

Tuesday 17 November 2026

08:45 08:45 - 17:00
Historic St. Augustine Tour

09:00 09:00 - 17:00 📍 City Terrace 12
Council Meeting

No more sessions on Tuesday 17 November 2026

Wednesday 18 November 2026

07:30 07:30 - 12:30 📍 2nd Floor Escalator Foyer
Registration

09:00 09:00 - 12:30 📍 Hotel Lobby
AM TOUR - Rethreaded Volunteer Industry Experience

09:00 - 12:30 📍 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

12:30 12:30 - 15:30 📍 City Terrace 7
Workshop - Plus Size Patternmaking Techniques
In this 3-hour workshop, we will explore a plus size fitted bodice block draft. We will first introduce appropriate language to discuss diverse bodies and our anatomically-based system of body measurement that does not rely on soft-tissue based landmarks. This ensures repeatability and accuracy between and within groups and is particularly important for individuals whose proportions do not conform to an hourglass figure type. Presenters: Leila Kelleher, Toronto Metropolitan University; Gabby Brown, Independent Scholar

13:00 13:00 - 16:00 📍 Hotel Lobby
PM Tour - GoRuck

15:00 15:00 - 19:30 📍 2nd Floor Escalator Foyer
Registration

15:30 15:30 - 17:30 📍 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, and translate these concepts into real-world practice. Presenters: Elizabeth Newcomb Hopfer, B. Ellie Jin, Mark Blevins, Daniela Jones, and Katherine McKee, North Carolina State University

16:00 16:00 - 17:30 📍 City Terrace 7
Legacy Meeting

17:30 17:30 - 19:00 📍 City Terrace 7
New Attendee Welcome & Orientation

18:00 18:00 - 22:00 📍 River Terrace 3
Design Exhibit 1 - Undergraduate and Graduate Students

Session continues on next page

A Dress to Last a Lifetime: Designing for Garment Longevity Through AlterabilityMacy Kate Dicer¹¹ Georgia Southern University**Adinkra Reimagined: Cultural Memory in Transition**Franklin Akuoko-Frimpong¹¹ Illinois State University**Armed in Grace: Breastplate of Righteousness**Christian Taylor¹¹ Framingham State University**Blind**Aaron Monroe¹¹ West Virginia University**Burushaski Echoes: A Wearable Archive of Gilgit-Baltistan**Ambreen Khan¹¹ University of North Texas**Charlatano**Ellena Adams¹¹ University of Delaware**Clockwork Couture**Erika Denman¹¹ San Francisco State University**Comfort Reconstructed**Lucy Stemmler¹¹ Syracuse University**Crepuscular: The Poet**Mallorie Kiunke¹¹ San Francisco State University**Design in Every Detail: Modular Jacket and Side-Zip Cargo Pants for Caregiver-Assisted Dressing**Harry Parker¹, Giselle Marban¹¹ Colorado State University**Entanglement**Carolyn Byrd¹¹ Drexel University**Flux**Markus Sloan¹, Kala Anderson¹¹ Washington State University, USA**From Cockpit to CAD: A Posture-Informed Approach to Motorsports Fire Suit Design**Reannan Boisvert¹¹ Kansas State University**"High Every Day on Hemp": Through Zero-Waste Modularity**Ummey Hani Barsha¹, Audrey Baker¹¹ Auburn University**Identity Included: Designing an Inclusive Saree Product for Disabled Consumers**Ummey Hani Barsha¹, Phillip Sidberry¹¹ Auburn University**Integral Pants**Yoon Yang¹¹ Cornell University

Interlocking Transformations: Handspun Wool, Woven Felt Structures, and Sculptural Form in Contemporary Garment Design

Diana Neal¹, Jessica Pattison¹
¹ Mississippi State University

Knit and Nectar

Adelynn Prushing¹
¹ Kent State University

Lilly of the Holler

Gabryel Phillips¹
¹ West Virginia University

Luminous Iris

Summer Han Wu¹
¹ Cornell University

Mosaic & Vine: A User-Centered Adaptive Clothing Collection for Women with Rheumatoid Arthritis

Lauren Niehm¹
¹ Iowa State University

Needlepoint Reimagined: A Stitched Revival

Lauren Lansdell¹
¹ Auburn University

Patchwork with Purpose

Gabrielle Farnsworth¹
¹ Texas Tech University

Pulse of a Hero: Adaptive Biometric Formalwear Inspired by Superhero Aesthetics

Kamryx Davis¹
¹ Georgia Southern University

Purl and Petal

Adelynn Prushing¹
¹ Kent State University

Quiet Warmth Beneath Linen

Kala Anderson¹, Curtis Owen¹
¹ Washington State University, USA

Tactile Vision: A Puzzle of Touch

Manikya Sai Tejaswini Vallabhajosyula¹, Chanjuan Chen¹
¹ University of North Texas

The Carried Archive: A Speculative Design to Be Ready for Any Crisis

Marielle Balingit¹
¹ Toronto Metropolitan University

The Perfectly Imperfect Dress

James Turner¹
¹ West Virginia University

Uniture

Devin Reyes¹
¹ Texas Tech University

Worn and Reinforced: Exploring Wear, Repair, and Garment Transformation

Jake Clolinger¹
¹ Montclair State University

19:00

19:00 - 21:00 📍 River Deck 2

Opening Reception

No more sessions on Wednesday 18 November 2026

07:00

07:00 - 07:30 📍 City Terrace 9

Wellness Exercise Session

07:30

07:30 - 15:00 📍 2nd Floor Escalator Foyer

Registration

08:00

08:00 - 09:45 📍 Grand Ballroom 5-8

Welcome Breakfast, Presidential Address, Business Meeting

10:00

10:00 - 16:00 📍 River Terrace 3

Design Exhibit 2 - Undergraduate and Graduate

An Experimental Fiber Optic Dress Inspired by Ocean Bioluminescence

Lauren Piehler¹, Olaitan Adeleke¹

¹ University of Hawai'i at Mānoa, USA

BEHAVE

Anna Latman¹

¹ University of Missouri

Beyond the Jersey: Athletic Identity Through Hybrid Menswear

Ella Renshaw¹

¹ West Virginia University

Cargo Continuum

Yoon Yang¹

¹ Cornell University

'Circular Countess': Circular fashion from secondhand to couture

Marlene Frias¹, Manuel Navarro¹

¹ Texas Woman's University

Dos Tierras, un Alma: Two lands, one soul

Veronica Flores¹, Alejandra Hernandez¹, Amy Maya¹

¹ Texas Woman's University

FLORAFORM: A Circular Plant-Based Alternative Leather Tote

Vanessa Vargas¹

¹ Iowa State University

From Rest to Recovery

Alexandra Matarangas¹, Damian Jackson¹

¹ Washington State University

Her Hands, Our Horizon

Manikya Sai Tejaswini Vallabhajosyula¹, Chanjuan Chen¹

¹ University of North Texas

Louisiana Swamp

Sujun Liu¹

¹ Louisiana State University

Maligned Presence: Wrapped in Patriarchy

Francheska Guilalas¹, Lily Campbell¹

¹ Toronto Metropolitan University

Memory as Translation Error

Yuan Feng¹

¹ Syracuse University

Session continues on next page

Play in Da MudJames Turner¹¹ West Virginia University**Pleats at Work**Alejandro Lopez Caudillo Melique¹¹ Washington State University**Reconstructing Song Dynasty Peony Motifs in the Age of AI: A Knit Jacquard Design Transformation**Rui Zhao¹, Chuanlan Liu¹¹ Louisiana State University**Refined Reduction: A Zero-Waste Kimono Sleeve Tunic**Gracie Monsees¹, Sheri Dragoo¹¹ Baylor University**Reframing The Renaissance Ruff**Xinyu Cao¹¹ Syracuse University**Release, Reorganize, Rebuild: From Healing to Power**Mansoureh Nikookar¹¹ University of Minnesota**Sin Fronteras (Without Borders)**Alizandra Castillo¹¹ Texas Tech University**Sojourner: Realizing Character Through Draping**Maggie Sandberg¹¹ Cornell University**The Protector**Yuan Feng¹¹ Syracuse University**Traces and Erasures: Hindu Widowhood and Artisan Presence in Wearable Design**Manikya Sai Tejaswini Vallabhajosyula¹, Jeremy Bernardoni¹¹ University of North Texas**True Colors: Butterfly Burlesque**Aili Schiavoni¹¹ Framingham State University**Unbond**Britney Nguyen¹¹ Washington State University**Under The Ocean**Allison Byron¹¹ Kent State University**Velvet Reverb**Katie Rose Miller¹, Jessica Pattison¹¹ Mississippi State University**Wandered in Music**Luphia Landry¹¹ University of Hawai'i at Mānoa, USA**Weaving Memory into Wear: A Gabbeh-Inspired Jacquard Knit Sweater as Cultural Sustainability**Saba Mohammadzadeh¹¹ Kent State University

When I Wear Black

Symone Gordon¹, Leslie Simpson¹
¹ Stevenson University

Woven With You: Fostering Emotional Connection Through Tactile Design in Adaptive Dementia Wear

Cailey Southard¹, Sophia Lapour¹
¹ University of Missouri

10:00 - 16:00 📍 City Terrace Foyer

Resource Exhibit

10:45

10:45 - 12:00 📍 City Terrace 6

Consumer Behavior: Artificial Intelligence and the Future of Fashion Consumption

Chair: Bingyue Wei | Track: Consumer Behavior

Smart Assistants, Smarter Shoppers: Gen Z Consumers and Generative AI in Fashion Retail

Yini Chen¹, Ava Rambo¹
¹ Washington State University

Consumers' Adoption of Generative AI-Based Fashion Customization Services: From the Perspective of User Factors and System Factors

An Ju¹, Yimo Cai¹, Hanna Lee¹
¹ North Carolina State University

Understanding Consumer Evaluation of AI-Driven Styling Services: The Interplay of Cognitive Schemas and Behavioral Reasoning

Yanbo Zhang¹, Chuanlan Liu¹, Sibeixia², Jeremy Bernardoni³
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 Li¹, Yeonjung Kang¹, Min-Young Lee¹
¹ University of Kentucky

10:45 - 12:00 📍 City Terrace 8

Industries: Artificial Intelligence and Digital Transformation in the Apparel Industry

Chair: Hyunjeon Rhee | Track: Textile and Apparel Industries

Rethinking Human-Centered Design in Fashion: A System-Level Perspective in the Era of AI

Li Zhao¹, Kerri McBee-Black¹
¹ University of Missouri

Not All Anthropomorphic Cues Are Equal: Visual Cues, Response Quality, and Anthropomorphic Responses in LLM-Powered Chatbots

Yoo-Won Min¹, Byoungcho Ellie Jin¹
¹ North Carolina State University

Identifying Drivers and Necessary Conditions of Consumer Acceptance of Digital Product Passports

Rui Zhao¹, Chuanlan Liu¹
¹ Louisiana State University

AI in Practice: Affordances, Constraints, and Governance Gaps in the Fashion Supply Chain

Hyunjeong (Lacy) Rhee¹, Xun (Catherine) Sun², Li Zhao¹
¹ University of Missouri, ² Illinois State University

10:45 - 12:00 📍 City Terrace 10

Marketing: Marketing Strategies, Sustainability, and Community Engagement in Fashion

Chair: Karen Prud'homme | Track: Merchandising / Retailing II. Marketing

Strengthening Enrollment Through Engagement: A Scalable Peer Presentation Model for Fashion Education

Jenifer Roberts¹, Sandra Bailey¹
¹ Missouri State University

Session continues on next page

Scrolling Thrift: Visual Communication Strategies of Instagram- Based Thrift Stores in Bangladesh

Salman Enayet Chowdhury¹, Effat Hasan Mahdi¹, Sharmin Shoukat¹

¹ Auburn University

Explicit or Subtle Marketing? Messaging Strategies that Shape Sustainable Fashion Choices

Farhan Haque¹, Elena Karpova²

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'homme¹, Tammy Kinley¹

¹ University of North Texas

10:45 - 12:00 📍 City Terrace 9

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

Chair: Subin Chung | Track: Textile and Apparel Industries

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

Lance Cheramie¹, Samantha Robinson¹, Sydney Smith¹

¹ University of Arkansas

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

Sheng Lu¹

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 Jo¹, Gwia Kim²

¹ North Carolina State University, ² Seattle Pacific University

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

Sutton Hodges¹, Morgan Geck¹

¹ North Carolina State University

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

Sunidhi Mehta¹

¹ West Virginia University

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

Ishmam Zahin Chowdhury¹, Sayak Nandi¹, Adriana Petrova¹, Lynn M. Boorady¹, Srikanthan Ramesh², Roger T. Mailler³, Sumit Mandal¹

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 Islam¹, Sayak Nandi¹, Haejun Park², Adriana Petrova¹, Roger T. Mailler³, Lynn M. Boorady¹, Sumit Mandal¹

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 Chung¹, Rashmi Balegar Mohan¹, Jeyeon Jo¹

¹ University of Georgia

10:45 - 12:00 📍 City Terrace 7

Pedagogy: Artificial Intelligence and Emerging Technologies in Fashion Education

Chair: Bingyue Wei | 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-Roberts¹, Amy Dorie², Arienne McCracken³, Amrut Sadachar⁴

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 Chen¹, Jeremy Bernardoni¹, Hae Jin Gam¹

¹ University of North Texas

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

Nicole Bettinger¹, Charles Freeman¹

¹ Texas Christian University

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

Bingyue Wei¹

¹ Texas Woman's University

10:45 - 12:00 📍 City Terrace 11

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

Chair: 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, Washington University in St. Louis

10:45 - 12:00 📍 City Terrace 12

Sustainability: Circular Fashion and Textile Waste Solutions

Chair: Madeline Blackburn | 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 Zhang¹

¹ Iowa State University, ² Virginia Tech

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

Jiyoung Kim¹, Haewon Ju², Suchi Acharjya¹

¹ University of North Texas, ² Framingham State University

The Export Gap in Textile Waste Accounting: Evidence from Ghana

Anika Kozlowski¹, Sheriff Mohammed²

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 Blackburn¹, Iva Jestratijevic¹, Suchi Acharjya¹, JiYoung Kim¹

¹ University of North Texas

10:45 - 12:00 📍 City Terrace 5

Visiting Scholar - Kalina Kukiello

Chair: Joohye Hwang | Track: Special Topics

12:15

12:15 - 13:30 📍 City Terrace 6

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

Chair: Doreen Chung | Track: Consumer Behavior

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

Wenna Han¹, Hanna Lee², Yingjiao Xu², Xiaohan Lin²

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 Lin¹

¹ University of Missouri

Session continues on next page

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

Qian Lu¹, Jin Zhou², Stephen Westland¹

¹ University of Leeds, ² Sichuan University

Designed to Be You: A STEAM Apparel Brand Case Study

Doreen Chung¹, Eden Knudson¹, Sara Marcketti¹

¹ Iowa State University

12:15 - 13:30 📍 City Terrace 11

Curatorial: Fashion, Memory and Meaning

Track: Curatorial Exhibition

Blank Canvas: 1920s Fashion

Dilia López-Gydosh¹, Belinda Orzada¹, Kelly Cobb¹

¹ University of Delaware

Dear Old Coat: Sentiment, Stewardship, Sustainability

Rebecca Evans¹, Paula Alaszkiwicz¹, Sonali Diddi¹

¹ Colorado State University

Fashioning Justice: Ruth Bader Ginsburg '54 and the Power of Presence

Denise Nicole Green¹, Catherine Kueffer Blumenkamp¹

¹ Cornell University

Return to Prairie, Textiles for Green Burial Awareness: Artist as Curator

Sherry Haar¹

¹ Kansas State University

12:15 - 13:30 📍 City Terrace 8

Industries: Supply Chains, Trade, and Industry Resilience

Track: Pedagogy and Professional Development

Supply Chain Integration and Resilience: A Review of Survey-Based Empirical Research with Implications for the Apparel Industry

Md. Hasan Sheikh¹, Jin Su¹

¹ University of North Carolina at Greensboro

Impacts of Trump's Tariffs on Apparel Sourcing: EU Companies' Perspective

Sheng Lu¹, Emilie Delaye¹

¹ University of Delaware

Examining the Effect of Tariffs on U.S. Apparel Import Prices and Retail Prices

Sheng Lu¹

¹ University of Delaware

Can Circularity Promote Export? Exploring Africa's Export Patterns of Clothing Made From Recycled Textile Materials

Emilie Delaye¹, Sheng Lu¹

¹ University of Delaware

12:15 - 13:30 📍 City Terrace 9

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

Chair: 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 Roelse¹

¹ University of Delaware

Framing Digital Skill Development as a Dynamic Ecosystem

Phillip Sidberry¹, Young-A Lee¹

¹ Auburn University

How I GPT It: Integrating a Custom Artificial Intelligence Chatbot for Textile Education

Xun (Catherine) Sun¹, Franklin Akuoko-Frimpong¹

¹ Illinois State University

Teaching AI Prompt Literacy with Industry Collaboration: Effects on Student Acceptance and Career-Oriented Adoption

Naomi Ellis¹, Amy Dorie²

¹ Arizona State University, ² San Francisco State University

Exploring Student Adoption of Digital Zero-Waste Patternmaking: A Technology Acceptance Approach

Zahra Falsafi¹, Rachel J. Eike¹, Stephen B. Gilbert¹, Heajoo Lee¹

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-Baker¹, Laura McAndrews¹, Ja-Young Hwang¹, Linda Ohrn-McDaniel¹, Chialin Wu¹

¹ Kent State University

Developing Leadership and Followership Through Cross-Level Research Teams in a Problem Investigation Seminar

Amanda Muhammad¹

¹ East Carolina University

Integrating Community-Engaged Learning through Boutique Partnerships in Apparel Merchandising Senior Capstone

Eunjoo Cho¹

¹ University of Arkansas

12:15 - 13:30 📍 City Terrace 7

Pedagogy: Digital Product Development and Visualization

Chair: Mamta Saharan | Track: Pedagogy and Professional Development

Integrating Browzwear VStitcher into CAD Instruction: Students' Perceived Learning in a Virtual-to-Physical Apparel Project

Siming Guo¹, Sibeil Xia², Yingjiao Xu³

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 Bailey¹, Jenifer Roberts¹

¹ Missouri State University

Seeing Before Draping: Using AI-Supported Digital Preview to Scaffold Spatial Reasoning in Undergraduate Draping Instruction

Bingyue Wei¹

¹ Texas Woman's University

Virtual Bodies, Real Impact: Utilizing CLO3D Parametric Avatars in the Fashion Illustration Classroom

Mamta Saharan¹

¹ Buffalo State University, Buffalo, NY

12:15 - 13:30 📍 City Terrace 10

Product Development: Technology-Driven Design and Product Innovation

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 Koh¹, So Hyun Lee¹, Juyeon Park¹

¹ Seoul National University

Predicting Internal Geometry (Infill) of Structural Firefighting Gloves: A Validation Study

Kyurey Park¹, Linsey Griffin¹

¹ University of Minnesota

Virtual Design Concepts Development for Enhanced Mobility in Western Equestrian Competition Shirts

Sachintha Mawweekumbure Gedara¹, Adriana Petrova², Semra Peksoz², Aditya Jayadas²

¹ University of Texas at Arlington, ² Oklahoma State University

Using Augmented Reality to Link Product Development to Consumer Experience

Yoon Yang¹, Margaret Watkins¹, Mona Maher^{1,2}, Summer Han Wu¹, Fatma Baytar¹

¹ Cornell University, ² Meta

12:15 - 13:30 📍 City Terrace 12

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

Chair: Iva Jestratijevic | Track: Sustainability / Social Responsibility

Education and Communication for Sustainable Fashion

How Degrees of Modularity in M-Commerce App Design Impact Navigation and Digital Accessibility for Marginalized Consumer Groups: An Issue of Social Responsibility

Emma Nicoson¹, Jung Ha-Brookshire¹

¹ University of Missouri

Beyond Functional Adaptation: An Evidence-Based Ideation Framework for Inclusive Activewear Design for Children with Developmental Disabilities

Jiwon Huh¹, Jee Hyun Lee¹, Chanmi Hwang²

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 Li¹, Jiyun Kang¹

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 Jestratijevic¹, Rosalyn Zuniga¹, Madeline Blackburn¹

¹ University of North Texas

13:45

13:45 - 15:00 📍 Grand Ballroom 5-8

Keynote Speaker: Emily McCarthy, CEO of Goruck

15:15

15:15 - 16:30 📍 City Terrace 6

Consumer Behavior: Consumer Trust, Brand Relationships, and Social Influence

Chair: Md Rokibul Hasan | Track: Consumer Behavior

Brand Psychological Ownership in Women's Intimate Apparel: Antecedent, Consumption Values, and Behavioral Outcomes

Md Nazmul Haque¹, Chunmin Lang¹

¹ Louisiana State University

Creating Brand Loyalty on Social Media for Fashion Business: A Meta-Analysis

Catherine Jai¹, Xiao Tong²

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 Lee¹, Hyunjoo Im¹

¹ University of Minnesota

When AI is to Blame: The Role of Crisis Source and Brand Type in Consumer Trust

Md Rokibul Hasan¹, Song-yi Youn¹

¹ University of Missouri

15:15 - 16:30 📍 City Terrace 10

History: Textiles, Dress, and Cultural Narratives in Historical Context

Chair: Lauryn Grubbs | Track: Historic

Session continues on next page

Baby Bibs and Doilies: Pattern Classification and Design Principles in a Victorian-Era Irish Whitework Collection

April Stanley¹, Eulanda Sanders²

¹ Kirkwood Community College, ² Iowa State University

Digital Reconstruction of a 1909 American Men's Suit Using 3D Apparel Simulation

Siming Guo¹

¹ Washington State University

Fashions of Mercy: Chinese-Inspired Design and the United China Relief Campaign (1941-1943)

Yixiao Yan¹, Michael Mamp¹, chuanlan Liu¹

¹ Louisiana State University

Dyeing for Independence: Textiles, Resistance, and Sékou Touré's Vision of Post-Colonial Guinea

Lauryn Grubbs¹

¹ Cornell University

15:15 - 16:30 📍 City Terrace 8

Industries: Innovation, Sustainability, and Industry Practice

Chair: Cydni Robertson | Track: Textile and Apparel Industries

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

Heajoo Lee¹, Chunhui Xiang¹

¹ Iowa State University

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

Colleen Moretz¹, Sheri Dragoo², Casey Stannard³, Lauren Ashley Rougeaux-Burnes⁴, Melanie Carrico⁵, Ellen McKinney⁶

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 Sheikh¹, Jin Su¹

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 Robertson¹, William Kim¹, Patricia Quintana²

¹ Indiana University Bloomington, ² Universidad Católica de El Salvador

15:15 - 16:30 📍 City Terrace 9

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

Chair: Ragul Senthil | Track: Pedagogy and Professional Development

Dart Adjustments for Improved Garment Fit and Customization

Mona Maher^{1,2}, Fatma Baytar¹

¹ Cornell University, ² Meta

Teaching AI for Creative Exploration in Design Education

Arzu Vuruskan¹, Paolo Franzo²

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 Geck¹, Jessica L. Ridgway², Kate Fernandez²

¹ North Carolina State University, ² Florida State University

Dynamic 4D Assessment of Sports Bra-Induced Breast Motion

Sarah Hixson¹, Zachary St. Pierre²

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 Stovall¹, Lauren Harding-Smith¹, Dawn Michaelson¹
¹ Auburn University

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

Jeong-Ju Yoo¹, Mickey Langlais¹
¹ Baylor University

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

Jaehee Jang¹
¹ University of Minnesota

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

Fara Az Zahra Rahman¹, Li Zhao¹
¹ University of Missouri-Columbia

Socializing the Sacred: The Impact of Subjective Norms and Spiritual Contagion on Secondhand Home-Textile Consumption

Ragul senthil¹, Stacy H. Lee¹, Robert Paul Jones¹
¹ Texas Tech University

15:15 - 16:30 📍 City Terrace 7

Pedagogy: Sustainability and Social Responsibility in Fashion Education

Chair: 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 Sarker¹, Melody LeHew¹, Kim Hiller¹, Kristen Morris², Sonali Diddi²
¹ Kansas State University, ² Colorado State University

Teaching Circularity Through Craft: A Waste-to-Value Pedagogical Model

Erin Irick¹, Rachel Eike²
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 Rana¹, Sang-eun Byun¹
¹ University of South Carolina

Designing for Discretion: Integrating Civic Responsibility into Introductory Apparel Design through a Hygiene Bag Service-Learning Project

Melisa Spilinek¹, Kyler Arnold¹
¹ Georgia Southern University

15:15 - 16:30 📍 City Terrace 11

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

Chair: 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 2026/2027 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

15:15 - 16:30 📍 City Terrace 12

Sustainability: Consumer Motivations and Sustainable Purchasing Behavior

Chair: Paige Tomföhrde | 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 Chakraborty¹, Soona Park¹
¹ University of North Texas

Exploring Drivers and Barriers of Sustainable Vegan Fashion Alternatives (SVFA): A Grounded Theory Approach

Parul Dawar¹, Angie Lee¹, Mohammed Siddique¹
¹ Auburn University

Identifying Sustainable Apparel Consumer Segments Using TwoStep Cluster Analysis: Evidence from the U.S.

Khurul Basar Mim¹, Tunmin (Catherine) Jai², Blake Mudd¹, Daniella Recalde²
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 Tomfohrde¹, Albert Lin¹, Madeline Capriotti²
¹ Cornell University, ² Cornell Univeristy

16:45

16:45 - 18:00 📍 City Terrace 6

Consumer Behavior: Sustainability, Secondhand Consumption, and Responsible Fashion

Chair: Lauren Roeber

Culture and Motivations to Purchase Secondhand Fashion: A Conceptual Framework

Hadal Hammour¹, Nancy Hodges¹, Tu Watchravesringkan¹
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 Hammour¹, Nancy Hodges¹, Tu Watchravesringkan¹
¹ University of North Carolina at Greensboro

Dyeing for Sustainability: Consumer Views on Natural-Dyed Products

Myunggyo Yu¹, Claire Whang²
¹ Texas Tech University, ² Cal Poly Pomona

Is Watching TikTok Fashion Videos Bad for the Environment? Fashion Involvement, FOMO, and TikTok's Influence on Apparel Overconsumption

Lauren Roeber¹, Ruoh-Nan Yan¹
¹ Colorado State University

16:45 - 18:00 📍 City Terrace 8

Management: AI Adoption and Digital Transformation in Fashion Retail Management

Chair: Xun (Catherine) Sun | Track: Merchandising / Retailing I. Management

Innovations in Adaptive and Functional Apparel Design

Digital Merchandising Practices for Product Display Pages and Their Effectiveness to Communicate Apparel Product Information Across HTML Structures

Emma Nicoson¹, Jung Ha-Brookshire¹
¹ University of Missouri

Competing Effects of Interface Human Likeness: A Dual-Path Perspective on Consumer Adoption of AI-Driven Styling Services

Yanbo Zhang¹, Chuanlan Liu¹
¹ Louisiana State University

The Consumer Adoption of AI-Powered Visual Search Engines: An Application of the Innovation-Decision Process Model

Fuad Bin Ahmed¹, Wi-Suk Kwon¹
¹ Auburn University

How Change Messages Influence Employees' Digital Readiness to In-Store Automation Technology in the Fashion Retail Context

Xun (Catherine) Sun¹, Jung Ha-Brookshire²
¹ Illinois State University, ² University of Missouri

16:45 - 18:00 📍 City Terrace 10

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

Chair: Shan-Ying Shih | Track: Sustainability / Social Responsibility

Beyond Smart: How AI Affordances Support Different User Goals in Wardrobe Apps

Yuju Rubie Kao¹, Tunmin Catherine Jai¹, Robert Paul Jones¹, Jennifer Yeeun Huh¹
¹ Texas Tech University

The Personalization Paradox: Algorithmic Marketing and Inclusivity in Fashion

Ashley Hibbard¹, Saheli Goswami¹
¹ University of Rhode Island

When AI Writes CSR: The Role of Message Authenticity and Machine Heuristic Across Informational and Narrative Messages

Terry (Haekyung) Kim¹, Bugil Chang², Katie (Haejung) Kim²
¹ University of South Carolina, ² University of Tennessee

Exploring HMSAM Constructs in Immersive Luxury Retail: A Case Study Using Apple Vision Pro

Shan-Ying Shih¹, Tun-Min (Catherine) Jai²
¹ Fu Jen Catholic University, ² Texas Tech University

16:45 - 18:00 📍 City Terrace 9

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

Chair: Changhyun (Lyon) Nam | Track: Sustainability / Social Responsibility

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

Hongjoo Woo¹, Naeun Lauren Kim², Soyun Bae¹, Yeeun Park¹, Sae Hayashi¹
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 Stovall¹, Young-A Lee¹
¹ Auburn University

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

Rebecca Dias¹, Kate Greder¹, Kelsie Doty²
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 Doty¹, Kim Hiller¹, Melody LeHew¹
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 Sheikh¹, Jin Su¹, Sarif Patwary², Mazed Islam³
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 Saiki¹, Alyssa Adomaitis², Chloe Chanin¹, Jacob Hamilton¹, Wendy Salgado reyes¹, Ivy Summerlot¹
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 Haque¹, Chunmin Lang¹
¹ Louisiana State University

Circular and Socially Inclusive Design for Ground-Based Shelter Systems

Changhyun (Lyon) Nam¹, Cristina Brasfield¹
¹ Florida State University

16:45 - 18:00 📍 City Terrace 7

Pedagogy: Professional Development and Career Readiness

Chair: Rakesh Salian | Track: Pedagogy and Professional Development

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

Alyssa Adomaitis¹, Benito Mendoza-Gracia¹, Kelly Valladares¹, Kathryn Roberts¹

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 Wei¹

¹ Texas Woman's University

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

Malini Ratnam¹, Swagata Chakraborty¹

¹ University of North Texas

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

Rakesh Salian¹, Joyita Sarkar¹, Linda S. Niehm¹, Jessica Hurst¹, Te-Lin Doreen Chung¹, Ann-Marie Fiore¹

¹ Iowa State University

16:45 - 18:00 📍 City Terrace 11

Special Topic - Nancy Rutherford and Better Buying Intitute

Chair: Youngjin Bahng | Track: Special Topics

From Fiber to the Future: Advancing Sustainable Cotton Innovation through Industry and Community Collaboration

Hyo Jung (Julie) Chang¹, Min Jung Kim¹

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 Robertson¹, Patricia Quintana²

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 Green¹, Frances Kozen¹

¹ Cornell University

Redefining Design Thinking for Merchandisers: Evaluating Macroenvironmental Trends to Shape Fashion's Future

Danielle Sponder Testa¹

¹ Arizona State University

Preparing Future Professionals in Responsible Purchasing Practices: Applying the Better Buying Principles in Textile and Apparel Education

Sonali Diddi¹, Md. Rafiqul Islam Rana²

¹ Colorado State University, ² University of South Carolina

Integrating Responsible Purchasing Practices in Technical Package Development for Sustainable Apparel Supply Chains

Dawn Michaelson¹, Lauren Lansdell¹

¹ Auburn University

Evolution of Responsible Purchasing: Integrating Data-Driven Retail Buying, Ethical Sourcing, and Sustainable Entrepreneurship

Youngjin Bahng¹

¹ University of Hawai'i at Mānoa

16:45 - 18:00 📍 City Terrace 12

Sustainability: Communicating Sustainability and Consumer Responses

Chair: Ummey Hani Barsha | Track: Sustainability / Social Responsibility

"Who Is Responsible?": Sustainability Responsibilization in U.S. Retailer Messaging

Blake Mudd¹

¹ University of Houston

From Reports to Reactions: A Comparative Study on Patagonia's Sustainability Practices and Consumer Discourse on Social Media

Fnu Al-Amin¹, Young A Lee¹

¹ Auburn University

Dual Reputation Risk Dilemma in Sustainable Fashion: Effects on Skepticism and Rejection Intention

Sunwoo Kim¹, Songmee Kim², Chorong Youn³

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 Barsha¹, Tahseen Tawseef¹, Young-A Lee¹

¹ Auburn University

18:30

18:30 - 20:00 📍 City Terrace 7

Graduate Student Fireside Chat

No more sessions on Thursday 19 November 2026

Friday 20 November 2026

06:30

06:30 - 07:00 📍 City Terrace 9

Wellness Exercise Session

08:00

08:00 - 09:15 📍 City Terrace 6

Sponsor 1.1

08:00 - 09:15 📍 City Terrace 7

Sponsor 1.2

08:00 - 09:15 📍 City Terrace 8

Sponsor 1.3

08:00 - 09:15 📍 City Terrace 9

Sponsor 1.4

08:00 - 09:15 📍 City Terrace 10

Sponsor 1.5

08:00 - 09:15 📍 City Terrace 11

Sponsor 1.6

08:00 - 09:15 📍 City Terrace 12

Sponsor 1.7

08:30

08:30 - 15:00 📍 2nd Floor Escalator Foyer

Registration

09:30

09:30 - 10:45 📍 City Terrace 6

Consumer Behavior: Consumer Risk, Product Performance, and Apparel Evaluation

Chair: Md. Hasan Sheikh | Track: Consumer Behavior

Session continues on next page

An Investigation of Firefighters' Perception Towards Flame-Retardant Undergarments

Salman Enayet Chowdhury¹, Dawn Michaelson¹

¹ Auburn University

From Discourse to Decision: Tracking PFAS-Related Chemical Risk Awareness in Apparel Through Reddit and Google Trends Data

Md. Hasan Sheikh¹, Jin Su¹, Xiao Tong²

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 Rana¹, Youngdeok Lee¹

¹ University of South Carolina

Durability Failures in Fast Fashion vs. Sustainable Apparel: A Large-Scale Text Mining Analysis of Consumer Reviews

Md. Hasan Sheikh¹, Jin Su¹

¹ The University of North Carolina at Greensboro

09:30 - 10:45 📍 City Terrace 12

Culture: Interpreting Culture, Design, and Consumer Meaning in Fashion

Chair: Yifan Ding | 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 Vallabhajosyula¹, Hae Jin Gam¹

¹ University of North Texas

Reinterpreting the Classic: Using Q Methodology to Define Timeless Design Within Fashion's Cultural and Environmental Demands

Mary Alice Casto¹, Jennifer Jorgensen¹

¹ University of Nebraska-Lincoln

Consumer Responses to K-Beauty in the U.S. and Japan: A Holistic-Analytic Perspective

Jaehye Suk¹, 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 Ding¹, Xiao Qian¹, Hye-Shin Kim¹

¹ University of Delaware

09:30 - 10:45 📍 City Terrace 9

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

Chair: Jacqueline Gutierrez | Track: Merchandising / Retailing I. Management

From Management to Mentorship: The Future of Leadership in Corporate Retail

Danielle Sponder Testa¹, Kelcie Slaton²

¹ Arizona State University, ² University of North Texas

Recalibrating Value Through Repair: From "Take, Make, Waste" to "Value Per Wear"

Toby Watanabe¹, Juan Guzman Doria¹, Yini Chen¹

¹ Washington State University

Style, Personalization, and Sustainability: Exploring Service Features in AI Wardrobe Management Apps

Catherine Jai¹, YuJu (Rubie) Kao¹, Satine Simpson¹

¹ Texas Tech University

From Voice to Virtual: Why Support Matters More Than Social Influence in Senior Consumers' Fashion Technology Experiences

Min Jung Kim¹, Julie Chang¹, Robert Paul Jones¹

¹ Texas Tech University

Consumer Reactions to AI-Powered Targeted Marketing Based on Perceived Device Eavesdropping: A Conceptual Model

Fuad Bin Ahmed¹, Hafiza Rahman¹, Veena Chattaraman¹
¹ Auburn University

When Digital Twin Advertising Backfires: Storytelling Transparency in Fashion

Joohye Hwang¹, Song-yi Youn²
¹ Thomas Jefferson University, ² University of Missouri

Beyond Greenwashing: Introducing Tech-Washing as a New Ethical Challenge in Marketing

Daeun Chloe Shin¹, Julie Chang²
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 Gutierrez¹
¹ Texas Tech University

09:30 - 10:45 📍 City Terrace 7

Pedagogy: Innovative Pedagogies and Creative Learning Strategies

Chair: 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 Wei¹
¹ Texas Woman's University

Collaborative Drawing as a Pedagogical Strategy for Idea Generation in Fashion Illustration

Katya Roelse¹
¹ University of Delaware

Implementing Practical Applications of Trend Forecasting Concepts in an Online Environment to Promote Experiential Learning

Anne Wood¹
¹ University of North Carolina at Greensboro

Creative Idea Generation through Brainstorming with Generative AI

Yoon Yang¹, Fatma Baytar¹
¹ Cornell University

09:30 - 10:45 📍 City Terrace 10

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

Chair: 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 Yan¹, Chuanlan Liu¹
¹ Louisiana State University

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

Yixiao Yan¹, Chuanlan Liu¹
¹ Louisiana State University

Designing for the real world: Trademark licensing in apparel education

Emily Worrall¹, Ana Orescanin², Ben Vinar²
¹ St. Catherine University, ² Iowa State University

09:30 - 10:45 📍 City Terrace 11

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

Chair: Carol Warfield | Track: Special Topics

Session continues on next page

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

09:30 - 10:45 📍 City Terrace 8

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

Chair: Rashmi Balegar Mohan | Track: Textile and Apparel Science

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

Sheri Dragoo¹, Casey Stannard², Ellen McKinney³, Melanie Carrico⁴, Colleen Moretz⁵, Lauren Ashley Ashley Rougeaux-Burnes⁶, Benjamin McManus³

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 Kabir¹, Yu Li¹, Young-A Lee¹

¹ Auburn University, USA

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

Yuzi Luo¹, So-Hyun Lee¹, Juyeon Park¹

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 Mohan¹, Jeyeon Jo¹

¹ University of Georgia

10:00

10:00 - 15:00 📍 River Terrace 3

Design Exhibit 3 - Professional

After the Ceremony: A Circular Couture Surface from Wedding Waste

Lasya Aji Silpa¹, Barbara Trippeer², Hae Jin Gam²

¹ Appalachian State University, ² University of North Texas

After the Pattern

Li Jiang¹, Kirsten Schoonmaker¹

¹ Syracuse University

Beyond the Bloom: Axis, Interval, and Counterweight as a Korean Flower Arranging Framework for Conceptual Fashion Design

Jeremy M. Bernardoni¹

¹ University of North Texas

Big Brother is Watching, and He's Got a Deal for You!

Amanda Knisely-Medina¹

¹ University of Georgia

Bound and Mended by Code

Adriana Gorea¹, Casey Tyler¹, Brittany Mason², Amanda Deng²

¹ University of Delaware, ² Thisisspaceware, LLC

Bright at Night

Krissi Riewe Stevenson¹, Linda Ohrn-McDaniel¹

¹ Kent State University

Can I Stitch?: A Jacket for Sustainability, Creativity, and Play

Laura McAndrews¹

¹ Kent State University

Cloud Resonance: Atmospheric Structures Through 3D Pen Couture

Yoon Kyung Lee¹

¹ Pusan National University

Session continues on next page

Configurable Access: Applying Modular Design to Resolve Conflicting Access Requirements in Adaptive Outdoor Apparel

Kristen Morris¹, Lida Aflatoony¹
¹ Colorado State University

Confluence

Jooyoung Shin¹
¹ Indiana University

Development of an Adaptive Ski Jacket for Downhill Sit Skiers: Integrating Motion SensorData with Biomechanical Analysis

Jia Wu¹, Dawn Michaelson¹
¹ Auburn University

Dressed to Discovery: Wearable Education for Preschoolers

Kendra Lapolla¹, Laura McAndrews¹, Sara Knapp¹
¹ Kent State University

Echoes of the Vein: Luffa Bio-Based Interfacing

Han Ah Yoo¹
¹ Washington State University, USA

Fractured Mona

Chanjuan Chen¹
¹ University of North Texas

Growing With Me: Translating Grading Principles into Size-Adjustable Children's Wear

Ling Zhang¹, Heajoo Lee¹, Ni Zhang¹, Jiajun Liang¹, Sibel Xia¹
¹ Iowa State University

Invasion: Spotted Lanternfly

Laura Kane¹
¹ Framingham State University

Iridescent Revival

Yu Li¹, Young-A Lee¹, Shahbaj Kabir¹, Soohyun Ro¹
¹ Auburn University

It has Pockets! The pocket as a repository, archive, and carrier bag.

Krissi Riewe Stevenson¹, Jennifer Meakins²
¹ Kent State University, ² University of Kentucky

Lilapt: Modular Size-Adaptive Footwear for Toddlers Sizes 6 to 8

Lida Aflatoony¹
¹ Colorado State University

Maternity in Bloom

Kendra Lapolla¹, Chanjuan Chen²
¹ Kent State University, ² University of North Texas

Peony Reverie

Ling Zhang¹, Ni Zhang¹, Li Zhang¹
¹ Iowa State University

Re-Assembled: Soft Infrastructure — A Modular No-Sew Dress from Textile Waste

Anika Kozlowski¹
¹ University of Wisconsin-Madison

Recasting Waste: A No-Sew Zero-Waste Textile System

Lasya Aji Silpa¹, Hae Jin Gam²
¹ Appalachian State University, ² University of North Texas

Reclaimed Geometry: Statement Earrings from Textile Waste

Rachel Eike¹, Bahar Hashemian-Esfahani¹, Anka Snider^{2,3}
¹ Iowa State University, ² ANKA, ³ anka.snider.art

Redressing Fashion History: Bustle Bodice and Skirt

LaDyra Lyte¹, Michael Mamp²

¹ Florida State University, ² Louisiana State University

Reframing Botanical and Indigo Dye Aesthetics Through Spiral Zero-Waste Fashion Design

Colleen Moretz¹, Sandra Keiser²

¹ West Virginia University, ² Mount Mary University

Remember Her: Translating Comfort Women Survivor Testimony into Conceptual Artwear Through Hybrid Design Practice

Ja-young Hwang¹, Sang Hyun Park¹, Kim Hahn¹

¹ Kent State University

Scenes from Childhood

Kim Hahn¹

¹ Kent State University

Small Scraps, Scalable Design: A Gradable Zero-Waste Child's Dress

Melanie Carrico¹

¹ University of North Carolina at Greensboro

Spiraling Memory: Grief, Reclaimed Textiles, and Fashion as Wearable Art

Colleen Moretz¹, Angela Uriyo¹

¹ West Virginia University

Stitched Intelligence: Hand-Smocking on Silk Organza as Embodied Design Research in the Age of AI

Bingyue WEI¹

¹ Texas Woman's University

Strips into Stars

Kim Hahn¹

¹ Kent State University

Switch Quick: Adaptive Modular Footwear for Ankle Foot Orthosis Users with an Innovative Magnetic Closure System.

Lida Aflatoony¹, Kristen Morris¹

¹ Colorado State University

The Door as Framework: Gyeongjamun and the Architecture of Cross-Cultural Design

Hae Jin Gam¹, Jeremy Bernardoni¹

¹ University of North Texas

Tradition and Technology: Digitally Knitted Sari

Krissi Riewe Stevenson¹

¹ Kent State University

When GenAI Meets Quilt Math: Co-Designing Quilts with Artificial Intelligence

Colleen Pokorny¹

¹ Oregon State University

10:00 - 15:00 📍 City Terrace Foyer

Resource Exhibit

11:00

11:00 - 12:15 📍 City Terrace 8

Management: Enhanced Consumer Experiences in Fashion Retail

Chair: Yuli Liang | Track: Pedagogy and Professional Development

Introducing AI-Agents as Trusted Shopping Companions in Retail Therapy

Swagata Chakraborty¹, Jonghan Hyun¹

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 Kao¹, Tunmin Catherine Jai¹, Robert Paul Jones¹, Jennifer Yeeun Huh¹

¹ Texas Tech University

Session continues on next page

From Visualization to Adoption: The Role of Virtual Try-On Richness in AI-Diven Fashion Recommendation Services

Yanbo Zhang¹, Chuanlan Liu¹
¹ Louisiana State University

Improving Consumers' Experience on FITS: A Personalized Style Recommendation and Virtual Try-on System

Yuli Liang¹, Pushya Saie Raag Enuga¹, Amruta Bhikaji Kumbhar¹, Vivek Kamma²
¹ Texas State University, ² Austin Independent School District

11:00 - 12:15 📍 City Terrace 9

Pecha Kucha: Digital Consumer Experiences: Technology, Accessibility, and Emerging Fashion Behaviors

Chair: Clancy Owoo | Track: Consumer Behavior

Immersive Digital Experiences in Fashion Retail: A Conceptual Framework

Jordan Houston-Taylor¹, Jin Su¹
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 Sheikh¹, Jin Su¹
¹ The University of North Carolina at Greensboro

Uncovering Consumer Responses toward AI Fashion: Evidence from YouTube Comment Text Mining

Yusi Ding¹, Yingjiao Xu¹, Hanna Lee¹
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 Sheikh¹, Jin Su¹
¹ The University of North Carolina at Greensboro

From Normative Users to Structural Barriers: A Disability-Centered Agenda for E-Commerce Research

Kerri McBee-Black¹, Elizabeth Kealy-Morris²
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 Alam¹, Farhana Momotaz¹, JuYoung Lee¹, Caroline Kobia¹
¹ Mississippi State University

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 Sheikh¹, Jin Su¹, Mazed Islam², Sarif Patwary³
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 Owoo¹, Sanjukta Pookulangara¹
¹ University of North Texas

11:00 - 12:15 📍 City Terrace 7

Pedagogy: Scholarship and Evidence-Based Educational Practices

Chair: Lida Aflatoony | Track: Pedagogy and Professional Development

Theory Usage in CTRJ, Dress, and FCSRJ from 2007-2025: A Systematic Review

Sara Jablon-Roberts¹, Arienne McCracken²
¹ Sam Houston State University, ² SUNY Oneonta

An Analysis of Project Outcomes Relating to Visual Literacy in Fashion

Dina Smith-Glaviana¹, Doris Kincade¹
¹ Virginia Tech

Student Technostress in AI-Integrated Higher Education: A Conceptual Framework for the Apparel and Textile Discipline

Rakesh Salian¹, Lillia Whittington¹, Michelle Beaudet¹, Linda S. Niehm¹
¹ Iowa State University

Evidence-Based Material Selection: Shifting from Intuition to Technical Rigor in High-Fidelity Digital Product Creation

Lida Aflatoony¹, Kristen Morris¹, Sandra Chisholm¹
¹ Colorado State University

11:00 - 12:15 📍 City Terrace 10

Product Development: Sustainability and Circular Innovation in Product Development

Chair: Kendra Lapolla | Track: Design / Product Development

Circular Product Design Strategies in the Fashion Industry: A Systematic Literature Review

Md Rayhan Sarker¹, Melody LeHew¹
¹ Fashion Studies, School of Consumer Sciences, College of Health and Human Sciences, Kansas State University, 1324 Lovers Lane, Justin Hall 225, Manhattan, KS 66506, USA

Revolutionizing the Menstrual Experience: Sustainable Product Design

Samantha Alberts¹, Huieun Do¹, Kim Nguyen¹, Sazid Sadeque¹, Denise Green¹, Heeju Park¹
¹ Cornell University

Hyperbolic Tessellation as a Method for Optimized Material Use in Garment Design

Sujin Yoo¹, Mia Lopez¹, Fatma Baytar¹
¹ Cornell University

A Designer's Explorations in Co-creating Garments with 3D Print Waste

Kendra Lapolla¹, Camila Cordeiro Valle¹
¹ Kent State University

11:00 - 12:15 📍 City Terrace 11

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

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-Brookshire¹
¹ University of Missouri, ² Illinois State University

AI Washing in Fashion: From Consumer Expectancy Violations by AI Claim-Behavior Discrepancies to Brand Avoidance

Min Jung Kim¹
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 Weinshilboum¹, Elena Karpova¹
¹ University of North Carolina Greensboro

From Pandemic to Persona: Lessons on Avatar-Based Identity Formation

Matthew Cates¹, Jewon Lyu¹
¹ University of Georgia

11:00 - 12:15 📍 City Terrace 12

Sustainability: Advancing Sustainable Fashion Systems and Behaviors

Chair: Myunggyo Yu | Track: Sustainability / Social Responsibility

Towards Comprehensive Sustainable Fashion Scholarship: An Integrated Behavioral Systems Conceptual Framework

Kasie Chappell¹, Cydni Robertson¹
¹ Indiana University Bloomington

Fast Fashion VS Secondhand: Examining Barriers Preventing Consumers from Adopting Thrifting as a Sustainable Shopping Alternative

Irina Milke Pavlova¹, Casey R. Stannard¹
¹ Louisiana State University

Promoting Sustainable Laundry Behavior: Designing and Testing Consumer-Focused Interventions

Kavita Singh¹, Elena Karpova²
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 Yu¹, Hyo Jung (Julie) Chang¹
¹ Texas Tech University

11:00 - 12:15 📍 City Terrace 6

Undergraduate: Consumer Perspectives and Product Innovation in Contemporary Apparel

Chair: Jordy Secrest | Track: Undergraduate

Why Sustainability Is Lived Differently: Cultural Narratives of Gen Z's Ethical Fashion Consumption in Europe and the United States

Audrie Schmitz¹, Rokibul Hasan¹, Songyi Youn¹
¹ University of Missouri

Enhancing Transparency and Trust in Fashion Resale through the Digital Product Passport: Exploring Consumer Perceptions

Anna Stookey¹
¹ Louisiana State University

An Exploratory Study of Running Apparel Needs Among Female Long-Distance Runners

Yingying Wu¹, Josephine Farris¹, Natalia Mendoza¹, Dania Orellana¹, Giemaury Cantrell¹
¹ Kansas State University

Evaluating Microbial Contamination on Veterinary Scrubs Using ATP Testing: Implications of Detergent Chemistry and Antibacterial Additives

Jordy Secrest¹, Sumit Mandal¹
¹ Department of Design and Merchandising, Oklahoma State University, USA

12:30

12:30 - 14:00 📍 Grand Ballroom 5-8

Lunch and Committee Meetings

14:15

14:15 - 15:30 📍 City Terrace 6

Culture: Fashion, Identity, and Cultural Expression

Chair: 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 Marcketti¹, Eden Knudson¹, Doreen Chung¹
¹ Iowa State University

Re-Indigenizing Hawaiian Fashion Through *Mo`olelo*

Andy Reilly¹, Jordan Antonio¹, Abby Cristi-Kim¹
¹ University of Hawaii, Manoa

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

Kelly Reddy-Best¹, Megans Romans²
¹ Illinois State University, ² Indiana University

Session continues on next page

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

Sara Wilcox¹, Elizabeth Bye¹

¹ University of Minnesota

14:15 - 15:30 📍 City Terrace 9

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

Chair: Yixiao Yan | Track: Culture

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

Swagata Chakraborty¹

¹ University of North Texas

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

Ivana Markova¹, Sarah Shahbazian¹

¹ San Francisco State University

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

Iris Y. Luo¹, Kiran Mohammadi-Williams¹, Shihan Gao¹, Denise N. Green¹

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 Wang¹, Yingjiao Xu²

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 Slaton¹, Annette Becker¹

¹ University of North Texas

Sartorial Symbol of the South: Seersucker Suits

Morgan Strzynski¹, Michael Mamp¹

¹ Louisiana State University

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

Kelsie Doty¹, Marla Day¹

¹ Kansas State University

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

Yixiao Yan¹, Chuanlan Liu¹, Sibel Xia²

¹ Louisiana State University, ² Iowa State University

14:15 - 15:30 📍 City Terrace 7

Pedagogy: Technology Integration and Curriculum Innovation

Chair: Ana Orescanin | Track: Pedagogy and Professional Development

Introducing Reverse Engineering in Flat Patternmaking Courses Using Virtual Simulations

Yoon Yang¹, Fatma Baytar¹

¹ Cornell University

Integrating Artificial Intelligence into Adaptive Apparel Education: A Pedagogical Framework for Human-Centered, Reflective, and Inclusive Learning

Jin Su¹, Melanie Carrico¹, Elana Kellis¹, Xiao Tong², Brian Taylor²

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 Napier¹, Courtney Barbour¹, Ethan Thomas¹

¹ Iowa State University

Are We Losing Critique? Instructor Role Identity and the Tension of "Am I Being Too Harsh?" in Fashion Education

Ana Orescanin¹, Emily Worrall²

¹ Iowa State University, ² St. Catherine University

14:15 - 15:30 📍 City Terrace 10

Product Development: Inclusive and Adaptive Design for Diverse User Needs

Chair: 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 Morris¹, Kerri McBee-Black², Lida Aflatoony¹

¹ Colorado State University, ² University of Missouri

Exploring the Clothing Needs of Women with Chronic Illness

Emilie Delaye¹, Sheng Lu¹

¹ University of Delaware

Adaptive Apparel Alterations as Ethical Practice: Legitimizing a Third Pathway Toward Inclusive Design

Mackenzie Miller¹, Kerri McBee-Black¹

¹ University of Missouri

Wear Testing and Evaluation of Adaptive Menstrual Underwear for Women Wheelchair Users

Jia Wu¹, Lauren Lansdell¹, Dawn Michaelson¹

¹ Auburn University

14:15 - 15:30 📍 City Terrace 12

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

Chair: Jiwoon Kim | Track: Social / Psychological Aspects

Clothed in Academia: Faculty Experiences of Dress, Identity, and Expectation

Kylah Freeman¹, Blake Mudd²

¹ Albright College, ² University of Houston

Enclothed Cognition in Female Firefighter Turnout Gear: Tension Between Ergonomic Needs and Symbolic Identity

Kim Phung Nguyen¹, Heeju Terry Park¹

¹ Cornell University

Engineered Masculinity: A Netnographic Examination of Looksmaxxing Communities and the Social Control of Male Aesthetic Identity

Jeremy M. Bernardoni¹

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 Kim¹, Byoungheo Ellie Jin¹

¹ North Carolina State University

14:15 - 15:30 📍 City Terrace 11

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

Chair: 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

14:15 - 15:30 📍 City Terrace 8

Textile Science: Protective Clothing and Advanced Performance Apparel Systems

Chair: Casey Tyler | Track: Textile and Apparel Science

Firefighter Anthropometry and Body Volume Variability: Implications for Fit and Cooling Performance in Turnout Coats

Myoungok Kim¹, Ashley Kubley¹, Ione Wu¹, Lorenn Altman², Amit Bhattacharya²

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 Qiu¹, Josephine Bolaji², Meredith McQuerry², Cassandra Kwon¹

¹ North Carolina State University, ² Florida State University

Bio-Inspired Seam Design for Lunar EVA Suits: The Mutant Seam for Dust Mitigation

Adelaide Lovett¹, Amirage Yusufji¹, Daisy Li¹, Suzanna Tesfamichael¹, Leslie Browning-Samoni¹

¹ Texas Christian University

Laser Sinter Coated Textiles for Space Suits in Lunar Mission

Casey Tyler¹, Huantian Cao¹, Norman Wagner¹, Richard Dombrowski², Erik Hobbs²

¹ University of Delaware, ² STF Technologies LLC

15:45

15:45 - 17:00 📍 City Terrace 9

Board Meeting - Chairs of all Committees

17:15

17:15 - 18:15 📍 Grand Ballroom Foyer Part 1

Career Fair

17:15 - 18:15 📍 Grand Ballroom Foyer Part 2

International Bazaar

19:00

19:00 - 22:15 📍 Grand Ballroom 5-8

Awards Dinner

No more sessions on Friday 20 November 2026

Saturday 21 November 2026

07:00

07:00 - 08:15 📍 Grand Ballroom 5-8

Breakfast

07:00 - 08:30 📍 2nd Floor Escalator Foyer

Registration

08:30

08:30 - 09:30 📍 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 Zhao¹, Chuanlan Liu¹, Michael Mamp¹, Sujun Liu¹, Morgan Strzynski¹

¹ Louisiana State University

When AI Agents Pay for You: Consumer Entrustment in Autonomous Payment

Rui Zhao¹, Chuanlan Liu¹

¹ Louisiana State University

Who Looks Where? An Eye-Tracking Analysis of Visual Attention in Multicultural Fashion Advertisements

Yuli Liang¹, Seung-Hee Lee²

¹ Texas State University, ² Southern Illinois University

Assessing Active Learning in the Fashion and Textile History Classroom

Paula Alaszkievicz¹, Vidhita Raina¹, Sarah Lawrence¹, Latifah Hirchi-Vogl¹

¹ Colorado State University

Beyond the Fashion Plates: Documenting Everyday Dress in 20th Century Iowa

Katherine Greder¹, Suriana Hanson¹, Adeline Heilman¹

¹ Iowa State University

Session continues on next page

Promoting Vogue Patterns in Women's Wear Daily, 1932-1965

Mary Alice Casto¹, Sandra Starkey¹, Lesley Darling²

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 López-Gydos¹, Carla Guerron-Montero¹, Kelly Cobb¹

¹ University of Delaware

Virtual Reconstruction of a 1910s Lane Bryant Plus-Size Corset

Siming Guo¹

¹ Washington State University

AI-Augmented Employee Creativity: The Role of Generative AI Capabilities and Self-Efficacy in Fashion Retail

Ishtehar Sharif Swazan¹, Tiffany Blanchflower¹, Marina Alexander¹, Runying Chen¹

¹ East Carolina University

Digital Disruption and Human Response: How Employees Cope with Technological Disruption in Fashion Retail

Ishtehar Sharif Swazan¹, Emma Perkins¹

¹ East Carolina University

Designing Human-Centered Luxury Fashion Experiences with Vicarious Touch and AI: From Media Richness to Experiential Richness

Jiyun Kang¹, Jiarui Li¹

¹ Purdue University

From Haute Couture to Haute-Spitality: The Effectiveness of Experiential versus Material Message Framing in Luxury Fashion Brand Extension

Jiyun Kang¹, Jiarui Li¹, Jisu Jang¹

¹ Purdue University

Ethical Intelligence in Fashion Retailing: The Engine-ECU-Fuel-Footprint (EEFF) Framework

Insook Ahn¹, Soo Hyun Kim²

¹ New Mexico State University, ² The University of Arizona

Fashion AI Startups: A Taxonomy of Business Models

Marisa Fisher¹, Shaniya Coffee¹, Nigar Sultana¹, Seung-Eun Lee¹

¹ Central Michigan University

How Diagnosticity and Telepresence Reduce Risk and Build Trust Among Fashion Buyers in AI-Powered Virtual Showrooms

Yuling Li¹, Wi-Suk Kwon¹, Veena Chattaraman¹

¹ Auburn University

Human or AI? Predicting Consumer Visual Attention in Fashion Advertisements Through Saliency Modeling

Seung-Hee Lee¹, Jun Qin¹, Hong Cheng¹

¹ Southern Illinois University

Interdependence or Emotional Attachment? The Role of Mind Attribution in Consumer-Agent Shopper AI Relationship and Brand Loyalty

Effat Hasan Mahdi¹, Wi-Suk Kwon¹

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 Mahdi¹, Wi-Suk Kwon¹

¹ Auburn University

Relational Orientations and Consumer Responses to Conversational AI in Fashion Retail

Song-yi Youn¹, Sejin Ha²

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) Huh¹, Juyeun Jang², Do Yuon Kim³

¹ Texas Tech University, 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) Huh¹, Athena Chan¹, MinJung Kim¹, Julie Chang¹, Juyeun Jang²
¹ Texas Tech University, ² Oklahoma State University

Consumer Sentiments Toward Storytelling and Non-Storytelling in Adaptive Apparel Advertising: Evidence from Social Media Comments

Xiao Tong¹, Yuan Li¹, Brian Taylor¹, Arya Arun¹, Jin Su², Melanie Carrico²
¹ The University of Alabama, ² The University of North Carolina Greensboro

Emotional Configurations in Fashion Startup Brand Language: An NRC Lexicon Analysis

Yeonghoon Kang¹
¹ Seoul National University

From Trendsetter to Thrifter: Expectancy Violation in Secondhand Endorsements

Angie Lee¹, Jung-Hwan Kim², Ui-Jeen Yu³, Hanna Lee⁴
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 Watchravesringkan¹
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 Watchravesringkan¹, Jennifer Yurchisin², Seoha Min³
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 Watchravesringkan¹, Jennifer Yurchisin², Seoha Min³
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 Han¹, EungTae Kim¹
¹ Chungnam National University

Official University Merchandise as a Predictor of University Brand Association among Generation Z College Students

Robin Hardin¹, Xinlan Jia¹, Michelle Childs¹
¹ The University of Tennessee

Rewarding or Penalizing Loyalty? Effects of Personalized Dynamic Pricing Strategies on Perceived Price Fairness and Brand Trust

Fnu Al-Amin¹, Wi-Suk Kwon¹
¹ Auburn University

The Rise of Value-Focused Influencers (VFIs) and Their Effects on Consumer Perceptions

Fnu Al-Amin¹, Angie Lee¹
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 Elbadawy¹, Wi-Suk Kwon¹
¹ Auburn University

Analysing Representations of Body Ideals and Gender Roles in Music Videos Targeting Adolescents

Antionette Abel¹, Ui-Jeen Yu¹
¹ Illinois State University

A Systematic Review: Intersections of Identity and Acculturation Through Dress

Jaehee Jang¹
¹ University of Minnesota

Seeing the Maker: Audience Interpretation of Artisan Labor Through Symbolic Garment Design

Manikya Sai Tejaswini Vallabhajosyula¹, Hae Jin Gam¹
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 Siddique¹, Amrut Sadachar¹

¹ Consumer and Design Sciences, Auburn University

Success is mine, Failure is yours: Agentic AI Advice, Attribution, and Relationship Trajectory

Mohammed Siddique¹, Haya Elbadawy¹, Veena Chattaraman¹

¹ Auburn University

Understanding Cosplayers with Disabilities: Motivations, Experiences, and Apparel Needs

Elli Allen¹, Ling Zhang¹

¹ Iowa State University

Adaptive Communication in Apparel Supply Chains: Evidence from Bangladeshi Suppliers

Md Rokibul Hasan¹, Sanjida Chowdhury Bonney²

¹ University of Missouri, ² Bangladesh University of Textiles

Beyond Algorithms: A Systematic Review of AI-Driven Ethical Challenges in Fashion Retail

Md Rokibul Hasan¹, Song-yi Youn¹

¹ University of Missouri

Theory Usage and Contributions in Textile and Apparel Supply Chains: A Systematic Review

Md Rokibul Hasan¹, Sanjida Chowdhury Bonney²

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 Liu¹, Jia Wu²

¹ University of the Incarnate Word, ² Auburn University

How B2B E-Marketplaces Reshape Fashion Sourcing: Network Capabilities, Digital Integration, and Performance

Yuhui Liu¹, Li Zhao²

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 Bae¹, Sebin Jung¹, Kyu-Hye Lee¹

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 Morris¹, Sonali Diddi¹, Sandra Chisholm¹

¹ Colorado State University

Global South Supplier Perspectives on Traceability and Transparency in Textile and Apparel Supply Chains: An Institutional Theory Lens

Habiba Akter Baly¹, Abd Al Jami Hossain², Md. Rafiqul Islam Rana³, Mohammad Tajul Islam¹

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 Lee¹, Katie Garcia¹, Caroline Kobia¹, Momotaz Farhana¹

¹ Mississippi State University

Strengthening U.S. Cotton Supply Chain Resilience: The Role of Competitive Strategy in Predicting Robustness, Agility, and Integrity

Juyoung Lee¹, Katie Garcia¹

¹ Mississippi State University

Mapping Circular Economy Practices in Fashion Retail using LinkedIn

Claire Cho¹, Seung-Hee Lee²

¹ Southeast Missouri State University, ² Southern Illinois University

Sustainable Transformation Without Identity Loss: Reimagining Collegiate Athletic Uniforms

Kaci Mundorf¹, Jia Wu¹

¹ Auburn University

Tracing the Thread: How Digital Product Passports Shape Consumer Evaluation in Fashion Retail

Sumin Kim¹, William Kim², Kyu-Hye Lee¹

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 Chi¹

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 Kim¹, Cydni Robertson¹

¹ Indiana University

Beyond Protection: Understanding Personal Protective Equipment (PPE) Value Among Oil and Gas Workers

Uiikyung Jung¹, Hanna Lee², Misael Duque¹, Haelee Manning¹

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 Cho¹, Ju Hyeon Oh¹, Gayeon Lee¹, Yuna Jeong¹, Jae Yeon Lee¹, Juyeon Shin¹, Sumin Koo¹

¹ Yonsei university

From Field to Fabric: A Mixed-Methods Roadmap for Hemp Fiber Classification and Sustainable Textile Integration

Vinoth Kumar Gnansekar¹, MOURAD KRIFA¹, NOËL PALOMO-LOVINSKI¹, Ragul Senthil²

¹ Kent State University, ² Texas Tech University

How Commercial Fishing Gloves Influence Manual Performance: A Comparative Evaluation

Leslee Weible¹, Mengying Zhang¹, Rui Li¹, Guowen Song¹

¹ Iowa State University

Personal Protective Clothing in Motorsports: A Critical Review of Current Knowledge, Standards, and Future Directions

Reannan Boisvert¹

¹ Kansas State University

PLA Dot Matrix Motifs on Apparel Textiles: A Practice Based Process Window Study Using Consumer Level FDM

Jiajun Liang¹, Ling Zhang¹

¹ Iowa State University

Stitch Length as a Design Parameter in Seamless Knits: Implications for Textile Performance

Casey Tyler¹, Adriana Gorea¹

¹ University of Delaware

Wastewater Reuse in Cotton Pretreatment: Multi-Route Evaluation for Optimization and Quality Performance

Mohammed Islam Tamjid¹, Mulat Alubel Abtey¹

¹ University of Missouri

10:00

10:00 - 11:00 📍 City Terrace 8

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

A Constraint-Based Methodology for Fashion Design Development

Jeongmin Kho¹, Heeju Park², Doyeon Kong², Jee Hyun Lee³

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

AI-Driven Pattern Generation in CLO3D: Capabilities and Limitations in Digital Fashion Design

Shu Man Huang¹, Chung Ching Lu¹

¹ Fu Jen Catholic University

An Exploratory Approach to Garment Design for Anxiety Regulation

Malaika Hamid¹, Sandra Tullio-Pow¹

¹ Toronto Metropolitan University

Session continues on next page

Beyond Fit: Body Armor Challenges for Women Police Officers

Mahendran Balasubramanian¹
¹ Texas Tech University

Creative Ownership and Transparency Perspectives of Fashion Students Employing AI Tools

Mahendran Balasubramanian¹
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 McKinney¹, Susan Dewey¹
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 McKinney¹, Colleen Moretz², Melanie Carrico³, Lauren Ashley Rougeaux-Burnes⁴, Sheri Dragoo⁵, Casey Stannard⁶
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 McKinney¹, Kalina Kukiello², Eliza Gawrjolek³
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 Gushchina¹, Yhe Young Lee¹
¹ Korea University

Designing Sustainable Sports Equipment Using Cotton-Based 3D Printing Filaments and Composites

Susan Sokolowski¹
¹ University of Oregon

Development of an Embodied Augmented Reality Virtual Try-On System for Customizable Fashion Bags Using VuMark-Based Interaction

Kyung-Hee Choi^{1,2}
¹ Hansung University, ² Iowa State University

Digital Innovation for Circularity: Using 3D Simulation and Design for Disassembly in Modular Mono-Material Apparel

Britney Nguyen¹, Zihui Zhao¹
¹ Washington State University

Empathy by Design: Interdisciplinary Collaboration in Typography, Medical Identity, and Apparel Design

Leslie Browning-Samoni¹, Jan Ballard¹
¹ Texas Christian University

Exploring an Experiential Learning Activity with an Ageing Simulation Suit

Jongeun Rhee¹
¹ University of Wisconsin- Stout

Exploring Generative AI Adoption in the Fashion Industry from Designers' Perspectives: A Design Value Model Approach

Soohyun Ro¹, Siyin Li¹, Veena Chattaraman¹
¹ Auburn University

From 2D Surface to 3D Form: 3D-Printed Self-Folding Pleats in Thermo-Responsive Textiles

Mingyao Jin¹, Tsai-Chun Huang¹
¹ The Hong Kong Polytechnic University

From Graphic Design to Fashion: Applying Gestalt Principles in Textile Reconfiguration and Ready-to-Wear Design

Ni Zhang¹, Ling Zhang¹
¹ Iowa State University

Growth-Related Mismatch in Children's Sportswear and Sports Equipment

Erin Hovermale¹, Allorie Kubek¹, Daniel Bryant¹, Changhyun (Lyon) Nam¹

¹ Florida State University

Human-Centered Evaluation of an Anchoring-Based Soft Wearable Robotic Garment for Lower Back Support during Lifting

Hyeon-seon Cho¹, Jeehyun Song¹, Yumin Cho¹, Ju Hyeon Oh¹, Yunji Choi¹, Sumin Koo¹

¹ Yonsei University

Integrating Function, Sustainability, and Wearability: Cotton-Based Modular Smart Shoe Design for Gait Assistance

Farhana Momotaz¹, S.M. Rakifull Alam¹, JuYoung Lee¹

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 Ho¹, Soohyun Ro¹, Wi-Suk Kwon¹

¹ Auburn University

Mechanical Coupling Between Active Shape Memory Alloy Knits and Passive Jersey

Rashmi Balegar Mohan¹, Jeyeon Jo¹

¹ University of Georgia

Momentum: Inclusive Fashion In Motion- The Scottish Rite Experience

Zigwai Remy Odukomaiya¹, Lillia Whittington¹, Anna Magie¹

¹ Texas Woman's University

Multi-Agent vs Single-Agent AI Systems for Generative Fashion Design

Amanda Knisely-Medina¹, Susmita Dey¹, Jeyeon Jo¹

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 Udezeh¹

¹ University of Georgia

Slicing Patterns to Reduce Waste: A Reinforcement Learning Approach

Albert Lin¹

¹ Cornell University

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

Morgan Geck¹, Jessica L. Ridgway², Kate Fernandez²

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 Fedou¹, Bolanle Dahunsi¹

¹ Oregon State University

Tri-Embedded Design Framework for Sustainable and Socially Responsible Product Development

Changhyun (Lyon) Nam¹

¹ Florida State University

Understanding Comfort, Fit, and Performance: Female Law Enforcement Officers' Perspectives on Soft Body Armor

Mohammed Islam Tamjid¹, Mulat Alubel Abtew¹

¹ University of Missouri

User-Centered Insights into Adaptive Apparel: Bridging Functional Needs, Identity, and Fashion in Disability-Inclusive Design

Mulat Alubel ABTEW¹, Song-yi Youn¹, Joohye Hwang², Kerri Mcbee-black¹

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 Sidberry¹, Veena Chattaraman¹, Jia Wu¹
¹ Auburn University

Sustainability Practices in Childrenswear Brands: Carter's and The Children's Place

Phillip Sidberry¹, Tahseen Tawseef¹, Lauren Lansdell¹, Young-A Lee¹
¹ Auburn University

A Comparative Analysis of HUGO BOSS and Ralph Lauren's Sustainability Practices

Parul Dawar¹, Hafiza Rahman¹, Young-A Lee¹
¹ Auburn University

Are Consumers Ready to Embrace Innovative Natural Sustainable Fabrics? Exploring Consumer Perceptions and Adoption Intentions

Chunmin Lang¹, Xingqiu Lou², Ruirui Zhang³
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 Lang¹, Sukyung Seo², Zhongjie Wang³
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 Salian¹, Te-Lin Doreen Chung¹
¹ Iowa State University

Beyond the Bin: Psychological Drivers of Consumer Adoption for Soil-Nutrient Disposable Product

Hafiza Rahman¹, Sharmin Shoukat¹, Young-A Lee²
¹ Auburn University, ² Auburn university

Investigating Consumer Purchase Intentions for Natural Versus Synthetic Smart Clothing in Health Monitoring System

Hafiza Rahman¹, Dawn Michaelson¹
¹ Auburn University

Comparative Performance of Reclaimed Cotton Leather Alternative Compared to Sustainable Plant-Based Leather Textiles

Bahar Hashemian Esfahani¹, Zahra Falsafi¹, Manu Smriti¹, Rachel Eike¹, Michelle Beaudet¹, Raluca Iancu¹
¹ Iowa State University

ReSole: Circular Footwear Insoles from Reclaimed Cotton

Bahar Hashemian Esfahani¹, Manu Smriti¹, Zahra Falsafi¹, Rachel Eike¹, Tim Derrick¹, Mark Mendeszoon¹, Raluca Iancu¹, Boyce Chang¹, Guowen Song¹
¹ Iowa State University

Do Families Shape Individuals' Sustainable Fashion Interest?

Ummey Hani Barsha¹, Mst Nigar Sultana Rasu², Dawn Michaelson¹
¹ Auburn University, ² The University of Tennessee

Sustainable Fashion in Consumer Discourse: Insights from Reddit

Ummey Hani Barsha¹, FNU Al-Amin¹, Tawsif Sikder Adib², Tithi Biswas², Salman Enayet Chowdhury¹
¹ Auburn University, ² Bangladesh University of Textiles

Exploring Consumer Experience in Fashion Rental Apps: A Text Mining Approach Using Online Reviews

Muzhen Li¹, Yuhui Liu², RayeCarol Cavender¹
¹ University of Kentucky, ² The University of the Incarnate Word

Exploring Sustainable Fashion Systems Through Immersive Field Experiences

Jiyoung Kim¹, Suchi Acharjya¹, Christy Crutsinger¹, Kiseol Yang¹, Priscilla Connors¹
¹ University of North Texas

From Deconstruction to Design: Applying A Circular Design Framework to Eco-Spiritual Expression in Apparel

Reannan Boisvert¹, Sherry Haar¹
¹ Kansas State University

From Textile Waste to Innovation and Circularity: Applying Kolb's Experiential Learning Cycle in Engagement at FABSCRAP

Hyo Jung (Julie) Chang¹, Stacy Lee¹, Courtney Meyers¹, Min Jung Kim¹
¹ Texas Tech University

Interplay of Firm and Third-Party Sustainability Signals in Shaping Consumer Responses

Khurul Basar Mim¹, Tunmin (Catherine) Jai², Robert Jones², Leslie Cuevas²
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 Dyes¹
¹ University of Delaware

Luxury Reimagined: Consumption Values and Generational Differences in Secondhand Fashion

Arafat Hossain¹, Amrut Sadachar¹
¹ Auburn University

Pride or Guilt? Effects of Temporal and Social Norm Framing on Sustainable Fashion Consumption

Mst Nigar Sultana Rasu¹, Michelle Childs¹
¹ The University of Tennessee

The Impact of Higher Education Major and Sustainability Knowledge on Second-hand Clothing Consumption Behavior

Md Arif Iqbal¹, Farhan Haque²
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 Robinson¹, Jihyun Kim-Vick¹
¹ Kent State University

Exploring Sustainable Cotton-Based Antimicrobial Wound Dressings: A Qualitative Study of Performance, Comfort, and Environmental Impact

Sadman Hossain¹, Juyoung Lee¹, Farhana Momotaz¹
¹ Mississippi State University

Why Sustainability Talk in Social Media Fails to Translate into Action: Social Gratification, Pluralistic Ignorance, and Fashion Consumption

Jihyeong Son¹, Eonyou Shin², Malia Tam¹
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 Jeong¹, Hira Cho²
¹ The University of Georgia, ² California State University, Northridge

(Un)authentic Inclusivity: Examining Tokenism in Fashion Media Representation

Poppy Martinez¹, Alexandra Howell Abolo¹
¹ Drexel University

Bridging Campus and Community Through Textile Recycling Initiatives

Savanah Venter¹, Changhyun (Lyon) Nam¹
¹ Florida State University

Consumer Attitudes and Affective Responses Toward Specialty Coffee Retail

Kellis Brown¹, Jaia Jett¹, Tiffy Blanchflower¹
¹ East Carolina University

Digital Product Passports and Transparency in Fashion: A Text Mining Analysis of Luxury and Fast Fashion Contexts

Evan Johnston¹, Ines Urena Morales¹, Min Jung Kim¹, Julie Chang¹
¹ Texas Tech University

Hair Today, Gone Tomorrow: Body Image Distress, Alopecia, and Social Functioning Among Cancer Patients

Rayyan Momin¹, Tayce Thomas¹, Jeong-Ju Yoo¹
¹ Baylor University

How Consumers Perceive Blockchain for Fashion Supply Chain Transparency: A Content Analysis Approach

Lillian Ivey¹, Xingqiu Lou¹

¹ Kent State University

Insights Into the Impact of Discarded Textiles on Soil Health

Sadie Richter¹, Rachel Eike¹, Gabe Gibson¹

¹ Iowa State University

New Masculinity or Recurring Style? Revisiting Menswear Through History and Visual Culture

Noah Eaton¹, Seung-Hee Lee¹

¹ Southern Illinois University

Parental Body Image in the Context of Cancer and Its Impact on Child Functioning and Development

Angel Tran¹, Mickey Langlais¹, Jeong-Ju Yoo¹

¹ Baylor University

Price Sensitivity and Perceived Value in Boutique Retail

Gabi Asta¹, Myra Keen¹, Eliza Lackey¹, Savannan Lee¹, Hannah Norbut¹, Katie Weeks¹, Tiffy Blanchflower¹

¹ East Carolina University

Reconfigured Extraction: Gender, Colonialism, and Labor in Sri Lanka's Garment Industry

Jillian Walker¹, Denise Green¹

¹ Cornell University

Rebound Effects in Secondhand Fashion Consumption among Generation Z

Taylor Maci¹, Daeun Chloe Shin¹

¹ University of Houston

Revisiting the Personalization-Privacy Paradox: Exploring Gen Z's Consumer Perceptions of AI-Driven Fashion Marketing

Ellasyn Hendershott¹, Hyunjeong (Lacy) Rhee¹, Li Zhao¹

¹ University of Missouri

Roots of Identity

Sherry Haar¹, Joey Heidari¹

¹ Kansas State University

Scrolling Past the Pitch: How Sponsored Hashtags Shape Consumer Responses to Influencer Promotions

Annabelle Clay¹, Jung Eun Lee¹

¹ Auburn University

The Runway Model: Perceived Identity and Personality Within An Ever-Evolving Society of Gender-Fluidity

Jane Prell¹, Diana Saiki²

¹ Ball State University, ² Ball State University

User-Centered Design of Contemporary Women's Golfwear: Integrating Hungarian Kalocsa Folk Art and Functional Needs

Abby Boyer¹, Elaine Yuen¹

¹ Miami University

11:30

11:30 - 12:30 📍 City Terrace 8

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 Man¹, Jewon Lyu¹

¹ University of Georgia

A Lifecycle-Based Behavioral Pathway: The 6C Model of Sustainable Clothing Behavior

Manu Smriti¹, Rachel Eike¹

¹ Iowa State University

AI Influencers Versus Human Influencers: Enhancing Psychological Closeness and Brand Attachment Through Personalization

Yuling Li¹, Wi-Suk Kwon¹

¹ Auburn University

Session continues on next page

Are Dupes Always Bad? The Impact of Dupes on Brand Attitudes via Self-Congruity

Xuan Nhat Linh Ho¹, Jung Eun Lee¹

¹ Auburn University

Bra Discomfort and Functional Needs Among Breast Cancer Survivors: A Symptom Burden Perspective

Lian Zeng¹, Xiaohan Lin²

¹ Shanghai University of Engineering Science, ² North Carolina State University

Chasing Indigo Rainbows: Exploring Consumer Willingness to Pay for their Favorite Pair of Jeans

Ashley Simon¹, Ann Paulins¹

¹ The Ohio State University

Click, Walk, Shop: Consumer Responses to Virtual Pop-Up Retail in Fashion Brands' E-Commerce Platforms

Ji Young Lee¹, Ju-Young M. Kang², Dooyoung Choi³, Ki Ho Park⁴

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 Jang¹, Kyuree Kim¹

¹ Oklahoma State University

Consumers' Perceptions of Virtual Luxury Fashion (VLF) in the Metaverse: From the Perspective of Brand Extension

Hanna Lee¹, Yingjiao Xu¹, Md. Rafiqul Islam Rana²

¹ North Carolina State University, ² University of South Carolina

Consumer Responses to the 'See price in cart' Practice in Online Retail

Xiao Tong¹, Yuan Li¹, Jin Su²

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) Lee¹, Jung-Hwan Kim¹, Joohyung Park¹, Ziyong Jiang¹

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 Alam¹, Farhana Momotaz¹, JuYoung Lee¹, Caroline Kobia¹

¹ Mississippi State University

Exploring Public Social Media Conversations on Digital and Virtual Fashion: Insights from BERTopic and Sentiment Analysis

Terry (Haekyung) Kim¹, Joohyung Park¹, Sang-eun Byun¹

¹ University of South Carolina

From Fast to Slow: Consumer Perceptions and Barriers Toward Slow Fashion in Bangladesh

Sarmily Sarker¹, Sharmin Shoukat²

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. Kang¹, Sumin Helen Koo², Ji Young Lee³, Yumin Cho²

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 Heller¹, Anne Porterfield¹, Delisia Matthews¹

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 Bae¹, Sumin Kim¹, Kyu-Hye Lee¹

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 Iqbal¹, Seoha Min¹, Mia Guzman¹

¹ California State Polytechnic University, Pomona

Made with Effort, Bought with Love: The Impact of Handmade Products on Consumer Purchase Intention

Jinsu Park¹, Hyunjoo Im¹

¹ University of Minnesota

Luxury in Two Tiers: Comparing Aspirational and HNWI Consumers' Purchase Motivations

Steven McKinney¹

¹ The University of Alabama

Older Adults' Acceptance of a Wearable Healthcare Device: Extending PIADS to Anticipated Psychological Impact

Sunwoo Kim¹, Yuri Lee¹, Su Jin Yang²

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) Rhee¹, Xinyi Bao², Li Zhao¹

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. Cuffee¹, Shelly Brown-Jeffy¹

¹ The University of North Carolina at Greensboro

Responsible for Ghiblification? How IPR Response Shapes Consumer Behavior toward GenAI outcomes by Studio Size

William Kim¹, Garim Lee¹

¹ Indiana University

The Jury Is Still Out: Topic-Contingent Evaluative Logics in Fashion Dupe Discourse

Sebin Jung¹, Hyo-Min Bae¹, Kyu-Hye Lee¹

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 Jang¹, Stephanie Gonzalez¹, Aminah Shahzad¹, Chi-Lin Yu¹

¹ Oklahoma State University

Uncovering Consumer Barriers to Smart Sock Adoption: A Health Belief Model-Driven Text Mining Approach

Farhana Momotaz¹, S.M. Rakifull Alam¹, MD Rashedul Hasan²

¹ Mississippi State University, ² University of Arkansas

Understanding Secondhand Fashion Consumption in Different Cultures: A Conceptual Framework Integrating Three Theories

Hadal Hammour¹, Elena Karpova¹

¹ University of North Carolina at Greensboro

What Drives SSRT Adoption? The Dominance of Perception-Based Evaluations Over Technology Traits

Na Young Jung¹

¹ University of Nebraska-Lincoln

"Who Am I Through AI?" Adolescents' Identity Negotiation in Generative AI Selfies

Xiaohan Lin¹, Yingjiao Xu¹, Sophia Zhang², Jiayi Liu¹

¹ North Carolina State University, ² Cary Academy

Accessible by Design: Hybrid Curriculum Development and Student Performance in an Undergraduate Fashion Design Program

Melisa Spilinek¹, Kyler Arnold¹

¹ Georgia Southern University

Advancing Generative AI Literacy in Fashion Design Education: Implement a GenAI Fashion Education Toolkit to Support Student Learning and Reflection

Jia Wu¹, Xun(Catierine) Sun², Soohyun So¹

¹ Auburn University, ² Illinois State University

Advancing Sustainable Cotton Literacy to Mitigate Greenwashing in a Semester-Long Experiential Project

RayeCarol Cavender¹, Muzhen Li¹

¹ University of Kentucky

AI and Fashion History: A Study in Educational Pitfalls

Maggie Hibbetts¹, Diana Saiki¹

¹ Ball State University

AI-Integrated Learning in Consumer Behavior: Evidence from Classroom Implementation

Hyejune Park¹

¹ Oklahoma State University

AI-Supported Self-Directed Learning in Fashion Design Education: Learner-AI Interaction in Design Development

Hyosun An¹, Uikyung Jung², Jiyoung Hwang³, Minjung Park³

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 Yoo¹, Jill D. Salisbury-Glennon²

¹ Washington State University, USA, ² Auburn University, USA

Beyond the Sketch: Merging Concept-Driven Design with Customer Perspective

Mary Simpson¹

¹ Western Michigan University

Bridging Design and Merchandising Through Digital Product Creation: A Cross-Disciplinary 3D Learning Model for Fashion Education

Sandra Bailey¹, Jenifer Roberts¹

¹ Missouri State University

Faculty Industry Immersion as Curricular Infrastructure: Advancing Digital Product Creation Education in Fashion Programs

Sandra Bailey¹

¹ Missouri State University

Building Equity Through Experiential Learning: A Student-Operated Professional Attire Initiative in Apparel Education

Amanda Muhammad¹

¹ East Carolina University

Challenged to Think Little: Apparel Design for Dwarfism

Sandra Starkey¹

¹ University of Nebraska-Lincoln

Compare, Critique, Create: A Two-Step Path to AI Literacy

Blake Mudd¹, Olivia Johnson¹, Barbara Stewart¹, Dominique Jones¹, Rana Rifai¹, Shih-Pei Chen¹

¹ University of Houston

Decoding Luxury: Using Archival Fashion Marketing Artifacts to Teach Visual Literacy and Global Luxury Branding

Kelcie Slaton¹

¹ University of North Texas

Enhancing Textile Education Through Immersive WebVR: An Affordance-Based Conceptual Framework

Amrut Sadachar¹, Hasan Shovo¹

¹ Auburn University

Enhancing Students' Self-Efficacy in Using AI and Digital Analytics Based on the ICAP Framework

Garim Lee¹

¹ Indiana University

Enhancing Visual Merchandising Education through Digital Integration: An Experiential Learning Approach

Yuhui Liu¹

¹ University of the Incarnate Word

Reframing Fashion Course Design through AI-Supported Inquiry-Based Learning

Yuhui Liu¹

¹ University of the Incarnate Word

Experiential Learning in Fashion Education: A Hybrid Approach to Makerspace Training

Dillon Napier¹, Courtney Barbour¹, Ethan Thomas¹

¹ Iowa State University

Exploring Textile and Apparel Students' Experiences with 3D CAD: A Qualitative Study

Meredith Wood¹, Anne Porterfield¹

¹ North Carolina State University

Fashion Activism as a Catalyst for Creativity in Design Education

May Chae¹

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 Mutunda¹, Te-Lin Doreen Chung¹

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 Mutunda¹, Lutong Chen¹, Ling Zhang¹, Ann Marie Fiore¹

¹ Iowa State University

From Classroom to Consulting: Connecting Students with Local Business for Learning

Tiffany Blanchflower¹, Trish Kemerly²

¹ East Carolina University, ² University of North Carolina at Greensboro

From Prompt to Creation: Integrating Generative AI Video Tools in Fashion Education

Cristina Brasfield¹, Seung-Hee Lee², Sukyung Seo³, Changhyun (Lyon) Nam¹

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 Jiang¹, Chang Ma¹

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 Rana¹

¹ University of South Carolina

Integrity-by-Design Assessment: Making Generative AI Use Visible, Verifiable, and Ethical

Marine Aghekyan¹, Marie Botkin¹

¹ California State University Long Beach

Integrating Generative AI in Fashion Design Education: From Ideation Tool to Design Workflow

Tina Shetabi¹, Sandra Starkey¹, Guy Trainin¹

¹ University of Nebraska-Lincoln

Leading from Within: Embedding Structured Leadership into Existing Group Projects

Tiffany Blanchflower¹, Trish Kemerly², Marina Alexander¹, Ishtehar Swazan¹, Runying Chen¹

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 Kim¹

¹ The University of Arizona

Modeling Seams Without Sewing: An Experiential Teaching Strategy for Merchandising Students

Steven McKinney¹

¹ The University of Alabama

Reframing Outcomes into Positive Pathways for First-Generation Fashion Students

Gwia Kim¹, Heekyeong Jo²

¹ Seattle Pacific University, ² North Carolina State University

Relational Accountability in Adaptive Apparel: A Triadic Model of Distributed Expertise

Mackenzie Miller¹, Kerri McBee-Black¹, Elizabeth Kealy-Morris²

¹ University of Missouri, ² Manchester Metropolitan University

TALENTS: A Technology-Integrated Program to Promote STEM Career Readiness

Marley Murphy¹, Camille Swann¹, Yuli Liang¹, Gwendolyn Hustvedt¹, Cosette Joyner Martinez¹

¹ Texas State University

Teaching Circularity in Textiles and Apparel: Educator Perspectives from a BioCircular Immersive Workshop

Sonali Diddi¹, Rebecca Burgess², Kelsie Doty³, Kristen Morris¹, Melody LeHew³, Kim Hiller Connell³

¹ Colorado State University, ² Fibershed, ³ Kansas State University

The Pedagogical Role of Object-Based Learning through a University Dress and Textile Museum Collection (DTMC) in a Textiles Course

Jennifer Banning¹, Xun (Catherine) Sun¹

¹ Illinois State University

The Missing Direction: Reframing CAD Simulation as a Bidirectional Structure–Visual Translation Tool in Knitting Design Education

YuFen Chien¹

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 Staib¹, Jung Ha-Brookshire¹

¹ University of Missouri

Ungrading the Fashion Classroom: Radical Times Call for Radical Methods

Katie Baker Jones¹

¹ West Virginia University

Want to Grab a Coffee? Developing Gen Z Networking Skills in a Digital Age

Christy Crutsinger¹, Khera Hunter², Kelcie Slaton²

¹ University of North Texas, ² University of North Texas

When Students See the Value: Social Network Analysis (SNA) Tool Adoption in Social Media Marketing

Angie Lee¹

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 Barsha¹, Umme Salma Ferdousi², Mst Nigar Sultana Rasu³, Dawn Michaelson¹

¹ Auburn University, ² University of Wyoming, ³ The University of Tennessee

13:00

13:00 - 16:00 📍 City Terrace 12

Council Meeting

No more sessions on Saturday 21 November 2026