2025 ITAA PROGRAM SCHEDULE

TUESDAY, 18TH NOVEMBER, 2025

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

WEDNESDAY, 19TH NOVEMBER, 2025

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

AM TOUR - Secondhand St. Louis
7:30am - 1:00pm
Secondhand St. Louis Tour - First, we head to [Found by the Pound](#) "factory store," a 20,000 square feet warehouse featuring a surplus of classic thrift, retro, and mainstream apparel. There, we'll learn about the company's sustainability mission and their sales philosophy, "pick, weigh, pay!" Next up is [Byrd Designer Consignment](#). Founded in 2002 as an upscale women's boutique, the store underwent a total concept overhaul in 2011, which has been famously referred to as "Flipping the Byrd." This transitioned the business from a run-of-the-mill boutique to St. Louis' premiere designer consignment shop offering high quality designer labels not easily found in the Midwest. Then, we'll stop at [Found.Vintage](#), an upscale, artfully curated boutique featuring a unique selection of trendy and timeless true vintage, modern retro, and premium pieces. Unlike its sister location, Found by the Pound, all goods here are sold by the piece and individually priced. Our final stop of the morning is Remains Inc., a sorting and bailing operation that processes thousands of pounds of clothing and textiles daily, providing sustainable solutions for individuals, businesses, and communities.

All Day Tour - St. Louis Grown, Nationally Known Tour
8:00am - 5:00pm
St. Louis Grown, Nationally Known Tour - The day will begin with a visit to [Conjetta Designs](#), a full-service fashion development and production agency founded in St. Louis. This female-owned and run, black-owned, and veteran-owned business services a wide range of clients including innovative startups, new designers, small boutiques, mid-sized brands, and major retailers. Next, we'll stop at the corporate headquarters of [So iLL](#), a renowned producer of rock-climbing shoes, climbing holds, climbing training products, and activewear. From there, we'll head to Clayton to break for lunch and shopping! We'll end the day with [The Normal Brand](#), first with a stop at their retail store location and then with a visit to their corporate headquarters. Founded by three brothers in 2015, this St. Louis-based business is dedicated to making normal clothes much, much better through premium, signature fabrics and elevated, casual styles.

PM TOUR – Edit St. Louis
1:30pm – 6:00pm
The St. Louis Edit Tour - First, we head to [Plaza Frontenac](#), an upscale, two-level, enclosed, regional shopping center in Frontenac, MO. There, we'll visit Saks Fifth Avenue and Neiman Marcus, now part of the newly formed Saks Global. At Saks, our group will be treated to an insider tour through the store, including a chat with one of the luxury personal shoppers. We'll then make our way on foot across Plaza Frontenac to Neiman Marcus for another insider tour. Next, we're off to Webster Groves, one of St. Louis's premier shopping districts, for stops at several neighboring local businesses, including [Union Studio](#), [Civil Alchemy](#), and [Field Theory](#). Don't forget to check out the Civil Alchemy owners' coffee shop, [The Annex](#), for a quick refreshment to hold you over to the opening reception!

Workshop I - Advocating the Department through Data and Analytics: Best Practices for the Current and Future Department Chairs
8:00am - 12:00pm   Mills 3
Advocating the Department through Data and Analytics: Best Practices
This workshop will assist participants in learning about various data that the college, campus leadership, state, and higher education commissions are tracking and monitoring (academic analytics, faculty salary data, career outcomes data, CIP codes, etc.); how to obtain data; how to interpret data; and how to use data to advocate (or assess) the department and programs. The workshop will share best practices of utilizing data to advocate (or improve) the department's/programs goals and utilizing data to hire, promote, and provide financial raises/incentives to faculty members. Breakfast included.
NOTE: This is the same workshop that was presented last year during the annual conference, although you are welcome to take it again. Or you can participate in the new Leadership Workshop series, that includes this workshop, plus others offered virtually during the 2025-2026 academic year. If you want to participate

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

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

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

9:00am - 12:00pm   Mills 6

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

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

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

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

12:30pm - 1:00pm   Mills 3

Using Archetypes in Design Sprints to Inspire Product Development

In this fast-paced, hands-on session, you'll be introduced to the Design Sprint: a collaborative, dynamic, and human-centered approach for design thinking. Originating from Google Ventures, the Design Sprint method champions creative, unfiltered thinking as designers work toward developing solutions for complex problems on tight deadlines. This workshop begins with an overview on how to create archetypes (user profiles that keep designers focused on nuanced and context-specific needs) from interview data. Next, working in small teams, we will complete a series of generative exercises leading to the design challenge – development of a wearable UVC device to disinfect everyday handheld tools used by healthcare professionals. The workshop involves five stages: defining the problem, ideation, aligning on solutions, rapid prototyping, and group critique. Along the way, you'll learn generative ideation and alignment strategies such as "designing together, apart" and the "NOW-HOW-WOW" matrix. The workshop culminates with a presentation and critique of prototypes developed and discussion of best practices to adapt the Design Sprint methodology to a range of research and teaching scenarios. Led by an expert team of human-centered design researchers, this highly focused and immersive session will bolster the design researcher's toolkit for user-focused ideation and empathetic approaches to the design process.

Registration

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

Workshop 4 - Empowering Fashion Merchandising Students with Data Analytics Skills

4:00pm - 6:00pm   Mills 6

Empowering Fashion Merchandising Students with Data Analytics Skills

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

LEGACY MEETING

4:00pm – 5:30 pm   Presidential Suite

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

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

COMMITTEE MEETING
5:00pm - 6:00pm   Grand Ballroom B

COMMITTEE MEETING
5:00pm - 6:00pm   Grand Ballroom C

COMMITTEE MEETING
5:00pm - 6:00pm   Grand Ballroom F

COMMITTEE MEETING
5:00pm - 6:00pm   Grand Ballroom H

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

Graduate Design Exhibit I
6:00pm - 10:00pm   Park View
(Designers need to stand at their design, 6:00pm – 6:30pm)

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

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

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

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

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

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

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

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

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

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

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

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

The Jogak Jacket: A Winter Jacket that Disrupts the Current Narratives of Environmental Responsibility in Fashion through Channeling Cultural Identity
> Lisa Ly
>> University of Oregon
>
> **Advisor / design mentor(s)**
> Susan Sokolowski
> University of Oregon

The Kiss of Time: Translating Aging, Wrinkles, and Scars into Feminist Couture
> Yawen Chen
>> Fashion Institute of Technology
>
> **Advisor / design mentor(s)**
> Zoran Dobric
> Fashion Institute of Technology

Victorian Punk: Reimagining Couture Traditions Through Sustainable Design Techniques
> Irina Pavlova
>> Louisiana State University
>
> **Advisor / design mentor(s)**
> Dr. Casey Stannard
> Louisiana State University

Wearable Art Inspired by an Ecosystem's Life Cycle: Decay
> Kaleigh Slot
>> Central Michigan University
>
> **Advisor / design mentor(s)**
> Pimpawan Kumphai
> Central Michigan University

Work-Assist Exoskeleton Harness for Female Construction Workers
> Mary-Gwynedd Taylor
>> Louisiana State University
>
> **Advisor / design mentor(s)**
> Casey Stannard and Sibei Xia
> Louisiana State University

New Attendee Welcome & Orientation
Presider: Charles Freeman, VP of Professional Development
6:30pm - 8:00pm   Grand Ballroom B

Opening Reception – Sponsored by Bloomsbury/Fairchild
8:00pm - 10:00pm   Grand Ballroom D & E

FAIRCHILD BOOKS

THURSDAY, 20TH NOVEMBER, 2025

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

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

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

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

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

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

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

2. SOCIAL / PSYCHOLOGICAL ASPECTS - Identity, Memory, and Cultural Expression in Apparel
9:45 - 11:00   Mills 6
Presider:

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

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

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

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

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

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

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

Using Generative AI to Build Technical Confidence in Flat Patternmaking
Kayna Hobbs-Murphy
Colorado State University

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

Supporting Motivation and Skill Growth Through Reflective, Autonomy-Supportive Strategies in Apparel Design Capstone Education
Kayna Hobbs-Murphy
Colorado State University

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

9:45am - 11:00am   Grand Ballroom H
Presider:

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

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

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

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

Undergraduate Design Exhibit II

11:00am - 4:00pm   Park View
(Designers need to stand at their design, 11:00am – 11:30am)

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

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

Apoptosis: Sculptural Design as Emotional Metaphor
    Nathalia Olvera-Barajas
        Colorado State University
    Advisor / design mentor(s)
    Kayna Hobbs-Murphy
    Colorado State University

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Intwined
Sophie Young
Auburn University
Advisor / design mentor(s)
Dawn Michaelson, Ph.D.
Auburn University

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

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

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

Queen of Asia: Chevron Pifeng as Structural Elegance
Jonathon Hong
Colorado State University
Advisor / design mentor(s)
Kayna Hobbs-Murphy, PhD
Colorado State University

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

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

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

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

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

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

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

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

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

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

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

Keynote Luncheon – Bret Schiktner
   Presider: Jennifer Yang, VP of Conferences
   11:30am - 1:00pm   Grand Ballroom D & E

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

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

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

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

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

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

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

2. HISTORY - Historical Perspectives on Dress, Education, and Empowerment
1:15pm - 2:30pm   Mills 6
Presider:

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

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

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

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

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

A Story of Second Chances: Individual Consumers as Vendors Participating in the Fashion Resale Industry
Jack Herman[1], Jihyun Kim-Vick[1], Jonghan Hyun[2]
[1]Kent State University. [2]University of North Texas

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dart Adjustments for Improved Garment Fit and Customization
  Mona Maher, Fatma Baytar
  Cornell University

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

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

Zero Waste Fashion Education: A Systematic Review of University Case Studies
  Sookhyun Kim
  Kyung Hee University

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

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

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

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

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

1. CURATORIAL EXHIBITION SCHOLARSHIP

3:00pm - 4:15pm   Mills 3
Presider:

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

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

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

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

2. MERCHANDISING / RETAILING II. MARKETING - Virtual Influencers, NFTs, and Digital Marketing

3:00pm - 4:15pm   Mills 6
Presider:

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

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

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

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

3. PECHAKUCHA - Driving Change: Sustainability and Social Responsibility in Fashion

3:00pm - 4:15pm   Grand Ballroom A
Presider:

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

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

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

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

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

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

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

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT - Social Justice, Well-being, and Inclusion

3:00pm - 4:15pm Grand Ballroom B
Presider:

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

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

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

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

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5. CONSUMER BEHAVIOR - Social Media, Metaverse, and Gen Z

3:00pm - 4:15pm Grand Ballroom C
Presider:

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

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

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

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

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6. DESIGN / PRODUCT DEVELOPMENT - Healthcare and Performance Apparel Solutions

3:00pm - 4:15pm Grand Ballroom F
Presider:

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

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

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

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Developing a Zero-Waste Pattern for Healthcare Scrubs: A Case Study
Ashley Rougeaux-Burnes[1], Colleen Moretz[2], Sheri Dragoo[3], Melanie Carrico[4], Ellen McKinney[5], Casey Stannard[6]
[1]Texas Tech University. [2]West Virginia University. [3]Baylor University. [4]University of North Carolina Greensboro. [5]University of Alabama. [6]Louisiana State University

7. SUSTAINABILITY / SOCIAL RESPONSIBILITY - Healthcare and Performance Apparel Solutions

3:00pm - 4:15pm   Grand Ballroom H
Presider:

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

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

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

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

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

1. NANCY RUTHERFORD AWARD PRESENTATIONS
4:30pm - 5:45pm   Mills 3
Presider:

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

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

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

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2. MERCHANDISING / RETAILING II. MARKETING - Branding, Communication, and Consumer Engagement
4:30pm - 5:45pm   Mills 6
Presider:

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

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

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

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

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3. PECHAKUCHA - Innovations in Adaptive and Functional Apparel Design
4:30pm - 5:45pm   Grand Ballroom A
Presider:

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

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

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

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

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

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

STRUNG Sports Bra
Emily Lacomba
University of Oregon

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

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Advanced Technologies and Pedagogical Models
4:30pm - 5:45pm Grand Ballroom B
Presider:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

7. TEXTILE AND APPAREL SCIENCE - Textile Innovations for Comfort and Protection

4:30pm - 5:45pm   Grand Ballroom H
Presider:

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

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

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

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

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

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

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

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

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

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

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

Sponsor Presentation 2
8:00am - 9:15am   Mills 6

Sponsor Presentation 3
8:00am - 9:15am   Grand Ballroom A

Sponsor Presentation 4
8:00am - 9:15am   Grand Ballroom B

Sponsor Presentation 5
8:00am - 9:15am   Grand Ballroom C

Sponsor Presentation 6
8:00am - 9:15am   Grand Ballroom F

Sponsor Presentation 7
8:00am - 9:15am   Grand Ballroom H

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

1. SPECIAL TOPIC - Navigating and Thriving in Academia
9:30am - 10:45am   Mills 3

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

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

2. CULTURE - Preservation, Appropriation, and Innovation
9:30am - 10:45am   Mills 6
Presider:

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

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

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

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

3. PECHAKUCHA - Advancing Pedagogy: Methods, Evaluation, and Perspectives
9:30am - 10:45am   Grand Ballroom A
Presider:

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

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

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

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

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

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

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

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Curriculum Innovation and Industry Alignment
9:30am - 10:45am   Grand Ballroom B
Presider:

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

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

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

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

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

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

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

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

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

6. DESIGN / PRODUCT DEVELOPMENT - Adaptive Clothing and Wearable Technology

9:30am - 10:45am　　　　　Grand Ballroom F
Presider:

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

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

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

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

7. SUSTAINABILITY / SOCIAL RESPONSIBILITY - Consumer Behavior and Perceptions in Sustainability

9:30am - 10:45am　　　　　Grand Ballroom H
Presider:

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

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

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

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

Design Exhibit - Professional

10:00am - 4:00pm　　　　　Park View
(Designers need to stand at their design, 10:00am – 10:45am)

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

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

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

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

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

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

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

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

Embodied Dialogues
 Hae Jin Gam
 University of North Texas

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

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

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

Functional Scales
 Yu Li, Young-A Lee
 Auburn University

Gloveborne
 Adriana Gorea, Casey Tyler
 University of Delaware

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

Her Algorithmic Beauty
 Chanjuan Chen
 University of North Texas

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

Knitgeist
 Adriana Gorea, Casey Tyler
 University of Delaware

La Source II
 Jooyoung Shin
 Indiana University

Lacquered Wish
 Sun Young Choi
 Konkuk University

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

Motherhood Meets Workwear
 Bolanle Dahunsi
 Oregon State University

Passages of Refuge
 Angela Uriyo
 West Virginia University

Playful Pineapple
 Laura McAndrews, Kendra Lapolla
 Kent State University

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

Rendered in Yarn
 Krissi Riewe Stevenson
 Kent State University

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

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

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

The Art of Repairing Me
 Dawn Michaelson
 Auburn University

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

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

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

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

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

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

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

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

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

2. CULTURE - Cultural Identity and Fashion Narratives
11:00am - 12:15pm   Mills 6
Presider:

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

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

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

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

3. PECHAKUCHA - Textiles and Fashion: Heritage, Sustainability, and Innovation
11:00am - 12:15pm   Grand Ballroom A
Presider:

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

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

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

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

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

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

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

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

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Teaching Strategies and Competency Building

11:00am - 12:15pm   Grand Ballroom B
Presider:

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

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

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

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

5. CONSUMER BEHAVIOR - Sustainable Fashion and Consumer Values

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

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

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

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

The Effects of Color Brightness, Body Shapes, and View Modes on Consumer Fit Perceptions
Fatma Baytar[1], Evrim Buyukaslan-Oosterom[2], Mona Maher[1]
[1]Cornell University. [2]Bilgi University

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

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

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

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

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

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

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

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

Creating Open Educational Resources (OER) for Retail Math Courses
Sheng Lu
University of Delaware

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

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

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

LUNCH - Industry Award Presentation
Megan Peterson, Director, Marketing and Industry Programs, Cotton Incorporated
Presider: Elena Karpova, President Elect
12:30pm - 2:00pm   Grand Ballroom D & E

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

1. SPECIAL TOPIC - Sharing, Inspiring, and Documenting: Publication Needs for Teaching Practices and Research
2:15pm - 3:30pm   Mills 3

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

Co-Coordinators and Presenters:
- Doreen Chung, Iowa State University (co-coordinator)
- Hye-Shin Kim, University of Delaware (co-coordinator)
- Sara Marcketti, Iowa State University
- Priscilla Gitimu, Belmost University
- Heajoo (Yvonne) Lee, Iowa State University

2. TEXTILE AND APPAREL INDUSTRIES - Global Trade, Supply Chains and Entrepreneurship
2:15 - 3:30   Mills 6
Presider:

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

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

Examining the Effect of Tariffs on U.S. Apparel Import Prices and Retail Prices
Sheng Lu, Emilie Delaye
University of Delaware

'Everything is Urgent': Understanding the Lead Time Compression Practices and Its Impact on the Apparel Production Supply Chain
Md Arif Iqbal[1], Effat Hasan Mahdi[2], Jannatul Ferdous[2]
[1]California State Polytechnic University Pomona.
[2]Bangladesh University of Textiles

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3. PECHAKUCHA - Global Influences: Heritage, Retail, and Identity in Fashion
2:15 - 3:30   Grand Ballroom A
Presider:

The Revival of Made-to-Order Luxury: Exploring Consumer Attitudes
Sanjukta Pookulangara, Kelcie Slaton
University of North Texas

Text Mining on SHEIN Reviews: Key E-commerce Touchpoints Analysis
Md. Hasan Sheikh, Jin Su
The University of North Carolina Greensboro

Wearable Technology for Young Children: A Segmentation Study of Parental Values and Product Feature Preferences
Chuanlan Liu, Sibei Xia
Louisiana State University

The Marketplace of Puerto Rican Bomba Fashions: Making, Consuming, and Authenticity Tensions
Amanda Ortiz-Pellot[1], Kelly L. Reddy-Best[2]
[1]Iowa State University. [2]Illinois State University

Fashion Authenticity Paradigm: Philosophizing, Theorizing within the Circuit of Style-Fashion-Dress
Kelly L. Reddy-Best
Illinois State University

Undergraduate Student Perceptions of the History of Streetwear Fashion: Exploring Social Media Influences
Ivana Markova, Kai Stephens
San Francisco State University

Bangladeshi Cultural Heritage and Sustainability: Upcycling the Banarasi Saree
Sadia Tarannum, Alexandra Howell Abolo
Drexel University

Material vs. Experiential Luxury Self-Gifting: Unveiling Psychological Mechanisms and Brand Loyalty Among Millennials and Generation Z
Sanghee Kim, Hyo Jung (Julie) Chang, Robert Paul Jones, Tunmin (Catherine) Jai
Texas Tech University

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4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Integrating AI in Fashion Education
2:15pm - 3:30pm   Grand Ballroom B
Presider:

Bridging Generative AI and Jacquard Knitwear Design: Classroom Exploration and Evaluation
Sibei Xia, Rui Zhao, Chuanlan Liu, Yanbo Zhang
Louisiana State University

AI Image Generators in Apparel Design and Product Development: Enhancing Creativity
Changhyun (Lyon) Nam[1], Arienne McCracken[2], Lucia Villanustre[1]
[1]Florida State University. [2]SUNY Oneonta

Exploring Learning Experiences and Effectiveness in Generative AI-Integrated Fashion Design: A Connectivism-Based Learning Approach
Jeremy M. Bernardoni[1], Yanbo Zhang[2], Chuanlan Liu[2]
[1]University of North Texas. [2]Louisiana State University

Exploring the Interplay between Generative AI and Fashion Entrepreneurial Learning
Yanbo Zhang, Chuanlan Liu
Louisiana State University

5. CONSUMER BEHAVIOR - Technology, AI, and Consumer Behavior
2:15pm - 3:30pm   Grand Ballroom C
Presider:

When Pictures and Words Match: Impact of Congruity in Online Reviews and its Impact on Apparel Rental
Youngdeok Lee, Sejin Ha
University of Tennessee Knoxville

Brand Creativity Under Threat: Focusing on AI-Caused Intellectual Property Conflicts
Md Rokibul Hasan, Song-yi Youn
University of Missouri

Exploring Consumer Perceptions of Augmented Reality in Fashion: A Social Media Analysis on TikTok
Md Abu Bakar, Ziyi Yang, Ting Chi
Washington State University

From Soil to Salesfloor: Exploring the Potential for Retailer Integration into the Fibershed Soil-to-Soil Framework
Uma Swamy[1], Nancy Hodges[2], Jin Su[2]
[1]North Carolina Wesleyan University. [2]University of North Carolina Greensboro

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6. DESIGN / PRODUCT DEVELOPMENT - Inclusive and Functional Apparel Design
2:15pm - 3:30pm   Grand Ballroom F
Presider:

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

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

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

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

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

2:15pm - 3:30pm   Grand Ballroom H
Presider:

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

Beyond the Swatch: Unveiling the Hidden Impacts of Fabric Headers in Pre-Consumer Textile Waste
Michelle Gabriel[1,2], Jo Corvus[3,4]
[1]IE New York College. [2]Glasgow Caledonian University. [3]FABSCRAP. [4]Antioch University

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

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

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

COMMITTEE MEETING – Teaching Innovation & Resources Committee & Philosophical Missions Committee
3:30pm - 4:30pm   Mills 6

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

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

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

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

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

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

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

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

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

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

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

Breakfast
8:00am - 10:00am   Prefunction Area

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

MANAGEMENT

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

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

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

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

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

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

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

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

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

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

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

12. *Futuristic Shopping: Unpacking the Dual Impact of Metaverse Experiences on Users' Psychology and Purchase Intention*
Ran Wang, Hyunjoo Im
University of Minnesota

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

UNDERGRADUATE

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

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

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

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

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

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

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

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

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

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

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

CONSUMER BEHAVIOR

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CULTURE

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

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

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

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

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

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

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

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

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

DESIGN / PRODUCT DEVELOPMENT

38. *A Collaborative Approach to Renewing Sustainable School Uniform Designs*
Sook Kim
Kyung Hee University

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

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

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

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

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

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

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

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

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

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

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

50. *Developing Adaptive Apparel for Autistic Children Grounded in the Perspectives of Caregivers*
Omniah AlMorshed, Rania Debes, Wijdan Tawfiq
    King Abdulaziz University

51. *Embodied Maps: Self-Knowing in Designing*
Megan Strickfaden[1], Joyce Thomas[2]
    [1]University of Alberta. [2]Auburn University

52. *Feasibility of Industrial Production Using the X Zero-Waste Banded Grading Technique*
Casey Stannard[1], Sheri Dragoo[2], Ellen McKinney[3], Melanie Carrico[4], Ashley Rougeaux-Burnes[5], Colleen Moretz[6]
    [1]Louisiana State University. [2]Baylor University. [3]University of Alabama. [4]University of North Carolina Greensboro. [5]Texas Tech University. [6]West Virginia University

53. *Generative AI in Fashion Education: A Constructivist Approach to Skill Development*
Leslie Browning-Samoni[1], Rachel Eike[2]
    [1]Texas Christian University. [2]Iowa State University

54. *A Pilot Study on Enhancing Isolation Gown Design Through Range of Motion Analysis and User-Centered Insights*
Ha Eun Chae, Jinfeng Li, Rui Li, Mengying Zhang, Rachel Eike, Guowen Song
    Iowa State University

55. *From Classroom to Commercialization: A Conceptual Framework for Wearable Soft-good Product Innovation*
Bahar Hashemian Esfahani, Rachel Eike, Farhad Aghasi, Damon Eike
    Iowa State University

56. *Modular Design for the Establishment of a Systematic Production System for Upcycling Fashion Design: Utilizing Men's Shirts with 3D CLO*
Youmei Jin, Yoon Kyung Lee
    Pusan National University

57. *Modular KnitToile: Leveraging Technology to Elevate Creativity in Knitwear Design*
Casey Tyler, Adriana Gorea
    University of Delaware

58. *1920s Fashion: History and Design*
Belinda Orzada
    University of Delaware

59. *Resurgence of the Crochet and Knitting Trend: Exploring Community Clusters, Temporal Trends, and Semantic Pattern on X*
Karen Prudhomme, HaeJung Kim
    University of North Texas

60. *Synergizing Wearable Technology and Augmented Reality for Astronaut Optimization; A Diverse Team Approach*
Sheri Dragoo[1], Advika Govindarajan[1], Caleb Strout[1], Collin Strout[1], Ishaan Patel[1], Maya Piotrowicz[1], Patrick Lasiter[1], Isaac Gonzalez[2]
    [1]Baylor University. [2]University of California, Berkeley

61. *Using Precedent Analysis, Interviews, Archetypes, and Design Sprints to Inform Designing*
Kanishka Kumar[1], Millie Yates[1], Sandra Tullio Pow[1], Cesar Marquez-Chin[2]
    [1]Toronto Metropolitan University. [2]KITE Research Institute, University of Toronto

62. *Virtual (Re)Visions: The Impact of 3D Prototyping Technology on Fashion Design Process*
Millie Yates, Caron Phinney
    Toronto Metropolitan University

PEDAGOGY AND PROFESSIONAL DEVELOPMENT

63. *AI Agility for Critical Thinking, Creativity, and Collaboration: Teaching with Generative AI for Fashion Marketing Research*
Hyo Jung (Julie) Chang, Min Jung Kim, Abbey Hund
    Texas Tech University

64. **Bridging the Gap Between Theory and Future Readiness: Community-Engaged Learning (CEL) in Visual Merchandising**
Caroline Kobia, Juyoung Lee, Farhana Momotaz
     Mississippi State University

65. *Cultivating Students' Data Literacy Through a Gen-AI-Powered Learning Project*
Muzhen Li, Yeonjung Kang
     University of Kentucky

66. *Culture, Society, and Fashion Consumption: Teaching Consumer Behavior Using Qualitative and Interdisciplinary Approaches*
Morgan Adams
     North Carolina State University

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

POSTER SESSION 3 - History, Marketing, Social / Psychological, Sustainability / Social Responsibility, Textile and Apparel Industries, Textile and Apparel Science
11:30am - 12:30pm   Grand Ballroom D & E

HISTORY

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

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

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

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

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

MARKETING

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SOCIAL / PSYCHOLOGICAL ASPECTS

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

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

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

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

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

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

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

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

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

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

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

SUSTAINABILITY / SOCIAL RESPONSIBILITY

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

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

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

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

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

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

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

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

TEXTILE AND APPAREL INDUSTRIES

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

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

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

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

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

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

North Carolina State University

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

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

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

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

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

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

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

TEXTILE AND APPAREL SCIENCE

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

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

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

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

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

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

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

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

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

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

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

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

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