] Kent State University

Developing Leadership and Followership Through Cross-Level Research Teams in a Problem Investigation Seminar
Amanda Muhammad[1]
[1] East Carolina University

Integrating Community-Engaged Learning through Boutique Partnerships in Apparel Merchandising Senior Capstone
Eunjoo Cho[1]
[1] University of Arkansas

12:15 – 1:30pm · City Terrace 7

CC2: Pedagogy: Digital Product Development and Visualization

Track: Pedagogy and Professional Development

Integrating Browzwear VStitcher into CAD Instruction: Students' Perceived Learning in a Virtual-to-Physical Apparel Project
Siming Guo[1], Sibei Xia[2], Yingjiao Xu[3]
[1] Washington State University, [2] Iowa State University, [3] North Carolina State University

Beyond the Runway: Immersive 3D Digital Product Visualization as a New Model for Senior Fashion Design Showcases
Sandra Bailey[1], Jenifer Roberts[1]
[1] Missouri State University

Seeing Before Draping: Using AI-Supported Digital Preview to Scaffold Spatial Reasoning in Undergraduate Draping Instruction
Bingyue Wei[1]
[1] Texas Woman's University

Virtual Bodies, Real Impact: Utilizing CLO3D Parametric Avatars in the Fashion Illustration Classroom
Mamta Saharan[1]
[1] Buffalo State University, Buffalo, NY

12:15 – 1:30pm · City Terrace 10

CC2: Product Development: Technology-Driven Design and Product Innovation

PRESIDER: Yoon Yang · Track: Design / Product Development
Technology and Innovation in Apparel Development

To Err Is Human: When Users First Encounter a Wearable Stress monitoring System
Young A Koh[1], So Hyun Lee[1], Juyeon Park[1]
[1] Seoul National University

Predicting Internal Geometry (Infill) of Structural Firefighting Gloves: A Validation Study
Kyurey Park[1], Linsey Griffin[1]
[1] University of Minnesota

Virtual Design Concepts Development for Enhanced Mobility in Western Equestrian Competition Shirts
Sachintha Maweekumbure Gedara[1], Adriana Petrova[2], Semra Peksoz[2], Aditya Jayadas[2]
[1] University of Texas at Arlington, [2] Oklahoma State University

Using Augmented Reality to Link Product Development to Consumer Experience
Yoon Yang[1], Margaret Watkins[1], Mona Maher[1,2], Summer Han Wu[1], Fatma Baytar[1]
[1] Cornell University, [2] Meta

12:15 – 1:30pm · City Terrace 12

CC2: Sustainability: Sustainability in Practice: Design, Accessibility, and Social Responsibility

PRESIDER: Iva Jestratijevic · Track: Sustainability / Social Responsibility
Education and Communication for Sustainable Fashion

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How Degrees of Modularity in M-Commerce App Design Impact Navigation and Digital Accessibility for Marginalized Consumer Groups: An Issue of Social Responsibility
Emma Nicoson[1], Jung Ha-Brookshire[1]
[1] University of Missouri

Beyond Functional Adaptation: An Evidence-Based Ideation Framework for Inclusive Activewear Design for Children with Developmental Disabilities
Jiwon Huh[1], Jee Hyun Lee[1], Chanmi Hwang[2]
[1] Human Life & Innovation Design, Department of Integrated Design, Yonsei University, [2] Department of Textile and Apparel, Technology and Management, North Carolina State University

Embodied Intelligence for a Human-Centered Workplace in the Physical AI Era: Sustainable Management Strategies for AI Robot Integration in Luxury Fashion Retail
Jiarui Li[1], Jiyun Kang[1]
[1] Purdue University

Triple Impact Assessment: An Evaluation of the Social-Environmental-Financial Benefits of a Zero Waste Textile Model on a University Campus
Iva Jestratijevic[1], Rosalyn Zuniga[1], Madeline Blackburn[1]
[1] University of North Texas

1:45pm

1:45 – 3:00pm · Grand Ballroom 5 - 8
Keynote Speaker: Emily McCarthy, CEO of Goruck

3:15pm

3:15 – 4:30pm · City Terrace 6
CC3: Consumer Behavior: Consumer Trust, Brand Relationships, and Social Influence
PRESIDER: Md Rokibul Hasan · Track: Consumer Behavior

Brand Psychological Ownership in Women's Intimate Apparel: Antecedent, Consumption Values, and Behavioral Outcomes
Md Nazmul Haque[1], Chunmin Lang[1]
[1] Louisiana State University

Creating Brand Loyalty on Social Media for Fashion Business: A Meta-Analysis
Catherine Jai[1], Xiao Tong[2]
[1] Texas Tech University, [2] University of Alabama

When and for Whom Threat Appeals Work: The Interactive Effects of Message Framing and Gender on Helping Intention Toward Local Retailers
Eunjae Lee[1], Hyunjoo Im[1]
[1] University of Minnesota

When AI is to Blame: The Role of Crisis Source and Brand Type in Consumer Trust
Md Rokibul Hasan[1], Song-yi Youn[1]
[1] University of Missouri

3:15 – 4:30pm · City Terrace 10
CC3: History: Textiles, Dress, and Cultural Narratives in Historical Context
PRESIDER: Lauryn Grubbs · Track: Historic

Baby Bibs and Doilies: Pattern Classification and Design Principles in a Victorian-Era Irish Whitework Collection
April Stanley[1], Eulanda Sanders[2]
[1] Kirkwood Community College, [2] Iowa State University

Digital Reconstruction of a 1909 American Men's Suit Using 3D Apparel Simulation
Siming Guo[1]
[1] Washington State University

Fashions of Mercy: Chinese-Inspired Design and the United China Relief Campaign (1941-1943)
Yixiao Yan[1], Michael Mamp[1], chuanlan Liu[1]
[1] Louisiana State University

Dyeing for Independence: Textiles, Resistance, and Sékou Touré's Vision of Post-Colonial Guinea
Lauryn Grubbs[1]
[1] Cornell University

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3:15 – 4:30pm · City Terrace 8

CC3: Industries: Innovation, Sustainability, and Industry Practice

PRESIDER: Cydni Robertson · Track: Textile and Apparel Industries

Evaluating the Accuracy of Digital Fabric Drape Simulation Through Physical and Virtual Drape Coefficient Comparison

Heajoo Lee[1], Chunhui Xiang[1]
[1] Iowa State University

Cost Impacts of Zero-Waste Manufacturing: A Comparison of Healthcare Scrubs Made Traditionally versus XZWBG

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

Quantifying the Commitment–Action Gap: Detecting ESG Reporting Credibility in the Apparel Sector Using the ESG Authenticity Index

Md. Hasan Sheikh[1], Jin Su[1]
[1] The University of North Carolina at Greensboro

Bridging Theory and Practice: Experiential Learning Growth Among Industrial Engineering Students in El Salvador's Apparel Manufacturing Sector

Cydni Robertson[1], William Kim[1], Patricia Quintana[2]
[1] Indiana University Bloomington, [2] Universidad Católica de El Salvador

3:15 – 4:30pm · City Terrace 9

CC3: Pecha Kucha: Designing for the Human Experience: Identity, Well-Being, and Consumer Behavior

PRESIDER: Ragul Senthil · Track: Pedagogy and Professional Development

Dart Adjustments for Improved Garment Fit and Customization

Mona Maher[1,2], Fatma Baytar[1]
[1] Cornell University, [2] Meta

Teaching AI for Creative Exploration in Design Education

Arzu Vuruskan[1], Paolo Franzo[2]
[1] Izmir University of Economics, Department of Textile and Fashion Design, Izmir, Türkiye, [2] Università degli Studi di Firenze, Department of Architecture, Florence, Italy

Wear trial: Examining the integration of nursing bra clip systems into mothers' feeding practices

Morgan Geck[1], Jessica L. Ridgway[2], Kate Fernandez[2]
[1] North Carolina State University, [2] Florida State University

Dynamic 4D Assessment of Sports Bra-Induced Breast Motion

Sarah Hixson[1], Zachary St. Pierre[2]
[1] University of Arkansas, [2] Humanetics

Design Solutions for Electroencephalograms: Employing the FEA Model to Meet Performance, Psychological Empowerment, Identity Expression, and Aesthetic Needs

Claire Stovall[1], Lauren Harding-Smith[1], Dawn Michaelson[1]
[1] Auburn University

The Association Between Body Image and Relationship Satisfaction: The Role of Exercise among Cancer Patients and Survivors

Jeong-Ju Yoo[1], Mickey Langlais[1]
[1] Baylor University

Digital Grooming: Redefining Self-Image and Appearance Management in the Age of Social Media

Jaehee Jang[1]
[1] University of Minnesota

From Identity to Intention: The Role of Virtual Appearance in Fashion NFT Consumption

Fara Az Zahra Rahman[1], Li Zhao[1]
[1] University of Missouri-Columbia

Session continues on next page

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Socializing the Sacred: The Impact of Subjective Norms and Spiritual Contagion on Secondhand Home-Textile Consumption
Ragul senthil[1], Stacy H. Lee[1], Robert Paul Jones[1]
[1] Texas Tech University

3:15 – 4:30pm · City Terrace 7

CC3: Pedagogy: Sustainability and Social Responsibility in Fashion Education

PRESIDER: Melisa Spilinek · Track: Pedagogy and Professional Development
Virtual Influencers, NFTs, and Digital Marketing

Circular Economy Competencies in the Soft Goods Industry: Preparing Workforce for a Sustainable Transition
Md. Rayhan Sarker[1], Melody LeHew[1], Kim Hiller[1], Kristen Morris[2], Sonali Diddi[2]
[1] Kansas State University, [2] Colorado State University

Teaching Circularity Through Craft: A Waste-to-Value Pedagogical Model
Erin Irick[1], Rachel Eike[2]
[1] University of Wyoming, [2] Iowa State University

Teaching Cotton Sustainability: Preliminary Insights from a Technology-Driven Pedagogical Project in Fashion Retail Education
Md. Rafiqul Islam Rana[1], Sang-eun Byun[1]
[1] University of South Carolina

Designing for Discretion: Integrating Civic Responsibility into Introductory Apparel Design through a Hygiene Bag Service-Learning Project
Melisa Spilinek[1], Kyler Arnold[1]
[1] Georgia Southern University

3:15 – 4:30pm · City Terrace 11

CC3: Special Topic: Reframing Learning Competencies for the Future: Aligning the ITAA Meta-Goals Across Institutional and Accreditation Contexts

PRESIDER: Barbara Trippeer · Track: Special Topics
The session will start with expert panelists discussing 1) Cross-institutional applicability challenges;2) Clarity and simplification of terminology; (3) Integrating emerging skillsets (AI, data literacy, sustainability; and (4) ITAATAPAC distinctions and alignment opportunities. The session will then pivot to facilitated small-group dialogues and will rotate through 3 guided prompts: 1) Core elements for future-focused Meta-Goals; 2) Maintaining flexibility across varied institutional missions; and 3) Articulating ITAAs guiding framework in relation to TAPACs accreditation standards. Groups will record key insights on templates for synthesis. The session will finish with the panel summarizing emerging themes and outline how feedback can shape the 20262027 Meta-Goals revisions.Presenters: Barbara Trippeer, University of North Texas; Helen X. Trejo, Cal Poly Pomona; Hye-Shin Kim, University of Delaware; and Nancy Nelson Hodges, University of North Carolina-Greensboro

3:15 – 4:30pm · City Terrace 12

CC3: Sustainability: Consumer Motivations and Sustainable Purchasing Behavior

PRESIDER: Paige Tomfohrde · Track: Sustainability / Social Responsibility

Interplay between Financial Constraint, Moral Obligation, and Intention to Sacrifice in Influencing Intentions for Purchasing Sustainable Products and Paying Premiums
Swagata Chakraborty[1], Soona Park[1]
[1] University of North Texas

Exploring Drivers and Barriers of Sustainable Vegan Fashion Alternatives (SVFA): A Grounded Theory Approach
Parul Dawar[1], Angie Lee[1], Mohammed Siddique[1]
[1] Auburn University

Identifying Sustainable Apparel Consumer Segments Using TwoStep Cluster Analysis: Evidence from the U.S.
Khirul Basar Mim[1], Tunmin (Catherine) Jai[2], Blake Mudd[1], Daniella Recalde[2]
[1] University of Houston, [2] Texas Tech University

Wool of the People: Understanding New Yorkers' Motivations for Purchasing Local FiberProducts through Theory of Planned Behavior
Paige Tomfohrde[1], Albert Lin[1], Madeline Capriotti[2]
[1] Cornell University, [2] Cornell Univeristy

19 Thursday
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4:45pm

4:45 – 6:00pm · City Terrace 6

CC4: Consumer Behavior: Sustainability, Secondhand Consumption, and Responsible Fashion

PRESIDER: Tu Watchravesringkran

Culture and Motivations to Purchase Secondhand Fashion: A Conceptual Framework
Hadal Hammour[1], Nancy Hodges[1], Tu Watchravesringkran[1]
[1] University of North Carolina at Greensboro

Perceptions of Secondhand Fashion in a Status-Oriented Society: An Exploration of Consumers in the United Arab Emirates
Hadal Hammour[1], Nancy Hodges[1], Tu Watchravesringkan[1]
[1] University of North Carolina at Greensboro

Dyeing for Sustainability: Consumer Views on Natural-Dyed Products
Myunggyo Yu[1], Claire Whang[2]
[1] Texas Tech University, [2] Cal Poly Pomona

A Lifecycle-Based Behavioral Pathway: The 6C Model of Sustainable Clothing Behavior
Manu Smriti[1], Rachel Eike[1]
[1] Iowa State University

4:45 – 6:00pm · City Terrace 8

CC4: Management: AI Adoption and Digital Transformation in Fashion Retail Management

PRESIDER: Xun (Catherine) Sun · Track: Merchandising / Retailing I. Management
Innovations in Adaptive and Functional Apparel Design

The Consumer Adoption of AI-Powered Visual Search Engines: An Application of the Innovation-Decision Process Model
Fuad Bin Ahmed[1], Wi-Suk Kwon[1]
[1] Auburn University

Digital Merchandising Practices for Product Display Pages and Their Effectiveness to Communicate Apparel Product Information Across HTML Structures
Emma Nicoson[1], Jung Ha-Brookshire[1]
[1] University of Missouri

Competing Effects of Interface Human Likeness: A Dual-Path Perspective on Consumer Adoption of AI-Driven Styling Services
Yanbo Zhang[1], Chuanlan Liu[1]
[1] Louisiana State University

How Change Messages Influence Employees' Digital Readiness to In-Store Automation Technology in the Fashion Retail Context
Xun (Catherine) Sun[1], Jung Ha-Brookshire[2]
[1] Illinois State University, [2] University of Missouri

4:45 – 6:00pm · City Terrace 10

CC4: Marketing: AI, Immersive Technology, and the Future of Fashion Marketing

PRESIDER: Shan-Ying Shih · Track: Merchandising / Retailing II. Marketing

Beyond Smart: How AI Affordances Support Different User Goals in Wardrobe Apps
Yuju Rubie Kao[1], Tunmin Catherine Jai[1], Robert Paul Jones[1], Jennifer Yeeun Huh[1]
[1] Texas Tech University

The Personalization Paradox: Algorithmic Marketing and Inclusivity in Fashion
Ashley Hibbard[1], Saheli Goswami[1]
[1] University of Rhode Island

Exploring HMSAM Constructs in Immersive Luxury Retail: A Case Study Using Apple Vision Pro
Shan-Ying Shih[1], Tun-Min (Catherine) Jai[2]
[1] Fu Jen Catholic University, [2] Texas Tech University

Consumer Reactions to AI-Powered Targeted Marketing Based on Perceived Device Eavesdropping: A Conceptual Model
Fuad Bin Ahmed[1], Hafiza Rahman[1], Veena Chattaraman[1]
[1] Auburn University

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4:45 – 6:00pm · City Terrace 9

CC4: Pecha Kucha: Extending the Life of Fashion: Consumer Behavior, Circularity, and Sustainable Consumption

PRESIDER: Changhyun (Lyon) Nam · Track: Sustainability / Social Responsibility

What Values Keep Clothes in Use? Understanding Apparel Acquisition and Disposal Decisions for Sustainable Consumption

Hongjoo Woo[1], Naeun Lauren Kim[2], Soyun Bae[1], Yeeun Park[1], Sae Hayashi[1]
[1] Yonsei University, [2] University of Minnesota

A Critical Dialogue on How the Role of Women's Biological and Lifestyle Changes Relate to Apparel Lifespan

Claire Stovall[1], Young-A Lee[1]
[1] Auburn University

Beyond the Purchase: A Call for Culturally-Informed Research on Generation Z's Post-Purchase Sustainable Fashion Behaviors

Rebecca Dias[1], Kate Greder[1], Kelsie Doty[2]
[1] Iowa State University, [2] Kansas State University

Reimagining Resale: Understanding the Role of Gen Z Sellers and Buyers in the Secondhand Garment Economy

Kelsie Doty[1], Kim Hiller[1], Melody LeHew[1]
[1] Kansas State University

From Platform Attributes to Consumer Emotions: A Big Data NLP Analysis of Recommendation Behavior in Secondhand Fashion Resale Platforms

Md. Hasan Sheikh[1], Jin Su[1], Sarif Patwary[2], Mazed Islam[3]
[1] The University of North Carolina at Greensboro, [2] Kontoor Brands, Inc., [3] The University of Southampton

Website Messages: Fast Fashion and Collaborative Consumption Businesses

Diana Saiki[1], Alyssa Adomaitis[2], Chloe Chanin[1], Jacob Hamilton[1], Wendy Salgado reyes[1], Ivy Summerlot[1]
[1] Ball State University, [2] City Tech-City University of New York

Beyond the Firm: Consumer Responds to Firm and Vicarious Greenwashing in Luxury Fashion

Md Nazmul Haque[1], Chunmin Lang[1]
[1] Louisiana State University

Circular and Socially Inclusive Design for Ground-Based Shelter Systems

Changhyun (Lyon) Nam[1], Cristina Brasfield[1]
[1] Florida State University

4:45 – 6:00pm · City Terrace 7

CC4: Pedagogy: Professional Development and Career Readiness

PRESIDER: Rakesh Salian · Track: Pedagogy and Professional Development

Embedding Micro-Credentials in Fashion Education: A Teaching Strategy for Reinforcing Professional Skills and Design Thinking

Alyssa Adomaitis[1], Benitio Mendoza-Gracia[1], Kelly Valladares[1], Kathryn Roberts[1]
[1] The New York City College of Technology, City University of New York

Building the Foundation: A Quasi-Experimental Study of Embedded AI Literacy Instruction Across Undergraduate Fashion Design Courses

Bingyue Wei[1]
[1] Texas Woman's University

Comprehensive Digital Career Readiness Toolkit: Integrating AI and Digital Marketing Technologies Across the Curriculum

Malini Ratnam[1], Swagata Chakraborty[1]
[1] University of North Texas

Bridging Industry and Academia: Advancing Career Readiness Through a Retail Ready Experiential Learning Model

Rakesh Salian[1], Joyita Sarkar[1], Linda S. Niehm[1], Jessica Hurst[1], Te-Lin Doreen Chung[1], Ann-Marie Fiore[1]
[1] Iowa State University

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4:45 – 6:00pm · City Terrace 11

CC4: Special Topic - Nancy Rutherford and Better Buying Intitute

PRESIDER: Hye-Shin Kim · Track: Special Topics

From Fiber to the Future: Advancing Sustainable Cotton Innovation through Industry and Community Collaboration
Hyo Jung (Julie) Chang[1], Min Jung Kim[1]
[1] Texas Tech University

Threads of Friendship (Hilos de Amistad): A Collaborative Virtual Service-Learning Exchange Project Between International Community Partners and Collegiate Students Studying Textile Trade, Circularity, Re-Design, and Manufacturing
Cydni Robertson[1], Patricia Quintana[2]
[1] Indiana University Bloomington, [2] Universidad Católica de El Salvador

From Experiential to Problem-Based Engaged Learning: Iterations on an Industry-Sponsored South Asia Apparel Production Capstone Collaboration
Denise Nicole Green[1], Frances Kozen[1]
[1] Cornell University

Redefining Design Thinking for Merchandisers: Evaluating Macroenvironmental Trends to Shape Fashion's Future
Danielle Sponder Testa[1]
[1] Arizona State University

Preparing Future Professionals in Responsible Purchasing Practices: Applying the Better Buying Principles in Textile and Apparel Education
Sonali Diddi[1], Md. Rafiqul Islam Rana[2]
[1] Colorado State University, [2] University of South Carolina

Integrating Responsible Purchasing Practices in Technical Package Development for Sustainable Apparel Supply Chains
Dawn Michaelson[1], Lauren Lansdell[1]
[1] Auburn University

Evolution of Responsible Purchasing: Integrating Data-Driven Retail Buying, Ethical Sourcing, and Sustainable Entrepreneurship
Youngjin Bahng[1]
[1] University of Hawai'i at Mānoa

4:45 – 6:00pm · City Terrace 12

CC4: Sustainability: Communicating Sustainability and Consumer Responses

PRESIDER: Ummey Hani Barsha · Track: Sustainability / Social Responsibility

***"Who Is Responsible?":* Sustainability Responsibilization in U.S. Retailer Messaging**
Blake Mudd[1]
[1] University of Houston

From Reports to Reactions: A Comparative Study on Patagonia's Sustainability Practices and Consumer Discourse on Social Media
Fnu Al-Amin[1], Young A Lee[1]
[1] Auburn University

Dual Reputation Risk Dilemma in Sustainable Fashion:Effects on Skepticism and Rejection Intention
Sunwoo Kim[1], Songmee Kim[2], Chorong Youn[3]
[1] Seoul National University, [2] Yeungnam University, [3] Pusan National University

Communicating the Hidden Environmental Cost of Generative AI's Data Center in Fashion: The Critical Role of Eco-Labels
Ummey Hani Barsha[1], Tahseen Tawseef[1], Young-A Lee[1]
[1] Auburn University

6:30pm

6:30 – 8:00pm · City Terrace 7

Graduate Student Fireside Chat

No more sessions on Thursday 19 November 2026

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6:30am

6:30 – 7:00am · City Terrace 9
Wellness Exercise Session

8:00am

8:00 – 9:15am · City Terrace 6
Sponsor 1.1 Fairchild: New Podcast to Spark Student's Career Aspirations

8:00 – 9:15am · City Terrace 7
Sponsor 1.2 Paris American Academy

8:00 – 9:15am · City Terrace 8
Sponsor 1.3 Leridge

8:00 – 9:15am · City Terrace 9
Sponsor 1.4 Textile Fabric Consultants BYOB: Build Your Own Bundle
Discover how to build the perfect lab kit for your course! Join us to explore how custom lab supply kits can give every student the same materials while meeting the unique needs of your merchandising, apparel design, textiles, or interior design course. See how we can help you create a kit that works for your classroom, explore new customization options, and get an exclusive sneak peek at our latest product developments. Bring your ideas and discover the possibilities!

8:00 – 9:15am · City Terrace 10
Sponsor 1.5 The Textile Kit

8:00 – 9:15am · City Terrace 11
Sponsor 1.6 CLO

8:00 – 9:15am · City Terrace 12
Sponsor 1.7

8:30am

8:30am – 3:00pm · 2nd Floor Escalator Foyer
Registration

9:30am

9:30 – 10:45am · City Terrace 6
CC5: Consumer Behavior: Consumer Risk, Product Performance, and Apparel Evaluation
PRESIDER: Youngdeok Lee · Track: Consumer Behavior

An Investigation of Firefighters' Perception Towards Flame-Retardant Undergarments
Salman Enayet Chowdhury[1], Dawn Michaelson[1]
[1] Auburn University

From Discourse to Decision: Tracking PFAS-Related Chemical Risk Awareness in Apparel Through Reddit and Google Trends Data
Md. Hasan Sheikh[1], Jin Su[1], Xiao Tong[2]
[1] The University of North Carolina at Greensboro, [2] The University of Alabama

From Signals to Satisfaction: Medical Apparel Reviews Across Retail Platforms and Periods of Uncertainty
Md. Rafiqul Islam Rana[1], Youngdeok Lee[1]
[1] University of South Carolina

Durability Failures in Fast Fashion vs. Sustainable Apparel: A Large-Scale Text Mining Analysis of Consumer Reviews
Md. Hasan Sheikh[1], Jin Su[1]
[1] The University of North Carolina at Greensboro

9:30 – 10:45am · City Terrace 12
CC5: Culture: Interpreting Culture, Design, and Consumer Meaning in Fashion
PRESIDER: Hye-Shin Kim · Track: Culture

From Artisan Narratives to Audience Interpretation: Modeling Cultural Translation in Contemporary Fashion Through Designer-Led Mediation and a Unified SOR Framework
Manikya Sai Tejaswini Vallabhajosyula[1], Hae Jin Gam[1]
[1] University of North Texas

Reinterpreting the Classic: Using Q Methodology to Define Timeless Design Within Fashion's Cultural and Environmental Demands
Mary Alice Casto[1], Jennifer Jorgensen[1]
[1] University of Nebraska-Lincoln

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Consumer Responses to K-Beauty in the U.S. and Japan: A Holistic–Analytic Perspective
Jaehye Suk[1], Muzi Xiang[2,3], Jae-Eun Chung[2,3]
[1] Research Institute for Human Life Sciences, Sungkyunkwan University, [2] Department of Consumer Science, Sungkyunkwan University, [3] Convergence Program for Social Innovation, Sungkyunkwan University

Beyond the Label: Detecting Androcentrism in Unisex Fashion Categories Using Vision–Language Models
Yifan Ding[1], Xiao Qian[1], Hye-Shin Kim[1]
[1] University of Delaware

9:30 – 10:45am · City Terrace 9

CC5: Pecha Kucha: The Future of Fashion Retail: Technology, Value, and Consumer Engagement

PRESIDER: Jacqueline Gutierrez · Track: Merchandising / Retailing I. Management

From Management to Mentorship: The Future of Leadership in Corporate Retail
Danielle Sponder Testa[1], Kelcie Slaton[2]
[1] Arizona State University, [2] University of North Texas

Recalibrating Value Through Repair: From "Take, Make, Waste" to "Value Per Wear"
Toby Watanabe[1], Juan Guzman Doria[1], Yini Chen[1]
[1] Washington State University

Style, Personalization, and Sustainability: Exploring Service Features in AI Wardrobe Management Apps
Catherine Jai[1], YuJu (Rubie) Kao[1], Satine Simpson[1]
[1] Texas Tech University

From Voice to Virtual: Why Support Matters More Than Social Influence in Senior Consumers' Fashion Technology Experiences
Min Jung Kim[1], Julie Chang[1], Robert Paul Jones[1]
[1] Texas Tech University

When Digital Twin Advertising Backfires: Storytelling Transparency in Fashion
Joohye Hwang[1], Song-yi Youn[2]
[1] Thomas Jefferson University, [2] University of Missouri

Beyond Greenwashing: Introducing Tech-Washing as a New Ethical Challenge in Marketing
Daeun Chloe Shin[1], Julie Chang[2]
[1] University of Houston, [2] Texas Tech University

"The Only Ad I Intentionally Searched": Rethinking Consumer Resistance in the Age of Fashion-as-Entertainment
Jacqueline Gutierrez[1]
[1] Texas Tech University

9:30 – 10:45am · City Terrace 7

CC5: Pedagogy: Innovative Pedagogies and Creative Learning Strategies

PRESIDER: Yoon Yang · Track: Pedagogy and Professional Development

Mapping the Seams: Using an AI Decision Log to Track How Senior Fashion Design Students Navigate Human-AI Co-creation Across a Full Studio Semester
Bingyue Wei[1]
[1] Texas Woman's University

Collaborative Drawing as a Pedagogical Strategy for Idea Generation in Fashion Illustration
Katya Roelse[1]
[1] University of Delaware

Implementing Practical Applications of Trend Forecasting Concepts in an Online Environment to Promote Experiential Learning
Anne Wood[1]
[1] University of North Carolina at Greensboro

Creative Idea Generation through Brainstorming with Generative AI
Yoon Yang[1], Fatma Baytar[1]
[1] Cornell University

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9:30 – 10:45am · City Terrace 10

CC5: Product Development: Creativity, Branding, and the Future of Fashion Design

PRESIDER: Emily Worrall · Track: Design / Product Development

Neural Modulation of Multimodal Creative Translation: EEG Evidence from Fashion Design–Music Interaction

Yoon Kyung Lee[1,2]
[1] Pusan National University, [2] Seoul National University

AI-Assisted Heritage Design and Brand Identity: A Conceptual Model of Input Fidelity, Creativity, and Consumer Evaluation in Original Designer Brands

Yixiao Yan[1], Chuanlan Liu[1]
[1] Louisiana State University

When Prestige Signals Backfire: Designer Disclosure, Cultural Match-Up, and Brand Evaluation in Chinese Fashion

Yixiao Yan[1], Chuanlan Liu[1]
[1] Louisiana State University

Designing for the real world: Trademark licensing in apparel education

Emily Worrall[1], Ana Orescanin[2], Ben Vinar[2]
[1] St. Catherine University, [2] Iowa State University

9:30 – 10:45am · City Terrace 11

CC5: Special Topic: What I Wished I'd Known Before Submitting Our TAPAC Accreditation Application

PRESIDER: Carol Warfield · Track: Special Topics

The Moderator will introduce the presenters, each of whom represent TAPAC Accredited Programs. The Moderator and each of the panelists will give a brief description of:- Their TAPAC accreditation experiences as program coordinator during the accreditation application and approval process.- The benefits and impact of the TAPAC accreditation process and approval for their program and faculty.- What they wished they would have known prior to starting the accreditation application and review process- Their experiences, insights, and recommendations regarding possible program realignments with the university and the impacts of such realignments on the accreditation application and approval- Thoughts and action plans regarding the reaccreditation preparationsPresenters: Carol Warfield, TAPAC Executive Director; Kim Hiller, Kansas State University; Mariana Mitova, Bowling Green State University; Mary Simpson, Western Michigan University; Jung Ha-Brookshire, University of Missouri; and Sanjukta Pookulangara, University of North Texas

9:30 – 10:45am · City Terrace 8

CC5: Textile Science: Emerging Materials, Smart Textiles, and Innovative Product Development

PRESIDER: Young-A Lee · Track: Textile and Apparel Science

Preferences and Comfort of Hemp and Cotton Healthcare Scrubs: Clinician Wear Trials

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

Cushioning Performance of 3D Printed Auxetic Structure for Footwear Sole Applications

Shahbaj Kabir[1], Yu Li[1], Young-A Lee[1]
[1] Auburn University, USA

Programmable 4D-Printed SMP-Knitted Architectures for Adaptive Shape Morphing

Yuzi Luo[1], So-Hyun Lee[1], Juyeon Park[1]
[1] Department of Fashion and Textiles, Seoul National University, Seoul, Republic of Korea

Textile Breadboard for Rapid Prototyping of Flexible Electronics via Computerized Embroidery

Rashmi Balegar Mohan[1], Jeyeon Jo[1]
[1] University of Georgia

10:00am

10:00am – 3:00pm · City Terrace 1

Design Exhibit 3 - Professional

After the Ceremony: A Circular Couture Surface from Wedding Waste

Lasya Aji Silpa[1], Barbara Trippeer[2], Hae Jin Gam[2]
[1] Appalachian State University, [2] University of North Texas

After the Pattern

Li Jiang[1], Kirsten Schoonmaker[1]
[1] Syracuse University

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Beyond the Bloom: Axis, Interval, and Counterweight as a Korean Flower Arranging Framework for Conceptual Fashion Design
Jeremy M. Bernardoni[1]
[1] University of North Texas

Big Brother is Watching, and He's Got a Deal for You!
Amanda Knisely-Medina[1]
[1] University of Georgia

Bound and Mended by Code
Adriana Gorea[1], Casey Tyler[1], Brittany Mason[2], Amanda Deng[2]
[1] University of Delaware, [2] Thisisspaceware, LLC

Bright at Night
Krissi Riewe Stevenson[1], Linda Ohrn-McDaniel[1]
[1] Kent State University

Can I Stitch?: A Jacket for Sustainability, Creativity, and Play
Laura McAndrews[1]
[1] Kent State University

Cloud Resonance: Atmospheric Structures Through 3D Pen Couture
Yoon Kyung Lee[1]
[1] Pusan National University

Configurable Access: Applying Modular Design to Resolve Conflicting Access Requirements in Adaptive Outdoor Apparel
Kristen Morris[1], Lida Aflatoony[1]
[1] Colorado State University

Confluence
Jooyoung Shin[1]
[1] Indiana University

Development of an Adaptive Ski Jacket for Downhill Sit Skiers: Integrating Motion SensorData with Biomechanical Analysis
Jia Wu[1], Dawn Michaelson[1]
[1] Auburn University

Dressed to Discovery: Wearable Education for Preschoolers
Kendra Lapolla[1], Laura McAndrews[1], Sara Knapp[1]
[1] Kent State University

Echoes of the Vein: Luffa Bio-Based Interfacing
Han Ah Yoo[1]
[1] Washington State University, USA

Fractured Mona
Chanjuan Chen[1]
[1] University of North Texas

Growing With Me: Translating Grading Principles into Size-Adjustable Children's Wear
Ling Zhang[1], Heajoo Lee[1], Ni Zhang[1], Jiajun Liang[1], Sibei Xia[1]
[1] Iowa State University

Invasion: Spotted Lanternfly
Laura Kane[1]
[1] Framingham State University

Iridescent Revival
Yu Li[1], Young-A Lee[1], Shahbaj Kabir[1], Soohyun Ro[1]
[1] Auburn University

It has Pockets! The pocket as a repository, archive, and carrier bag.
Krissi Riewe Stevenson[1], Jennifer Meakins[2]
[1] Kent State University, [2] University of Kentucky

Session continues on next page

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Lilapt: Modular Size-Adaptive Footwear for Toddlers Sizes 6 to 8
Lida Aflatoony[1]
[1] Colorado State University

Maternity in Bloom
Kendra Lapolla[1], Chanjuan Chen[2]
[1] Kent State University, [2] University of North Texas

Peony Reverie
Ling Zhang[1], Ni Zhang[1], Li Zhang[1]
[1] Iowa State University

Re-Assembled: Soft Infrastructure — A Modular No-Sew Dress from Textile Waste
Anika Kozlowski[1]
[1] University of Wisconsin-Madison

Recasting Waste: A No-Sew Zero-Waste Textile System
Lasya Aji Silpa[1], Hae Jin Gam[2]
[1] Appalachian State University, [2] University of North Texas

Reclaimed Geometry: Statement Earrings from Textile Waste
Rachel Eike[1], Bahar Hashemian-Esfahani[1], Anka Snider[2,3]
[1] Iowa State University, [2] ANKA, [3] anka.snider.art

Redressing Fashion History: Bustle Bodice and Skirt
LaDyra Lyte[1], Michael Mamp[2]
[1] Florida State University, [2] Louisiana State University

Reframing Botanical and Indigo Dye Aesthetics Through Spiral Zero-Waste Fashion Design
Colleen Moretz[1], Sandra Keiser[2]
[1] West Virginia University, [2] Mount Mary University

Remember Her: Translating Comfort Women Survivor Testimony into Conceptual Artwear Through Hybrid Design Practice
Ja-young Hwang[1], Sang Hyun Park[1], Kim Hahn[1]
[1] Kent State University

Scenes from Childhood
Kim Hahn[1]
[1] Kent State University

Small Scraps, Scalable Design: A Gradable Zero-Waste Child's Dress
Melanie Carrico[1]
[1] University of North Carolina at Greensboro

Spiraling Memory: Grief, Reclaimed Textiles, and Fashion as Wearable Art
Colleen Moretz[1], Angela Uriyo[1]
[1] West Virginia University

Stitched Intelligence: Hand-Smocking on Silk Organza as Embodied Design Research in theAge of AI
Bingyue WEI[1]
[1] Texas Woman's University

Strips into Stars
Kim Hahn[1]
[1] Kent State University

Switch Quick: Adaptive Modular Footwear for Ankle Foot Orthosis Users with an Innovative Magnetic Closure System.
Lida Aflatoony[1], Kristen Morris[1]
[1] Colorado State Univeristy

The Door as Framework: Gyeokjamun and the Architecture of Cross-Cultural Design
Hae Jin Gam[1], Jeremy Bernardoni[1]
[1] University of North Texas

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Tradition and Technology: Digitally Knitted Sari
Krissi Riewe Stevenson[1]
[1] Kent State University

When GenAI Meets Quilt Math: Co-Designing Quilts with Artificial Intelligence
Colleen Pokorny[1]
[1] Oregon State University

10:00am – 3:00pm · City Terrace Foyer
Resource Exhibit

11:00am

11:00am – 12:15pm · City Terrace 8
CC6: Management: Enhanced Consumer Experiences in Fashion Retail
PRESIDER: Yuli Liang · Track: Merchandising / Retailing I. Management

Introducing AI-Agents as Trusted Shopping Companions in Retail Therapy
Swagata Chakraborty[1], Jonghan Hyun[1]
[1] University of North Texas

Why "Smart" AI Isn't Enough: The Power of "How I Feel" in Shaping the Evaluation of AI-Enabled Wardrobes
Yuju Rubie Kao[1], Tunmin Catherine Jai[1], Robert Paul Jones[1], Jennifer Yeeun Huh[1]
[1] Texas Tech University

From Visualization to Adoption: The Role of Virtual Try-On Richness in AI-Diven Fashion Recommendation Services
Yanbo Zhang[1], Chuanlan Liu[1]
[1] Louisiana State University

Improving Consumers' Experience on FITS: A Personalized Style Recommendation and Virtual Try-on System
Yuli Liang[1], Pushya Saie Raag Enuga[1], Amruta Bhikaji Kumbhar[1], Vivek Kamma[2]
[1] Texas State University, [2] Austin Independent School District

11:00am – 12:15pm · City Terrace 9
CC6: Pecha Kucha: Digital Consumer Experiences: Technology, Accessibility, and Emerging Fashion Behaviors
PRESIDER: Clancy Owoo · Track: Consumer Behavior

Immersive Digital Experiences in Fashion Retail: A Conceptual Framework
Jordan Houston-Taylor[1], Jin Su[1]
[1] University of North Carolina at Greensboro

Consumer-Perceived Benefits and Costs of Wearable Technology-Integrated Fashion Products: A Text Mining Analysis of User-Generated Reviews
Md. Hasan Sheikh[1], Jin Su[1]
[1] The University of North Carolina at Greensboro

Uncovering Consumer Responses toward AI Fashion: Evidence from YouTube Comment Text Mining
Yusi Ding[1], Yingjiao Xu[1], Hanna Lee[1]
[1] North Carolina State University

From Framing to Coping: Tracing the BNPL Regret Cycle in Apparel Consumer Discourse Through Reddit Text Mining and Semantic Network Analysis
Md. Hasan Sheikh[1], Jin Su[1]
[1] The University of North Carolina at Greensboro

From Normative Users to Structural Barriers: A Disability-Centered Agenda for E-Commerce Research
Kerri McBee-Black[1], Elizabeth Kealy-Morris[2]
[1] University of Missouri, [2] Manchester Metropolitan University

Smart Gait Monitoring Shoe Requirements: An ICF (International Classification of Functioning, Disability and Health)-Guided Qualitative Study
S M Rakifull Alam[1], Farhana Momotaz[1], JuYoung Lee[1], Caroline Kobia[1]
[1] Mississippi State University

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Renting or Resisting? Consumer Adoption Barriers and Drivers in Fashion Rental Subscriptions: A Netnographic Analysis Using Innovation Resistance Theory and Technology Acceptance Model
Md. Hasan Sheikh[1], Jin Su[1], Mazed Islam[2], Sarif Patwary[3]
[1] The University of North Carolina at Greensboro, [2] The University of Southampton, [3] Kontoor Brands, Inc.

Sustainability, Style, and Social Networks: Understanding Thrift Culture Through Online Diffusion Patterns
Clancy Owoo[1], Sanjukta Pookulangara[1]
[1] University of North Texas

11:00am – 12:15pm · City Terrace 7

CC6: Pedagogy: Scholarship and Evidence-Based Educational Practices

PRESIDER: Lida Aflatoony · Track: Pedagogy and Professional Development

Theory Usage in CTRJ, Dress, and FCSRJ from 2007-2025: A Systematic Review
Sara Jablon-Roberts[1], Arienne McCracken[2]
[1] Sam Houston State University, [2] SUNY Oneonta

An Analysis of Project Outcomes Relating to Visual Literacy in Fashion
Dina Smith-Glaviana[1], Doris Kincade[1]
[1] Virginia Tech

Student Technostress in AI-Integrated Higher Education: A Conceptual Framework for the Apparel and Textile Discipline
Rakesh Salian[1], Lillia Whittington[1], Michelle Beaudet[1], Linda S. Niehm[1]
[1] Iowa State University

Evidence-Based Material Selection: Shifting from Intuition to Technical Rigor in High-Fidelity Digital Product Creation
Lida Aflatoony[1], Kristen Morris[1], Sandra Chisholm[1]
[1] Colorado State University

11:00am – 12:15pm · City Terrace 10

CC6: Product Development: Sustainability and Circular Innovation in Product Development

PRESIDER: Kendra Lapolla · Track: Design / Product Development

Circular Product Design Strategies in the Fashion Industry: A Systematic Literature Review
Md Rayhan Sarker[1], Melody LeHew[1]
[1] Fashion Studies, School of Consumer Sciences, College of Health and Human Sciences, Kansas State Univer-sity, 1324 Lovers Lane, Justin Hall 225, Manhattan, KS 66506, USA

Revolutionizing the Menstrual Experience: Sustainable Product Design
Samantha Alberts[1], Huieun Do[1], Kim Nguyen[1], Sazid Sadeque[1], Denise Green[1], Heeju Park[1]
[1] Cornell University

Hyperbolic Tessellation as a Method for Optimized Material Use in Garment Design
Sujin Yoo[1], Mia Lopez[1], Fatma Baytar[1]
[1] Cornell University

A Designer's Explorations in Co-creating Garments with 3D Print Waste
Kendra Lapolla[1], Camila Cordeiro Valle[1]
[1] Kent State University

11:00am – 12:15pm · City Terrace 11

CC6: SpecialTopic: Student Best Papers: Fashion in a Digital World: Technology, Behavior, and Change

PRESIDER: Jewon Lyu · Track: Special Topics

Not Just a Game: Using Virtual Reality to Drive Real-World Eco Apparel Purchases
Narmin Nasibli[1,2]
[1] Kent State University, [2] The University of North Carolina at Greensboro

How to Enhance Emotional, Cognitive, and Intentional Readiness for Retail Automation? Holistic Assessment of Fashion Retail Employees' Digital Readiness
Xun (Catherine) Sun[1,2], Jung Ha-Brookshire[1]
[1] University of Missouri, [2] Illinois State University

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AI Washing in Fashion: From Consumer Expectancy Violations by AI Claim–Behavior Discrepancies to Brand Avoidance
Min Jung Kim[1]
[1] Texas Tech University

What Drives Sustainable Behavior Among Fashion Industry Professionals? The Role of Attitude, Subjective Norms, Perceived Behavioral Control, and Environmental Concern
Elijah Weinshilboum[1], Elena Karpova[1]
[1] University of North Carolina Greensboro

From Pandemic to Persona: Lessons on Avatar-Based Identity Formation
Matthew Cates[1], Jewon Lyu[1]
[1] University of Georgia

11:00am – 12:15pm · City Terrace 12

CC6: Sustainability: Advancing Sustainable Fashion Systems and Behaviors

PRESIDER: Myunggyo Yu · Track: Sustainability / Social Responsibility

Towards Comprehensive Sustainable Fashion Scholarship: An Integrated Behavioral Systems Conceptual Framework
Kasie Chappell[1], Cydni Robertson[1]
[1] Indiana University Bloomington

Fast Fashion VS Secondhand: Examining Barriers Preventing Consumers from Adopting Thrifting as a Sustainable Shopping Alternative
Irina Milke Pavlova[1], Casey R. Stannard[1]
[1] Louisiana State University

Promoting Sustainable Laundry Behavior: Designing and Testing Consumer-Focused Interventions
Kavita Singh[1], Elena Karpova[2]
[1] Maryville College, Maryville, TN, [2] University of North Carolina, Greensboro

Consumer Perceptions and Green Purchase Behavior of Almond-Waste-Dyed Products: A Social Cognitive Theory Approach
Myunggyo Yu[1], Hyo Jung (Julie) Chang[1]
[1] Texas Tech University

11:00am – 12:15pm · City Terrace 6

CC6: Undergraduate: Consumer Perspectives and Product Innovation in Contemporary Apparel

PRESIDER: Rokibul Hasan · Track: Undergraduate

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Why Sustainability Is Lived Differently: Cultural Narratives of Gen Z's Ethical Fashion Consumption in Europe and the United States
Audrie Schmitz[1], Rokibul Hasan[1], Songyi Youn[1]
[1] University of Missouri

Enhancing Transparency and Trust in Fashion Resale through the Digital Product Passport: Exploring Consumer Perceptions
Anna Stookey[1]
[1] Louisiana State University

An Exploratory Study of Running Apparel Needs Among Female Long-Distance Runners
Yingying Wu[1], Josephine Farris[1], Natalia Mendoza[1], Dania Orellana[1], Giemauraly Cantrell[1]
[1] Kansas State University

Evaluating Microbial Contamination on Veterinary Scrubs Using ATP Testing: Implications of Detergent Chemistry and Antibacterial Additives
Jordy Secrest[1], Sumit Mandal[1]
[1] Department of Design and Merchandising, Oklahoma State University, USA

12:30pm

12:30 – 2:00pm · Grand Ballroom 5 - 8

Lunch and Committee Meetings

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2:15pm

2:15 – 3:30pm · City Terrace 6

CC7: Culture: Fashion, Identity, and Cultural Expression

PRESIDER: Sara Wilcox · Track: Culture

"It Talks About What is Important to Me:" How STEAM-Themed Apparel Communicates Identity, Supports Connections, and Builds Community Across Professional Contexts

Sara Marcketti[1], Eden Knudson[1], Doreen Chung[1]
[1] Iowa State University

Re-Indigenizing Hawaiian Fashion Through *Mo`olelo*

Andy Reilly[1], Jordan Antonio[1], Abby Cristi-Kim[1]
[1] University of Hawaii, Manoa

LGBTQ Fashion-Style-Dress: Embodied Meanings and Experiences Across the World in the 20th and 21st Centuries

Kelly Reddy-Best[1], Megans Romans[2]
[1] Illinois State University, [2] Indiana University

The Super Bowl of Knitting: Unraveling the Meaning of Rhinebeck Sweaters

Sara Wilcox[1], Elizabeth Bye[1]
[1] University of Minnesota

2:15 – 3:30pm · City Terrace 9

CC7: Pecha Kucha: Fashion Heritage, Cultural Identity, and Digital Preservation

PRESIDER: Yixiao Yan · Track: Culture

Cross-Cultural Antecedents of Sustainable Consumption: A Multi-Study Approach

Swagata Chakraborty[1]
[1] University of North Texas

Threads of Resistance: Cultural Dress and the Preservation of Assyrian Identity in the Diaspora

Ivana Markova[1], Sarah Shahbazian[1]
[1] San Francisco State University

Beyond Institutional Boxes: Redesigning Metadata and Collective Annotation for Austronesian Barkcloth in Digital Collections

Iris Y. Luo[1], Kiran Mohammadi-Williams[1], Shihan Gao[1], Denise N. Green[1]
[1] Cornell University

High-Fidelity Visual Optimization of Historical Garments Using Multi-Module LoRA Models: A Case Study of the Hanfu in the Ming Dynasty Yingxi Painting

Shanshan Wang[1], Yingjiao Xu[2]
[1] College of Art, Jinling Institute of Technology, [2] North Carolina State University

Consumer Memory and Luxury Retail Spectacle: Oral Histories of Neiman Marcus Fortnight

Kelcie Slaton[1], Annette Becker[1]
[1] University of North Texas

Sartorial Symbol of the South: Seersucker Suits

Morgan Strzynski[1], Michael Mamp[1]
[1] Louisiana State University

Inside the 1920s Closet: From Object-Based Research to Social Media Exhibition in a Fashion History Course

Kelsie Doty[1], Marla Day[1]
[1] Kansas State University

Digital Reconstruction of Heritage Clothing: A Systematic Review of 3D Technologies and Workflow Paradigms

Yixiao Yan[1], Chuanlan Liu[1], Sibei Xia[2]
[1] Louisiana State University, [2] Iowa State University

2:15 – 3:30pm · City Terrace 7

CC7: Pedagogy: Technology Integration and Curriculum Innovation

PRESIDER: Ana Orescanin · Track: Pedagogy and Professional Development

Introducing Reverse Engineering in Flat Patternmaking Courses Using Virtual Simulations

Yoon Yang[1], Fatma Baytar[1]
[1] Cornell University

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Integrating Artificial Intelligence into Adaptive Apparel Education: A Pedagogical Framework for Human-Centered, Reflective, and Inclusive Learning
Jin Su[1], Melanie Carrico[1], Elana Kellis[1], Xiao Tong[2], Brian Taylor[2]
[1] University of North Carolina at Greensboro, [2] The University of Alabama

Teaching the Future of Fashion: Why 3D Printing Belongs in Fashion Design and Product Development Curriculum
Dillon Napier[1], Courtney Barbour[1], Ethan Thomas[1]
[1] Iowa State University

Are We Losing Critique? Instructor Role Identity and the Tension of "Am I Being Too Harsh?" in Fashion Education
Ana Orescanin[1], Emily Worrall[2]
[1] Iowa State University, [2] St. Catherine University

2:15 – 3:30pm · City Terrace 10

CC7: Product Development: Inclusive and Adaptive Design for Diverse User Needs

PRESIDER: Jia Wu · Track: Design / Product Development

Gear-Garment Systems in Outdoor Recreation: The Role of Equipment and Apparel Interfaces in Mediating Participation for People with Paralysis
Kristen Morris[1], Kerri McBee-Black[2], Lida Aflatoony[1]
[1] Colorado State University, [2] University of Missouri

Exploring the Clothing Needs of Women with Chronic Illness
Emilie Delaye[1], Sheng Lu[1]
[1] University of Delaware

Adaptive Apparel Alterations as Ethical Practice: Legitimizing a Third Pathway Toward Inclusive Design
Mackenzie Miller[1], Kerri McBee-Black[1]
[1] University of Missouri

Wear Testing and Evaluation of Adaptive Menstrual Underwear for Women Wheelchair Users
Jia Wu[1], Lauren Lansdell[1], Dawn Michaelson[1]
[1] Auburn University

2:15 – 3:30pm · City Terrace 12

CC7: Social Psychology: Dress, Identity, and Social Meaning in Contemporary Contexts

PRESIDER: Jiwoon Kim · Track: Social / Psychological Aspects

Clothed in Academia: Faculty Experiences of Dress, Identity, and Expectation
Kylah Freeman[1], Blake Mudd[2]
[1] Albright College, [2] University of Houston

Enclothed Cognition in Female Firefighter Turnout Gear: Tension Between Ergonomic Needs and Symbolic Identity
Kim Phung Nguyen[1], Heeju Terry Park[1]
[1] Cornell University

Engineered Masculinity: A Netnographic Examination of Looksmaxxing Communities and the Social Control of Male Aesthetic Identity
Jeremy M. Bernardoni[1]
[1] University of North Texas

Attention Capital in Material and Experiential Consumption: Scale Development of Attention-Capturing Capability and Effects on Social Value and Consumer Intentions
Jiwoon Kim[1], Byoungho Ellie Jin[1]
[1] North Carolina State University

2:15 – 3:30pm · City Terrace 11

CC7: Special Topic: Faculty Careers at the Intersection of Education, Scholarship, and Entrepreneurship in Fashion

PRESIDER: ChaCha Hudson · Track: Special Topics

The session explores how entrepreneurial practice can inform pedagogy, research agendas, and industry engagement, with panelists sharing examples of how business ownership strengthens classroom learning and applied research.Presenters: Leila Kelleher, Parsons School of Design; Ling Zhang, Rachel Eike, and Bahar Hashemian, Iowa State University; Charles Freeman, Texas Christian University; Mary Ruppert-Stroescu, Washington University in St. Louis; and ChaCha Hudson, The SEWcial Caf

20 Friday
November 2026

2:15 – 3:30pm · City Terrace 8

CC7: Textile Science: Protective Clothing and Advanced Performance Apparel Systems

PRESIDER: Huantian Cao · Track: Textile and Apparel Science

Firefighter Anthropometry and Body Volume Variability: Implications for Fit and Cooling Performance in Turnout Coats
Myoungok Kim[1], Ashley Kubley[1], Ione Wu[1], Lorenna Altman[2], Amit Bhattacharya[2]
[1] University of Cincinnati/DAAP/SOD, [2] University of Cincinnati / COM

Evaluating the Impact of Male- versus Female-Cut Turnout Gear on the Mobility of U.S. Female Firefighters: A Pilot Study
Ziwen Qiu[1], Josephine Bolaji[2], Meredith McQuerry[2], Cassandra Kwon[1]
[1] North Carolina State University, [2] Florida State University

Bio-Inspired Seam Design for Lunar EVA Suits: The Mutant Seam for Dust Mitigation
Adelaide Lovett[1], Amirage Yusufji[1], Daisy Li[1], Suzanna Tesfamicheal[1], Leslie Browning-Samoni[1]
[1] Texas Christian University

Laser Sinter Coated Textiles for Space Suits in Lunar Mission
Casey Tyler[1], Huantian Cao[1], Norman Wagner[1], Richard Dombrowski[2], Erik Hobbs[2]
[1] University of Delaware, [2] STF Technologies LLC

3:45pm

3:45 – 5:00pm · City Terrace 9

Board Meeting - Chairs of all Committees

5:15pm

5:15 – 6:15pm · Grand Ballroom Foyer Part 1

Career Fair

5:15 – 6:15pm · Grand Ballroom Foyer Part 2

International Bazaar

7:00pm

7:00 – 10:15pm · Grand Ballroom 5 - 8

Awards Dinner - Distinguished Lecturer Keynote, Welcome to Dominican Republic, Awards Ceremony

No more sessions on Friday 20 November 2026

21 Saturday
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7:00am

7:00 – 8:15am · Grand Ballroom 5 - 8

Breakfast

7:00 – 8:30am · 2nd Floor Escalator Foyer

Registration

8:30am

8:30 – 9:30am · Grand Ballroom 5 - 8

Poster Session 1 - Culture, Historic, Management, Marketing, Social Pshycological, Textile and Apparel Industries and ScienceManagement, KSCT, and Undergraduate

Beyond Glamour: The Hourglass Silhouette and the Illusion of Diversity in Oscar Red Carpet Fashion
Rui Zhao[1], Chuanlan Liu[1], Michael Mamp[1], Sujun Liu[1], Morgan Strzynski[1]
[1] Louisiana State University

When AI Agents Pay for You: Consumer Entrustment in Autonomous Payment
Rui Zhao[1], Chuanlan Liu[1]
[1] Louisiana State University

Who Looks Where? An Eye-Tracking Analysis of Visual Attention in Multicultural Fashion Advertisements
Yuli Liang[1], Seung-Hee Lee[2]
[1] Texas State University, [2] Southern Illinois University

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21 Saturday
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Assessing Active Learning in the Fashion and Textile History Classroom
Paula Alaszkiewicz[1], Vidhita Raina[1], Sarah Lawrence[1], Latifah Hirchi-Vogl[1]
[1] Colorado State University

Beyond the Fashion Plates: Documenting Everyday Dress in 20th Century Iowa
Katherine Greder[1], Suriana Hanson[1], Adeline Heilman[1]
[1] Iowa State University

Promoting Vogue Patterns in Women's Wear Daily, 1932-1965
Mary Alice Casto[1], Sandra Starkey[1], Lesley Darling[2]
[1] University of Nebraska-Lincoln, [2] University of Nebraska-Lincoln (Faculty Advisor: Mary Alice Casto, mcasto2@unl.edu

Textile Ecologies and Immersive Futures: Chita as Catalyst for Cross-Disciplinary Learning and Cultural Coexistence.
Dilia Lopéz-Gydosh[1], Carla Guerron-Montero[1], Kelly Cobb[1]
[1] University of Delaware

Virtual Reconstruction of a 1910s Lane Bryant Plus-Size Corset
Siming Guo[1]
[1] Washington State University

AI-Augmented Employee Creativity: The Role of Generative AI Capabilities and Self-Efficacy in Fashion Retail
Ishtehar Sharif Swazan[1], Tiffany Blanchflower[1], Marina Alexander[1], Runying Chen[1]
[1] East Carolina University

Digital Disruption and Human Response: How Employees Cope with Technological Disruption in Fashion Retail
Ishtehar Sharif Swazan[1], Emma Perkins[1]
[1] East Carolina University

Designing Human-Centered Luxury Fashion Experiences with Vicarious Touch and AI: From Media Richness to Experiential Richness
Jiyun Kang[1], Jiarui Li[1]
[1] Purdue University

From Haute Couture to Haute-Spitality: The Effectiveness of Experiential versus Material Message Framing in Luxury Fashion Brand Extension
Jiyun Kang[1], Jiarui Li[1], Jisu Jang[1]
[1] Purdue University

Ethical Intelligence in Fashion Retailing: The Engine–ECU–Fuel–Footprint (EEFF) Framework
Insook Ahn[1], Soo Hyun Kim[2]
[1] New Mexico State University, [2] The University of Arizona

Fashion AI Startups: A Taxonomy of Business Models
Marisa Fisher[1], Shaniya Coffee[1], Nigar Sultana[1], Seung-Eun Lee[1]
[1] Central Michigan University

How Diagnosticity and Telepresence Reduce Risk and Build Trust Among Fashion Buyers in AI-Powered Virtual Showrooms
Yuling Li[1], Wi-Suk Kwon[1], Veena Chattaraman[1]
[1] Auburn University

Human or AI? Predicting Consumer Visual Attention in Fashion Advertisements Through Saliency Modeling
Seung-Hee Lee[1], Jun Qin[1], Hong Cheng[1]
[1] Southern Illinois University

Interdependence or Emotional Attachment? The Role of Mind Attribution in Consumer-Agentic Shopper AI Relationship and Brand Loyalty
Effat Hasan Mahdi[1], Wi-Suk Kwon[1]
[1] Auburn University

Reality or Fantasy? Effects of Human-Like Versus Cartoon-Like Virtual Influencers' Content Type on Consumers' Narrative and Analytical Self-Referencing
Effat Hasan Mahdi[1], Wi-Suk Kwon[1]
[1] Auburn University

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Relational Orientations and Consumer Responses to Conversational AI in Fashion Retail
Song-yi Youn[1], Sejin Ha[2]
[1] University of Missouri, [2] University of Tennessee

The Cultural Context of AI vs Human Empathy in Service Recovery: Interactive Effects on Perceived Sincerity
Jennifer (Yeeun) Huh[1], Juyeun Jang[2], Do Yuon Kim[3]
[1] Texas Tech Universy, [2] Oklahoma State University, [3] Gachon University

"Memories Reminiscenced with AI": Exploring the Impact of Virtual Reality Shopping with an AI Avatar on Older Adults' Psychological Well-being
Jennifer (Yeeun) Huh[1], Athena Chan[1], MinJung Kim[1], Julie Chang[1], Juyeun Jang[2]
[1] Texas Tech Universy, [2] Oklahoma State University

Consumer Sentiments Toward Storytelling and Non-Storytelling in Adaptive Apparel Advertising: Evidence from Social Media Comments
Xiao Tong[1], Yuan Li[1], Brian Taylor[1], Arya Arun[1], Jin Su[2], Melanie Carrico[2]
[1] The University of Alabama, [2] The University of North Carolina Greensboro

Emotional Configurations in Fashion Startup Brand Language: An NRC Lexicon Analysis
Yeonghoon Kang[1]
[1] Seoul National University

From Trendsetter to Thrifter: Expectancy Violation in Secondhand Endorsements
Angie Lee[1], Jung-Hwan Kim[2], Ui-Jeen Yu[3], Hanna Lee[4]
[1] Auburn University, [2] University of South Carolina, [3] Illinois State University, [4] North Carolina State University

Horizontal Brand Extension Success: The Roles of Category Fit and Consumer Attitudes in a Moderated Mediation Framework
Kittichai Watchravesringkan[1]
[1] University of North Carolina at Greensboro

Hybrid Brand Architecture as a Strategic Response to Double Jeopardy (DJ): A Proposition-Based Study of Local Apparel Brands in Thailand
Kittichai Watchravesringkan[1], Jennifer Yurchisin[2], Seoha Min[3]
[1] University of North Carolina at Greensboro, [2] Catawba College, [3] California State Polytechnic University at Pomona

Merchandising in the Circular Economy: A Dual-Path Perspective on Value Creation in Thrift Apparel Retail
Kittichai Watchravesringkan[1], Jennifer Yurchisin[2], Seoha Min[3]
[1] University of North Carolina at Greensboro, [2] Catawba College, [3] California State Polytechnic University at Pomona

How Webpage Structure Is Associated with ChatGPT-Based Product Information Extraction in Fashion E-Commerce
Seoyeon Han[1], EungTae Kim[1]
[1] Chungnam National University

Official University Merchandise as a Predictor of University Brand Associationamong Generation Z College Students
Robin Hardin[1], Xinlan Jia[1], Michelle Childs[1]
[1] The University of Tennessee

Rewarding or Penalizing Loyalty? Effects of Personalized Dynamic Pricing Strategies on Perceived Price Fairness and Brand Trust
Fnu Al-Amin[1], Wi-Suk Kwon[1]
[1] Auburn University

The Rise of Value-Focused Influencers (VFIs) and Their Effects on Consumer Perceptions
Fnu Al-Amin[1], Angie Lee[1]
[1] Auburn University

When a Retailer's Conversational AI Agent Guides Versus Follows: The Effects of AI Agency Level on Perceived AI Expertise, Threat to Freedom, and Brand Evaluation
Haya Elbadawy[1], Wi-Suk Kwon[1]
[1] Auburn University

Analysing Representations of Body Ideals and Gender Roles in Music Videos Targeting Adolescents
Antoniette Abel[1], Ui-Jeen Yu[1]
[1] Illinois State University

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A Systematic Review: Intersections of Identity and Acculturation Through Dress
Jaehee Jang[1]
[1] University of Minnesota

Seeing the Maker: Audience Interpretation of Artisan Labor Through Symbolic Garment Design
Manikya Sai Tejaswini Vallabhajosyula[1], Hae Jin Gam[1]
[1] University of North Texas

Co-pilot to Auto-pilot: How Agentic AI Sales Agent Affordances Motivate Customers Affordances Actualization Behavior in the e-Commerce.
Mohammed Siddique[1], Amrut Sadachar[1]
[1] Consumer and Design Sciences, Auburn University

Success is mine, Failure is yours: Agentic AI Advice, Attribution, and Relationship Trajectory
Mohammed Siddique[1], Haya Elbadawy[1], Veena Chattaraman[1]
[1] Auburn University

Understanding Cosplayers with Disabilities: Motivations, Experiences, and Apparel Needs
Elli Allen[1], Ling Zhang[1]
[1] Iowa State University

Adaptive Communication in Apparel Supply Chains: Evidence from Bangladeshi Suppliers
Md Rokibul Hasan[1], Sanjida Chowdhury Bonney[2]
[1] University of Missouri, [2] Bangladesh University of Textiles

Beyond Algorithms: A Systematic Review of AI-Driven Ethical Challenges in Fashion Retail
Md Rokibul Hasan[1], Song-yi Youn[1]
[1] University of Missouri

Theory Usage and Contributions in Textile and Apparel Supply Chains: A Systematic Review
Md Rokibul Hasan[1], Sanjida Chowdhury Bonney[2]
[1] University of Missouri, [2] Bangladesh University of Textiles

AI-Generated Aesthetics and Fashion Designer Responses: A Dynamic Capability and Professional Identity Threat Perspective
Yuhui Liu[1], Jia Wu[2]
[1] University of the Incarnate Word, [2] Auburn University

How B2B E-Marketplaces Reshape Fashion Sourcing: Network Capabilities, Digital Integration, and Performance
Yuhui Liu[1], Li Zhao[2]
[1] University of the Incarnate Word, [2] University of Missouri

Bridging the Gap: Analyzing Perception Dissonance in the Apparel Value Chain to Revitalize the Textile Industry
Hyo-Min Bae[1], Sebin Jung[1], Kyu-Hye Lee[1]
[1] Human-Tech Convergence Program, Department of Clothing and Textiles, Hanyang University, Seoul, Korea

Exploring Rural Outdoor Apparel and Soft Goods Entrepreneurial Ecosystems Through the Community Capitals Framework
Kristen Morris[1], Sonali Diddi[1], Sandra Chisholm[1]
[1] Colorado State University

Global South Supplier Perspectives on Traceability and Transparency in Textile and Apparel Supply Chains: An Institutional Theory Lens
Habiba Akter Baly[1], Abd Al Jami Hossain[2], Md. Rafiqul Islam Rana[3], Mohammad Tajul Islam[1]
[1] Ahsanullah University of Science and Technology, [2] Niederrhein University of Applied Sciences, [3] University of South Carolina

Identifying Supply Chain Constraints in the African Cellulosic Craft Industry: Preliminary Qualitative Findings from Kenya
Juyoung Lee[1], Katie Garcia[1], Caroline Kobia[1], Momotaz Farhana[1]
[1] Mississippi State University

Strengthening U.S. Cotton Supply Chain Resilience: The Role of Competitive Strategy in Predicting Robustness, Agility, and Integrity
Juyoung Lee[1], Katie Garcia[1]
[1] Mississippi State University

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Mapping Circular Economy Practices in Fashion Retail using LinkedIn
Claire Cho[1], Seung-Hee Lee[2]
[1] Southeast Missouri State University, [2] Southern Illinois University

Sustainable Transformation Without Identity Loss: Reimagining Collegiate Athletic Uniforms
Kaci Mundorf[1], Jia Wu[1]
[1] Auburn University

Tracing the Thread: How Digital Product Passports Shape Consumer Evaluation in Fashion Retail
Sumin Kim[1], William Kim[2], Kyu-Hye Lee[1]
[1] Human-Tech Convergence Program, Department of Clothing and Textiles, Hanyang University, Seoul, Korea, [2] Eskenazi School of Art, Architecture + Design, Indiana University, Bloomington, Indiana, USA

Unlocking Sustainable AI: Drivers and Constraints of Adoption in Fashion SMEs
Ting Chi[1]
[1] Washington State University

When Leaders Speak Up: How Policy Shifts and Leaders' Standpoints Shape Apparel Employees' Job Switch Intention Through Managerial Pessimism and Perceived Inadequacy
William Kim[1], Cydni Robertson[1]
[1] Indiana University

Beyond Protection: Understanding Personal Protective Equipment (PPE) Value Among Oil and Gas Workers
Uikyung Jung[1], Hanna Lee[2], Misael Duque[1], Haelee Manning[1]
[1] University of Central Oklahoma, [2] North Carolina State University

Development and Evaluation of a Lower-Body Exosuit for Gait Assistance: Effects of Structural Design on Performance and Perception
Yumin Cho[1], Ju Hyeon Oh[1], Gayeon Lee[1], Yuna Jeong[1], Jae Yeon Lee[1], Juyeon Shin[1], Sumin Koo[1]
[1] Yonsei university

From Field to Fabric: A Mixed-Methods Roadmap for Hemp Fiber Classification and Sustainable Textile Integration
Vinoth Kumar Gnansekar[1], MOURAD KRIFA[1], NOËL PALOMO-LOVINSKI[1], Ragul Senthil[2]
[1] Kent State University, [2] Texas Tech University

How Commercial Fishing Gloves Influence Manual Performance: A Comparative Evaluation
Leslee Weible[1], Mengying Zhang[1], Rui Li[1], Guowen Song[1]
[1] Iowa State University

Personal Protective Clothing in Motorsports: A Critical Review of Current Knowledge, Standards, and Future Directions
Reannan Boisvert[1]
[1] Kansas State University

PLA Dot Matrix Motifs on Apparel Textiles: A Practice Based Process Window Study Using Consumer Level FDM
Jiajun Liang[1], Ling Zhang[1]
[1] Iowa State University

Stitch Length as a Design Parameter in Seamless Knits: Implications for Textile Performance
Casey Tyler[1], Adriana Gorea[1]
[1] University of Delaware

Wastewater Reuse in Cotton Pretreatment: Multi-Route Evaluation for Optimization and Quality Performance
Mohammed Islam Tamjid[1], Mulat Alubel Abtew[1]
[1] University of Missouri

10:00am

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Poster Session 2 - Design &Product Development, Sustainabilty and Undergraduate

A Constraint-Based Methodology for Fashion Design Development
Jeongmin Kho[1], Heeju Park[2], Doyeon Kong[2], Jee Hyun Lee[3]
[1] Interdisciplinary Program of Human Life & Innovation Design, Yonsei University, Seoul, Korea, [2] Department of Human Centered Design, Cornell University, Ithaca, NY 14853, USA, [3] Department of Integrated Design / Interdisciplinary Program of Human Life & Innovation Design, Yonsei University, Seoul, Korea

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AI-Driven Pattern Generation in CLO3D: Capabilities and Limitations in Digital Fashion Design
Shu Man Huang[1], Chung Ching Lu[1]
[1] Fu Jen Catholic University

An Exploratory Approach to Garment Design for Anxiety Regulation
Malaika Hamid[1], Sandra Tullio-Pow[1]
[1] Toronto Metropolitan University

Beyond Fit: Body Armor Challenges for Women Police Officers
Mahendran Balasubramanian[1]
[1] Texas Tech University

Creative Ownership and Transparency Perspectives of Fashion Students Employing AI Tools
Mahendran Balasubramanian[1]
[1] Texas Tech University

Concept Paper: A Call to Research Action to Identify Solutions to Structural Barriers to Occupational Health and Safety Faced by Women Wildland Firefighters
Ellen McKinney[1], Susan Dewey[1]
[1] The University of Alabama

Considering Rogers' Attributes of Innovation to Promote Adoption of the X Zero Waste Banded Grading Technique in Apparel Education, Design, and Manufacturing
Ellen McKinney[1], Colleen Moretz[2], Melanie Carrico[3], Lauren Ashley Rougeaux-Burnes[4], Sheri Dragoo[5], Casey Stannard[6]
[1] University of Alabama, [2] West Virginia University, [3] UNC Greensboro, [4] Texas Tech University, [5] Baylor University, [6] Louisiana State University

Left Behind by Fashion: A Call for Education and Research to Support the Development of Adaptive Fashion in Poland
Ellen McKinney[1], Kalina Kukielko[2], Eliza Gawrjolek[3]
[1] University of Alabama, Tuscaloosa, USA, [2] University of Szczecin, Szczecin, Poland, [3] University of the National Education Commission, Krakow, Poland

Design Development Of Traditional Korean Archery Wear Based On The FEA Model
Ksenia Gushchina[1], Yhe Young Lee[1]
[1] Korea University

Designing Sustainable Sports Equipment Using Cotton-Based 3D Printing Filaments and Composites
Susan Sokolowski[1]
[1] University of Oregon

Digital Innovation for Circularity: Using 3D Simulation and Design for Disassembly in Modular Mono-Material Apparel
Britney Nguyen[1], Zihui Zhao[1]
[1] Washington State University

Empathy by Design: Interdisciplinary Collaboration in Typography, Medical Identity, and Apparel Design
Leslie Browning-Samoni[1], Jan Ballard[1]
[1] Texas Christian University

Exploring an Experiential Learning Activity with an Ageing Simulation Suit
Jongeun Rhee[1]
[1] University of Wisconsin- Stout

Exploring Generative AI Adoption in the Fashion Industry from Designers' Perspectives: A Design Value Model Approach
Soohyun Ro[1], Siyin Li[1], Veena Chattaraman[1]
[1] Auburn University

From Graphic Design to Fashion: Applying Gestalt Principles in Textile Reconfiguration and Ready-to-Wear Design
Ni Zhang[1], Ling Zhang[1]
[1] Iowa State University

Growth-Related Mismatch in Children's Sportswear and Sports Equipment
Erin Hovermale[1], Allorie Kubek[1], Daniel Bryant[1], Changhyun (Lyon) Nam[1]
[1] Florida State University

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Human-Centered Evaluation of an Anchoring-Based Soft Wearable Robotic Garment for Lower Back Support during Lifting
Hyeon-seon Cho[1], Jeehyun Song[1], Yumin Cho[1], Ju Hyeon Oh[1], Yunji Choi[1], Sumin Koo[1]
[1] Yonsei University

Integrating Function, Sustainability, and Wearability: Cotton-Based Modular Smart Shoe Design for Gait Assistance
Farhana Momotaz[1], S.M. Rakifull Alam[1], JuYoung Lee[1]
[1] Mississippi State University

Luxury and Non-Luxury Co-Branding: Effects of Product Design Prototypicality and Novelty on Functional, Expressive, and Aesthetic Values and Product Attitude
Xuan Nhat Linh Ho[1], Soohyun Ro[1], Wi-Suk Kwon[1]
[1] Auburn University

Mechanical Coupling Between Active Shape Memory Alloy Knits and Passive Jersey
Rashmi Balegar Mohan[1], Jeyeon Jo[1]
[1] University of Georgia

Momentum: Inclusive Fashion In Motion- The Scottish Rite Experience
Zigwai Remy Odukomaiya[1], Lillia Whittington[1], Anna Magie[1]
[1] Texas Woman's University

Multi-Agent vs Single-Agent AI Systems for Generative Fashion Design
Amanda Knisely-Medina[1], Susmita Dey[1], Jeyeon Jo[1]
[1] University of Georgia

Promoting Collaboration Between Apparel Designers and Art Therapists: Recognizing Overlap Between Enclothed Cognition and Labeling Theory When Developing Clothing for Individuals of Marginalized Identities
Chukwuma Udezeh[1]
[1] University of Georgia

Slicing Patterns to Reduce Waste: A Reinforcement Learning Approach
Albert Lin[1]
[1] Cornell University

Wear trial: Examining the integration of nursing bra clip systems into mothers' feeding practices
Morgan Geck[1], Jessica L. Ridgway[2], Kate Fernandez[2]
[1] North Carolina State University, [2] Florida State University

Toward Inclusive Garment Simulation: Development of an Open Dataset of Disability-Representative Avatars for Browzwear VStitcher
Julien Fedou[1], Bolanle Dahunsi[1]
[1] Oregon State University

Tri-Embedded Design Framework for Sustainable and Socially Responsible Product Development
Changhyun (Lyon) Nam[1]
[1] Florida State University

Understanding Comfort, Fit, and Performance: Female Law Enforcement Officers' Perspectives on Soft Body Armor
Mohammed Islam Tamjid[1], Mulat Alubel Abtew[1]
[1] University of Missouri

User-Centered Insights into Adaptive Apparel: Bridging Functional Needs, Identity, and Fashion in Disability-Inclusive Design
Mulat Alubel ABTEW[1], Song-yi Youn[1], Joohye Hwang[2], Kerri Mcbee-black[1]
[1] Textile and Apparel Management, University of Missouri-Columbia, [2] Fashion Merchandising and Management, Thomas Jefferson University

Why Not Digital? Assessing Fashion Professionals' Expectations and Perceptions Shaping Intention to Use Digital Sampling
Phillip Sidberry[1], Veena Chattaraman[1], Jia Wu[1]
[1] Auburn University

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Sustainability Practices in Childrenswear Brands: Carter's and The Children's Place
Phillip Sidberry[1], Tahseen Tawseef[1], Lauren Lansdell[1], Young-A Lee[1]
[1] Auburn University

A Comparative Analysis of HUGO BOSS and Ralph Lauren's Sustainability Practices
Parul Dawar[1], Hafiza Rahman[1], Young-A Lee[1]
[1] Auburn University

Are Consumers Ready to Embrace Innovative Natural Sustainable Fabrics? Exploring Consumer Perceptions and Adoption Intentions
Chunmin Lang[1], Xingqiu Lou[2], Ruirui Zhang[3]
[1] Louisiana State University, [2] Kent State University, [3] Framingham State University

Up in the Air: Investigating Gen Z Consumer Acceptance of Drone Delivery for Online Shopping
Chunmin Lang[1], Sukyung Seo[2], Zhongjie Wang[3]
[1] Louisiana State University, [2] University of Maryland Eastern Shore, [3] Nanchang University

Beyond Circular Behaviors: Conceptualizing a Multidimensional Circular Fashion Mindset Across the Garment Lifecycle
Rakesh Salian[1], Te-Lin Doreen Chung[1]
[1] Iowa State University

Beyond the Bin: Psychological Drivers of Consumer Adoption for Soil-Nutrient Disposable Product
Hafiza Rahman[1], Sharmin Shoukat[1], Young-A Lee[2]
[1] Auburn University, [2] Auburn university

Investigating Consumer Purchase Intentions for Natural Versus Synthetic Smart Clothing in Health Monitoring System
Hafiza Rahman[1], Dawn Michaelson[1]
[1] Auburn University

Comparative Performance of Reclaimed Cotton Leather Alternative Compared to Sustainable Plant-Based Leather Textiles
Bahar Hashemian Esfahani[1], Zahra Falsafi[1], Manu Smriti[1], Rachel Eike[1], Michelle Beaudet[1], Raluca Iancu[1]
[1] Iowa State University

ReSole: Circular Footwear Insoles from Reclaimed Cotton
Bahar Hashemian Esfahani[1], Manu Smriti[1], Zahra Falsafi[1], Rachel Eike[1], Tim Derrick[1], Mark Mendeszoon[1], Raluca Iancu[1], Boyce Chang[1], Guowen Song[1]
[1] Iowa State University

Do Families Shape Individuals' Sustainable Fashion Interest?
Ummey Hani Barsha[1], Mst Nigar Sultana Rasu[2], Dawn Michaelson[1]
[1] Auburn University, [2] The University of Tennessee

Sustainable Fashion in Consumer Discourse: Insights from Reddit
Ummey Hani Barsha[1], FNU Al-Amin[1], Tawsif Sikder Adib[2], Tithi Biswas[2], Salman Enayet Chowdhury[1]
[1] Auburn University, [2] Bangladesh University of Textiles

Exploring Consumer Experience in Fashion Rental Apps: A Text Mining Approach Using Online Reviews
Muzhen Li[1], Yuhui Liu[2], RayeCarol Cavender[1]
[1] University of Kentucky, [2] The University of the Incarnate Word

Exploring Sustainable Fashion Systems Through Immersive Field Experiences
Jiyoung Kim[1], Suchi Acharjya[1], Christy Crutsinger[1], Kiseol Yang[1], Priscilla Connors[1]
[1] University of North Texas

From Deconstruction to Design: Applying A Circular Design Framework to Eco-Spiritual Expression in Apparel
Reannan Boisvert[1], Sherry Haar[1]
[1] Kansas State University

From Textile Waste to Innovation and Circularity: Applying Kolb's Experiential Learning Cycle in Engagement at FABSCRAP
Hyo Jung (Julie) Chang[1], Stacy Lee[1], Courtney Meyers[1], Min Jung Kim[1]
[1] Texas Tech University

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Interplay of Firm and Third-Party Sustainability Signals in Shaping Consumer Responses
Khirul Basar Mim[1], Tunmin (Catherine) Jai[2], Robert Jones[2], Leslie Cuevas[2]
[1] University of Houston, [2] Texas Tech University

It's in Our Nature: Integrating Biomimicry into Introductory Fashion Education to Foster Functional Design Thinking
Caitlin Dyes[1]
[1] University of Delaware

Luxury Reimagined: Consumption Values and Generational Differences in Secondhand Fashion
Arafat Hossain[1], Amrut Sadachar[1]
[1] Auburn University

Pride or Guilt? Effects of Temporal and Social Norm Framing on Sustainable Fashion Consumption
Mst Nigar Sultana Rasu[1], Michelle Childs[1]
[1] The University of Tennessee

The Impact of Higher Education Major and Sustainability Knowledge on Second-hand Clothing Consumption Behavior
Md Arif Iqbal[1], Farhan Haque[2]
[1] California State Polytechnic University, Pomona, [2] Winston-Salem State University

The Cost of Ethics: Examining Structural Barriers to Sustainable Fashion Participation among Marginalized Consumers
Ariane Robinson[1], Jihyun Kim-Vick[1]
[1] Kent State University

Exploring Sustainable Cotton-Based Antimicrobial Wound Dressings: A Qualitative Study of Performance, Comfort, and Environmental Impact
Sadman Hossain[1], Juyoung Lee[1], Farhana Momotaz[1]
[1] Mississippi State University

Why Sustainability Talk in Social Media Fails to Translate into Action: Social Gratification, Pluralistic Ignorance, and Fashion Consumption
Jihyeong Son[1], Eonyou Shin[2], Malia Tam[1]
[1] Washington State University, [2] Virginia Tech

When N/A Matters: Segmenting Normative/Affective (N/A) Dynamics in Secondhand Clothing Consumption: A Finite Mixture and Prediction-Oriented Segmentation Approach
Hye Seung Jeong[1], Hira Cho[2]
[1] The University of Georgia, [2] California State University, Northridge

(Un)authentic Inclusivity: Examining Tokenism in Fashion Media Representation
Poppy Martinez[1], Alexandra Howell Abolo[1]
[1] Drexel University

Bridging Campus and Community Through Textile Recycling Initiatives
Savanah Venter[1], Changhyun (Lyon) Nam[1]
[1] Florida State University

Consumer Attitudes and Affective Responses Toward Specialty Coffee Retail
Kellis Brown[1], Jaia Jett[1], Tiffy Blanchflower[1]
[1] East Carolina University

Digital Product Passports and Transparency in Fashion: A Text Mining Analysis of Luxury and Fast Fashion Contexts
Evan Johnston[1], Ines Urena Morales[1], Min Jung Kim[1], Julie Chang[1]
[1] Texas Tech University

Hair Today, Gone Tomorrow: Body Image Distress, Alopecia, and Social Functioning Among Cancer Patients
Rayyan Momin[1], Tayce Thomas[1], Jeong-Ju Yoo[1]
[1] Baylor University

How Consumers Perceive Blockchain for Fashion Supply Chain Transparency: A Content Analysis Approach
Lillian Ivey[1], Xingqiu Lou[1]
[1] Kent State University

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Insights Into the Impact of Discarded Textiles on Soil Health
Sadie Richter[1], Rachel Eike[1], Gabe Gibson[1]
[1] Iowa State University

New Masculinity or Recurring Style? Revisiting Menswear Through History and Visual Culture
Noah Eaton[1], Seung-Hee Lee[1]
[1] Southern Illinois University

Parental Body Image in the Context of Cancer and Its Impact on Child Functioning and Development
Angel Tran[1], Mickey Langlais[1], Jeong-Ju Yoo[1]
[1] Baylor University

Price Sensitivity and Perceived Value in Boutique Retail
Gabi Asta[1], Myra Keen[1], Eliza Lackey[1], Savannan Lee[1], Hannah Norbut[1], Katie Weeks[1], Tiffy Blanchflower[1]
[1] East Carolina University

Reconfigured Extraction: Gender, Colonialism, and Labor in Sri Lanka's Garment Industry
Jillian Walker[1], Denise Green[1]
[1] Cornell University

Rebound Effects in Secondhand Fashion Consumption among Generation Z
Taylor Maci[1], Daeun Chloe Shin[1]
[1] University of Houston

Revisiting the Personalization-Privacy Paradox: Exploring Gen Z's Consumer Perceptions of AI-Driven Fashion Marketing
Ellasyn Hendershott[1], Hyunjeong (Lacy) Rhee[1], Li Zhao[1]
[1] University of Missouri

Roots of Identity
Sherry Haar[1], Joey Heidari[1]
[1] Kansas State University

Scrolling Past the Pitch: How Sponsored Hashtags Shape Consumer Responses to Influencer Promotions
Annabelle Clay[1], Jung Eun Lee[1]
[1] Auburn University

The Runway Model: Perceived Identity and Personality Within An Ever-Evolving Society of Gender-Fluidity
Jane Prell[1], Diana Saiki[2]
[1] Ball State University, [2] Ball State Universty

User-Centered Design of Contemporary Women's Golfwear: Integrating Hungarian Kalocsa Folk Art and Functional Needs
Abby Boyer[1], Elaine Yuen[1]
[1] Miami University

11:30am

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Poster Session 3 - Consumer Behavior and Pedagogy

A Multimodal Analysis of Host Cues and Consumer Responses in Apparel Live-Stream Commerce: An Exploratory Study
Jiale Man[1], Jewon Lyu[1]
[1] University of Georgia

AI Influencers Versus Human Influencers: Enhancing Psychological Closeness and Brand Attachment Through Personalization
Yuling Li[1], Wi-Suk Kwon[1]
[1] Auburn University

Are Dupes Always Bad? The Impact of Dupes on Brand Attitudes via Self-Congruity
Xuan Nhat Linh Ho[1], Jung Eun Lee[1]
[1] Auburn University

Bra Discomfort and Functional Needs Among Breast Cancer Survivors: A Symptom Burden Perspective
Lian Zeng[1], Xiaohan Lin[2]
[1] Shanghai University of Engineering Science, [2] North Carolina State University

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Chasing Indigo Rainbows: Exploring Consumer Willingness to Pay for their Favorite Pair of Jeans
Ashley Simon[1], Ann Paulins[1]
[1] The Ohio State University

Click, Walk, Shop: Consumer Responses to Virtual Pop-Up Retail in Fashion Brands' E-Commerce Platforms
Ji Young Lee[1], Ju-Young M. Kang[2], Dooyoung Choi[3], Ki Ho Park[4]
[1] SUNY Buffalo State University, [2] University of Hawai'i at Mānoa, [3] Old Dominion University, [4] Hilbert College

Communicating AI Collaboration in Fashion Product Development: The Role of Authenticity in Shaping Purchase Intention
Ju Yeun Jang[1], Kyuree Kim[1]
[1] Oklahoma State University

Consumers' Perceptions of Virtual Luxury Fashion (VLF) in the Metaverse: From the Perspective of Brand Extension
Hanna Lee[1], Yingjiao Xu[1], Md. Rafiqul Islam Rana[2]
[1] North Carolina State University, [2] University of South Carolina

Consumer Responses to the 'See price in cart' Practice in Online Retail
Xiao Tong[1], Yuan Li[1], Jin Su[2]
[1] The University of Alabama, [2] The University of North Carolina Greensboro

Do Negative Experiences Last Longer? Temporal Distance and Asymmetric Effects of Review Sentiment on Customer Satisfaction in Ultra-Fast Fashion
Youngdeok (Young) Lee[1], Jung-Hwan Kim[1], Joohyung Park[1], Ziyou Jiang[1]
[1] University of South Carolina

Exploration of the Adoption Intention of Smart EMG (Electromyography) Sportswear for SCI (Spinal Cord Injury) Para-sports.
S M Rakifull Alam[1], Farhana Momotaz[1], JuYoung Lee[1], Caroline Kobia[1]
[1] Mississippi State University

Exploring Public Social Media Conversations on Digital and Virtual Fashion: Insights from BERTopic and Sentiment Analysis
Terry (Haekyung) Kim[1], Joohyung Park[1], Sang-eun Byun[1]
[1] University of South Carolina

From Fast to Slow: Consumer Perceptions and Barriers Toward Slow Fashion in Bangladesh
Sarmily Sarker[1], Sharmin Shoukat[2]
[1] BGMEA University of Fashion & Technology, [2] Auburn University

From Digital Twin-Driven Situational Aesthetic Awareness to Metaverse-Induced Real-World Consumption Loyalty: A Sequential Mediation Analysis
Ju-Young M. Kang[1], Sumin Helen Koo[2], Ji Young Lee[3], Yumin Cho[2]
[1] University of Hawai'i at Mānoa, [2] Yonsei University, [3] State University of New York (SUNY) Buffalo State

Lingerie Enthusiasts in a Digital Age: Identity, Fit, and 3D Visualization
Ashley Heller[1], Anne Porterfield[1], Delisia Matthews[1]
[1] Wilson College of Textiles, North Carolina State University

Losing the Lead, Winning the Choice: The Strategic Surrender of Agency for Algorithmic Convenience
Hyo-Min Bae[1], Sumin Kim[1], Kyu-Hye Lee[1]
[1] Human-Tech Convergence Program, Department of Clothing and Textiles, Hanyang University, Seoul, Korea

Laundry Practices and Sustainability among Hispanic Young Consumers: A Social Cognitive Theory Perspective
Md Arif Iqbal[1], Seoha Min[1], Mia Guzman[1]
[1] California State Polytechnic University, Pomona

Made with Effort, Bought with Love:The Impact of Handmade Products on Consumer Purchase Intention
Jinsu Park[1], Hyunjoo Im[1]
[1] University of Minnesota

Luxury in Two Tiers: Comparing Aspirational and HNWI Consumers' Purchase Motivations
Steven McKinney[1]
[1] The University of Alabama

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Older Adults' Acceptance of a Wearable Healthcare Device: Extending PIADS to Anticipated Psychological Impact
Sunwoo Kim[1], Yuri Lee[1], Su Jin Yang[2]
[1] Seoul National University, [2] Sungshin Women's University

Reading Between the Stars: Extracting Pre-Purchase Expectations from Fashion Product Reviews Using Large Language Models
Hyunjeong (Lacy) Rhee[1], Xinyi Bao[2], Li Zhao[1]
[1] University of Missouri, [2] University of Pittsburgh

Retail Discrimination in Real Time: Using Social Media for Social Justice in the Fashion Retail Marketplace
Sherita M. Cuffee[1], Shelly Brown-Jeffy[1]
[1] The University of North Carolina at Greensboro

Responsible for Ghiblification? How IPR Response Shapes Consumer Behavior toward GenAI outcomes by Studio Size
William Kim[1], Garim Lee[1]
[1] Indiana University

The Jury Is Still Out: Topic-Contingent Evaluative Logics in Fashion Dupe Discourse
Sebin Jung[1], Hyo-Min Bae[1], Kyu-Hye Lee[1]
[1] Human-Tech Convergence Program, Department of Clothing and Textiles, Hanyang University, Seoul, Korea

Theory of Mind Matters: How Consumers Respond to AI Fashion Recommenders Across Hedonic vs. Symbolic Products
Juyeun Jang[1], Stephanie Gonzalez[1], Aminah Shahzad[1], Chi-Lin Yu[1]
[1] Oklahoma State University

Uncovering Consumer Barriers to Smart Sock Adoption: A Health Belief Model–Driven Text Mining Approach
Farhana Momotaz[1], S.M. Rakifull Alam[1], MD Rashedul Hasan[2]
[1] Mississippi State University, [2] University of Arkansas

Understanding Secondhand Fashion Consumption in Different Cultures: A Conceptual Framework Integrating Three Theories
Hadal Hammour[1], Elena Karpova[1]
[1] University of North Carolina at Greensboro

What Drives SSRT Adoption? The Dominance of Perception-Based Evaluations Over Technology Traits
Na Young Jung[1]
[1] University of Nebraska-Lincoln

"Who Am I Through AI?" Adolescents' Identity Negotiation in Generative AI Selfies
Xiaohan Lin[1], Yingjiao Xu[1], Sophia Zhang[2], Jiayi Liu[1]
[1] North Carolina State University, [2] Cary Academy

Accessible by Design: Hybrid Curriculum Development and Student Performance in an Undergraduate Fashion Design Program
Melisa Spilinek[1], Kyler Arnold[1]
[1] Georgia Southern University

Advancing Generative AI Literacy in Fashion Design Education: Implement a GenAI FashionEducation Toolkit to Support Student Learning and Reflection
Jia Wu[1], Xun(Catierine) Sun[2], Soohyun So[1]
[1] Auburn University, [2] Illinois State University

Advancing Sustainable Cotton Literacy to Mitigate Greenwashing in a Semester-Long Experiential Project
RayeCarol Cavender[1], Muzhen Li[1]
[1] University of Kentucky

AI and Fashion History: A Study in Educational Pitfalls
Maggie Hibbetts[1], Diana Saiki[1]
[1] Ball State University

AI-Integrated Learning in Consumer Behavior: Evidence from Classroom Implementation
Hyejune Park[1]
[1] Oklahoma State University

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AI-Supported Self-Directed Learning in Fashion Design Education: Learner–AI Interaction in Design Development
Hyosun An[1], Uikyung Jung[2], Jiyoung Hwang[3], Minjung Park[3]
[1] Pai Chai University, South Korea, [2] University of Central Oklahoma, [3] Ewha Womans' University, South Korea

Applying Situated Learning Theory to Convergence Apparel Design Education for Enhancing Students' Self-Regulated Learning
Han Ah Yoo[1], Jill D. Salisbury-Glennon[2]
[1] Washington State University, USA, [2] Auburn University, USA

Beyond the Sketch: Merging Concept-Driven Design with Customer Perspective
Mary Simpson[1]
[1] Western Michigan University

Bridging Design and Merchandising Through Digital Product Creation: A Cross-Disciplinary 3D Learning Model for Fashion Education
Sandra Bailey[1], Jenifer Roberts[1]
[1] Missouri State University

Faculty Industry Immersion as Curricular Infrastructure: Advancing Digital Product Creation Education in Fashion Programs
Sandra Bailey[1]
[1] Missouri State University

Building Equity Through Experiential Learning: A Student-Operated Professional Attire Initiative in Apparel Education
Amanda Muhammad[1]
[1] East Carolina University

Challenged to Think Little: Apparel Design for Dwarfism
Sandra Starkey[1]
[1] University of Nebraska-Lincoln

Compare, Critique, Create: A Two-Step Path to AI Literacy
Blake Mudd[1], Olivia Johnson[1], Barbara Stewart[1], Domenique Jones[1], Rana Rifai[1], Shih-Pei Chen[1]
[1] University of Houston

Decoding Luxury: Using Archival Fashion Marketing Artifacts to Teach Visual Literacy and Global Luxury Branding
Kelcie Slaton[1]
[1] University of North Texas

Enhancing Textile Education Through Immersive WebVR: An Affordance-Based Conceptual Framework
Amrut Sadachar[1], Hasan Shovo[1]
[1] Auburn University

Enhancing Students' Self-Efficacy in Using AI and Digital Analytics Based on the ICAP Framework
Garim Lee[1]
[1] Indiana University

Enhancing Visual Merchandising Education through Digital Integration: An Experiential Learning Approach
Yuhui Liu[1]
[1] University of the Incarnate Word

Reframing Fashion Course Design through AI-Supported Inquiry-Based Learning
Yuhui Liu[1]
[1] University of the Incarnate Word

Experiential Learning in Fashion Education: A Hybrid Approach to Makerspace Training
Dillon Napier[1], Courtney Barbour[1], Ethan Thomas[1]
[1] Iowa State University

Exploring Textile and Apparel Students' Experiences with 3D CAD: A Qualitative Study
Meredith Wood[1], Anne Porterfield[1]
[1] North Carolina State University

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Fashion Activism as a Catalyst for Creativity in Design Education
May Chae[1]
[1] Montclair State University

Fragmented Foundations? A Network Analysis of Business Instructional Topics in University Entrepreneurial Ecosystems Accessible to Fashion Design and Merchandising Students
Belange Mutunda[1], Te-Lin Doreen Chung[1]
[1] Iowa State University

Integrating AI into Fashion Design and Merchandising Education through a Semester-Long Cross-Course Collaboration: A Client-Based Brand Development Approach
Belange Mutunda[1], Lutong Chen[1], Ling Zhang[1], Ann Marie Fiore[1]
[1] Iowa State University

From Classroom to Consulting: Connecting Students with Local Business for Learning
Tiffy Blanchflower[1], Trish Kemerly[2]
[1] East Carolina University, [2] University of North Carolina at Greensboro

From Prompt to Creation: Integrating Generative AI Video Tools in Fashion Education
Cristina Brasfield[1], Seung-Hee Lee[2], Sukyung Seo[3], Changhyun (Lyon) Nam[1]
[1] Florida State University, [2] Southern Illinois University, [3] University of Maryland Eastern Shore

From Perception to Action: Examining Fashion Merchandising Students' Feedback Literacy in Response to AI Feedback
Ziyou Jiang[1], Chang Ma[1]
[1] University of South Carolina

From Trade Show to Teaching Tool: Translating MAGIC Industry Insights into Experiential Learning for Textile and Apparel Industry Education
Md. Rafiqul Islam Rana[1]
[1] University of South Carolina

Integrity-by-Design Assessment: Making Generative AI Use Visible, Verifiable, and Ethical
Marine Aghekyan[1], Marie Botkin[1]
[1] California State University Long Beach

Integrating Generative AI in Fashion Design Education: From Ideation Tool to Design Workflow
Tina Shetabi[1], Sandra Starkey[1], Guy Trainin[1]
[1] University of Nebraska-Lincoln

Leading from Within: Embedding Structured Leadership into Existing Group Projects
Tiffany Blanchflower[1], Trish Kemerly[2], Marina Alexander[1], Ishtehar Swanzan[1], Runying Chen[1]
[1] East Carolina University, [2] University of North Carolina at Greensboro

Learning Retail Strategy Through Decision Making Under Uncertainty: A Reflection-Based Pedagogical Model
Soo Hyun Kim[1]
[1] The University of Arizona

Modeling Seams Without Sewing: An Experiential Teaching Strategy for Merchandising Students
Steven McKinney[1]
[1] The University of Alabama

Reframing Outcomes into Positive Pathways for First-Generation Fashion Students
Gwia Kim[1], Heekyeong Jo[2]
[1] Seattle Pacific University, [2] North Carolina State University

Relational Accountability in Adaptive Apparel: A Triadic Model of Distributed Expertise
Mackenzie Miller[1], Kerri McBee-Black[1], Elizabeth Kealy-Morris[2]
[1] University of Missouri, [2] Manchester Metropolitan University

TALENTS: A Technology-Integrated Program to Promote STEM Career Readiness
Marley Murphy[1], Camille Swann[1], Yuli Liang[1], Gwendolyn Hustvedt[1], Cosette Joyner Martinez[1]
[1] Texas State University

Teaching Circularity in Textiles and Apparel: Educator Perspectives from a BioCircular Immersive Workshop
Sonali Diddi[1], Rebecca Burgess[2], Kelsie Doty[3], Kristen Morris[1], Melody LeHew[3], Kim Hiller Connell[3]
[1] Colorado State University, [2] Fibershed, [3] Kansas State University

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The Pedagogical Role of Object-Based Learning through a University Dress and Textile Museum Collection (DTMC) in a Textiles Course
Jennifer Banning[1], Xun (Catherine) Sun[1]
[1] Illinois State University

The Missing Direction: Reframing CAD Simulation as a Bidirectional Structure–Visual Translation Tool in Knitting Design Education
YuFen Chien[1]
[1] Fu Jen Catholic University, Textile and Clothing/ Name: Jocelyn H-C Chen / Mail: 046381@mail.fju.edu.tw

The Influence of 3D Design Software Classes on Digital Apparel Spatial Visualization Skills
Cheyenne Staib[1], Jung Ha-Brookshire[1]
[1] University of Missouri

Ungrading the Fashion Classroom: Radical Times Call for Radical Methods
Katie Baker Jones[1]
[1] West Virginia University

Want to Grab a Coffee? Developing Gen Z Networking Skills in a Digital Age
Christy Crutsinger[1], Khera Hunter[2], Kelcie Slaton[2]
[1] University of North Texs, [2] University of North Texas

When Students See the Value: Social Network Analysis (SNA) Tool Adoption in Social Media Marketing
Angie Lee[1]
[1] Auburn University

“I wish my internship allowed me to use the sustainable practices I learned in my coursework.” Insights from students' internship experience
Ummey Hani Barsha[1], Umme Salma Ferdousi[2], Mst Nigar Sultana Rasu[3], Dawn Michaelson[1]
[1] Auburn University, [2] University of Wyoming, [3] The University of Tennessee

1:00pm 1:00 – 4:00pm · City Terrace 12
Council Meeting

No more sessions on Saturday 21 November 2026