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.

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 - 3:30pm   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.

COMMITTEE MEETING
5:00pm - 6:00pm   Mills 3

COMMITTEE MEETING
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

Graduate Design Exhibit I

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

Architectural Bloom: Villa Palladio in Fabric Form

Arkhalig Reimagined: A Contemporary Zero-Waste Dress Using Traditional Iranian Block-Printed Textile

Enhanced Racing Simulation: Training for Real-World Motorsports Conditions Through Novel Suit Design

Flash Eternity

Hands That Speak – A Tale of Silent Stories

Infinity Dress

Iridescence: How the Chaos Theory and Innovative Upcycling Techniques Redirects the Life Path of Materials

Modular Gambit: A Reconfigurable Chess-Inspired Dress Exploring Playful User Agency

Pulse in Yarn: A Tuft-Knit Diary of Daily Heart Rhythms

Reimagining the Chiton: Advancing Zero-Waste Knitwear through Historical Inspiration and Digital Innovation

Seashell Architecture Inspired Auxetic Knitted Dress

The Crosscurrent Racing Suit: A Solution for Professional Stand-Up Paddleboard Racers Participating in the 80-Mile Crossing for Cystic Fibrosis

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

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

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Victorian Punk: Reimagining Couture Traditions Through Sustainable Design Techniques

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

Work-Assist Exoskeleton Harness for Female Construction Workers

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New Attendee Welcome & Orientation
6:30pm - 8:00pm   Grand Ballroom B

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

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

Welcome Breakfast, Presidential Address, Business Meeting
8:00am - 09:45am   Grand Ballroom D & E

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

Adaptive Size-Inclusive Service Industry Apron

Alice: Reimagining Suffragette Dress in the Modern Fight for Women's Equality

Apoptosis: Sculptural Design as Emotional Metaphor

Bayou Bride: Combining Alligator Leather and Digital Textile Printing in Bridalwear

Bio-Engineered Body: Combining Couture Techniques with 3D Printing Technology

Blending Tradition And Utility: A Modern Jacket Inspired By The Palestinian Thobe

Bury Me

Calligraphic Flow: A Modern Qipao Bridging Western Expressionism and Chinese Tradition

Cascare

Chain Reaction: Recycled Couture

Coffee-Stained Music Sheets

Dancing Petals

Dies Irae

Echoes of Mountain Bloom

Lady Bamboo

Expanding the World with an Expanding Yoke

Liberation

Falling Short

Overgrown

Good Ol' American Tailgate: Upcycled Athletic Apparel Through Patchwork, Repair Theory and Material Storytelling

Queen of Asia: Chevron Pifeng as Structural Elegance

Rebirth: Investigating Ethical Alternatives to Silk through Wearable Design

I am the Leading Man

Refashioned in Bloom

Inno Moto

Interlocking Streams of Consciousness

SCAURA

Shed

Intwined

Streetbound

1. SPECIAL TOPIC: TAPAC - Graduate Programs in Textiles and Apparel and TAPAC Accreditation: A Discussion of Benefits, Challenges, and Future Opportunities

10:00am - 11:15am   Mills 3

The Romantic Era to Now: A Mosaic of the Feminine Vestige

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!

The Selkie Dress

Presenters:
Moderator: Dr. Nancy Hodges, University of North Carolina Greensboro
Dr. Bruce Cameron, Louisiana State University
Dr. Young-A Lee, Auburn University

The Softest Parts of You

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

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10:00 - 11:15   Mills 6

Cosmopolitanism, Ethnocentrism, and Sustainable Consumption: The Mediating Roles of Self-Expression and Self-Presentation

Tie-Dyed: Flower Bud

Materializing Fandom: The Role of Apparel in U.S. K-pop Fan Identity and Media Culture

We're Still Here

Crafting Identity: A Journey Into Indian Textile Practices And Embodied Knowledge

Resource Exhibit

10:00am - 4:00pm   Prefunction Area

Clothing and Memory: Exploring Clothing Attachment as a Therapeutic Tool for Reminiscence among Baby Boomers

3. PECHAKUCHA - AI, Innovation, and Skill Development in Fashion Education

10:00am - 11:15am Grand Ballroom A

Grading Runners: A Pilot Study to Reverse Engineer Patterns to Understand the Sizing of a Population

Bridging Design and Business: An Interdisciplinary Collaboration Between Fashion Design and Merchandising Courses

Empowering Product Development Students with Generative AI: Enhancing Brainstorming, Design Ideation, and Customer Visualization for Inclusive and Innovative Apparel Solutions

Teaching Generative AI in Fashion: Prompt Engineering and Custom GPT Development

Navigating the AI Revolution: Integrating Artificial Intelligence in an Undergraduate Writing Course

Using Generative AI to Build Technical Confidence in Flat Patternmaking

Navigating the Future: Essential Skills for Fashion Graduates in the Era of AI

Supporting Motivation and Skill Growth Through Reflective, Autonomy-Supportive Strategies in Apparel Design Capstone Education

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Pedagogy and Professional Development: Evaluating AI, VR, and Problem-Solving in Pedagogy

10:00am - 11:15am Grand Ballroom B

Zero-Waste Design Evaluation with Secondary Techniques: Aesthetic, Technical, and Sustainability Dimensions

Advancing Students' Generative AI Literacy: A Fashion Merchandising Toolkit and Teaching Guide

The Integration of Generative Artificial Intelligence in Fashion Design Education through Collaborative Teaching

Accuracy of Image-generative AI in Interpreting Images Generated from Prompt-Based Inputs

5. TEXTILES AND APPAREL INDUSTRIES - Sustainability Practices and Consumer Engagement

10:00 - 11:15 Grand Ballroom C

Harnessing Blockchain for Transparency and Sustainability in the Fashion Industry: A Systematic Review

Optimizing Buyer-Supplier Communication: Social Presence and Media Richness in the Apparel Supply Chain

Adoption of Sustainability-Related Technology and Practice in Denim Manufacturing: A TOE Framework Approach

Standing Out or Blending In? Cross-Cultural Image and Color Cues Driving Instagram Engagement via Image Mining

Oncologists' Perspectives on Mastectomy Surgical Bras: Current Wearability and Opportunities for Improvement

Beyond Support: Understanding Wearability and Patient Needs in Post-Surgical Mastectomy Bras

6. KSCT JOINT SYMPOSIUM - Consumer Insights and Behavioral Drivers in Fashion
10:00am - 11:15am   Grand Ballroom F

Understanding Elderly Consumers' Intention to Use Smart Clothing: Psychological Influences and the Role of Introducers

Driving Digital Change in Resale: UTAUT-Based Insights from Software Adoption in Underserved Consignment Retail

Memory-Driven Customization for Sustainable Fashion: Enhancing Emotional Attachment Through User-Centered Design

Does Others' Environmental Behavior Matter? The Moderating Role of Retail Type

7. TEXTILE AND APPAREL SCIENCE - Wearability, Adaptation, and Patient-Centered Design
10:00am - 11:15am   Grand Ballroom H

Exploring Needs and Solutions of Adaptive Period Underwear for Caregivers of Individuals with Intellectual and Developmental Disabilities

Development of High-Performance Nanofiber Mat for the Application of Thermal Protective Clothing

Keynote Luncheon – Bret Schiktner
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

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

Doctoral 2nd Place – Tie
Analyzing Irish Whitework: The Pim's Collection of Mountmellick Embroidery Patterns in Ireland

Doctoral 2nd Place – Tie
What is Dupe? Discovering the Consumer-Perceived Legally Copied Products in the Fashion Industry

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

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

Threads of Transition: The Archaeology of Dress, Girlhood, and Menstruation

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A History of 4-H Clothing Clubs in New York State: A Preamble to Sustainable Fashion Education?

Adorned in Tradition: A Historical Legacy of Choctaw Wedding Clothing

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Empowering Architects of Economic Independence: Keister's Ladies' Tailoring College's Journey from Home Sewing to Industry Design Across Five Decades

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

A Story of Second Chances: Individual Consumers as Vendors Participating in the Fashion Resale Industry

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Pushed by Publicity, Guided by Influencers, and Driven by Consciousness: How Young Consumers Transition to Sustainable Fashion

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More Than Just Hair: Exploring Motivations, Benefits, and Challenges of Natural vs. Synthetic Hair

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Exploring User Intentions Toward Smart Health-Sync Apparel for Diabetes and Mobility Support Using Technology Acceptance Model Approach

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Exploring the Impact of Textual Paralanguage in AI Customer Agent: Emotional Pathways and Service Outcomes

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

Understanding Consumer Responses to Virtual Reality Fashion Shows through the S-O-R Framework

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The Evolution of the Female Physique: Gender, Media, and the Bodybuilding Narrative

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Exploring Gen Z's Identity Formation and Its Influence on Consumption of Pop Culture and Entertainment Merchandise

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

LLM-based Chatbot for Knitting Machine Training

Development of Animation-Based Modules for Teaching Flat Patternmaking Technique

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Mapping the Design Process of Fashion Design Students Working with Generative Artificial Intelligence through an Extended Linkography

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Implementing Problem-Solving Instructional Design Models for 3D CAD Patternmaking Software Using Virtual Reality

Remembering the Unseen: Memory and Life Histories of Male Fashion Models in 1970s South Korea

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

Optimizing 3D Design Systems for Digital Product Passports and Digital Twins: A Conceptual Framework

Automated 3D Garment Flattening with an Improved Feature Curve Morphing Technique for Ease Distribution

Comparing 3D Apparel Simulation Accuracy between Browzwear VStitcher and Clo3D for Customized Garment Development

Improving Sustainability in Fashion Design Through Generative AI: Tools and Applications

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

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

Exploring the Design Attributes of Women's Tennis Dresses: Application of the KANO and FEA Consumer Needs Models

Dart Adjustments for Improved Garment Fit and Customization

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

Zero Waste Fashion Education: A Systematic Review of University Case Studies

Transforming Quilts: A Material Culture Approach to Sustainable Design

Promoting Textile Recycling Through Persuasive Appeals: Insights from Cosmopolitanism, Ethnocentrism, and Moral Foundations Theory

Systematic Emotion Mapping via CMF+S (Color, Material, Finishing, Style) in Eco-Friendly Fashion Products

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

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

1. Curatorial Exhibition Scholarship
3:00pm - 4:15pm   Mills 3

Harlem Noire: Fashion Movement, Moment & Memory

The Making of Barkcloth – Place, Gender, and Trans-Local Community

Sounding Fashion

Tiger's Leap: Fashion Past, Present, Future

2. MERCHANDISING / RETAILING II. MARKETING - Virtual Influencers, NFTs, and Digital Marketing
3:00pm - 4:15pm Mills 6

How Does Realism Shape Narrative Transportation and Persuasion in Fashion Virtual Influencer Advertising? Exploring the Underlying Mechanisms

From Pixels to Profits: Generating Ongoing Marketing Value from Fashion NFTs

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

Who Intends to Use Virtual Try-On? Consumers' Characteristics and Cross-Brand Insight

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

Development of Conceptual Framework to Measure Perceived Values of Natural Dyed Textile Consumption

Non-Synthetic Sustainable Vegan Fashion: Drivers and Barriers

Biodesign Innovation in Sustainable Footwear: Evaluating 3D-Printed Molds for Mycelium-based Composites Sole Development

Polyester Degrowth in the U.S. Fashion Industry: A Legislative Framework

The Role of Government in Sustaining or Creating Barriers Towards Ethical Textile and Apparel Manufacturing Practices in the United States

Examining Modern Slavery Statements of Global Fashion Brands Using Text Mining

Cultural Sustainability and Slow Fashion: A Study of Saudi Artisanal Brands

Understanding People with Disabilities' Market Experience in Adaptive Clothing: A Grounded Theory Analysis

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT - Social Justice, Well-being, and Inclusion
3:00pm - 4:15pm Grand Ballroom B

A Conceptual Model of Challenges and Strategies for Integrating Visual Generative AI in Apparel Design Education

Creating An Atmosphere of Well-Being in a Product Development Course: A Multi-University Study

Gamification of Course Syllabi with AI: A Self-Determination Theory Approach to Enhancing Student Engagement and Learning

A Novel 2D Photographic Approach for Measuring Range of Motion in Large-Scale Anthropometric Surveys

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Learning for the Real World: Evaluating Skill Alignment Between Apparel Programs and Fashion Industry Needs

Evaluating Pocket Needs of Healthcare Professionals for Application in a Scrub Design

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

Listening to Little Voices: Children's Perspectives on Clothing Discomfort and Comfort in Tactile Hyperreactivity

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

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Just a Click Away: Exploring the Role of Instagram Influencers in Impulse Buying Among Generational Cohorts in Egypt and the United Arab Emirates

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

Urban Transitions Towards Circular Post-Consumer Textile Economies across OECD Cities

Enhancing Fashion Brand Experience in the Metaverse: An Extended TAM Approach with Gen Z Consumers

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Exploring the Impact of Virtual Fitting Room Features on Consumer Meaning and Word of Mouth: A Self-Determination Theory Perspective

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

CSR Symbolism Shaping Brand Trust and Brand Evangelism through Consumer-Brand Identification

Identifying Alpine Recreational Sit Skiers' Needs for Adaptive Ski Jacket and Evaluating the Virtual Prototype

Mapping Greenwashing Typologies in Fashion: Toward Greenwashing Cycle Theory

The Role of Guilt in Ethical Consumption of Vegan Fashion: Comparing Consumer Responses to Vegan Leather and Vegan Fur

Communicating Sustainability in Fashion: The Power of Concrete Language and Message Framing for Environmentally Concerned and Unconcerned Consumers

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

Inclusive Sportswear Design: A User-Centered Approach to Enhance Taekwondo Uniforms for Hijabi Athletes

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

1. Nancy Rutherford Award Presentations
4:30pm - 5:45pm   Mills 3

Advancing Students' Generative AI Literacy: A Fashion Merchandising Toolkit and Teaching Guide

Designing Apparel for Post Caesarean Recovery Emphasizing Comfort and Wellbeing

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Enhancing Fashion Design Pedagogy with Generative AI Tools

Developing Apparel Solutions: A Survey Identifying Barriers to Breastfeeding and Kangaroo Care

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Technology And Generative Artificial Intelligence for Compelling Visual Communication

Collecting Quantitative Wear Test Data to Analyze the Lasting Effects Experienced by People with Disabilities Wearing Adaptive Apparel

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

Adaptive Apparel Needs: Expanding the Functional, Expressive and Aesthetic Model

Loud vs. Quiet: Branding Luxury Fashion in the World of Hospitality

Gender-Specific Fit Challenges in Firefighter Turnout Gear: A Proportional Analysis

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From Interaction to Conversion: The Influence of Streamer Interaction Quality (SIQ) on Consumer Adoption of Live Streaming Commerce

STRUNG Sports Bra

Sharing the Love: An Exploration of Streetwear Brand Communications on Instagram

Assessment of Weft-Knit Structures and Garment Construction Methods to Develop Optimal Extreme Weather Base-Layers

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

Enhancing Fashion Education Through AI: Evaluating the Impact of Generative AI Critiques on Student Learning and Engagement

AI Avatars as Virtual Mentors in Fashion Entrepreneurship Education

From Curiosity to Critical Engagement: A Pedagogical Study on Generative AI Adoption in Apparel Design Education

Integrating Advanced Technologies in Ergonomic Clothing Design: A Participatory Approach with Older Adults in Undergraduate Education

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

Beyond Beauty: How Model Attractiveness and Perceived Similarity Influence Purchase Intention

Is It All About Me or the Community? Comparing Self- and Other-Oriented Motives for Locally-Produced Skincare Among Heavy vs. Light Consumers

Revisiting Fashion Product Reviews: AI-Driven Analysis of the Pre-Purchase vs. Post-Purchase Divide

Bridging Resale and Reduction: Investigating How Acceptance of Pre-Owned Fashion Deters New Purchases

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

Mapping the Emerging Landscape of AI and Generative AI for Customer Engagement in Fashion: A Bibliometric Review

Does Writing Source Matter? Comparing Human and AI Copywriting Across Apparel Type and Framing Perspective

Integrated Transactions and Data Privacy: The Double-Edged Sword of Digital Retail

Voices of Influence: Investigating the Interplay of Gender, Age, and Review Valence in the Context of Smart Voice Assistants

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

Shedding Light on Shedding: Understanding Fiber Fragmentation from Secondhand Clothing

Development and Performance Evaluation of Fabric-based Pneumatic Soft Wearable Actuators for Lower Back Support

The Shape Memory Property of 4D Printed Textiles: A Comparison Between Virgin and Recycled PLA

Development of a Novel Protocol to Evaluate the
Thermo-physiological Comfort Performance of Oil and
Gas Field Workers' Thermal Protective Clothing

Graduate Student Fireside Chat
6:00pm - 7:30pm   Grand Ballroom C

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

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

Sponsor Presentation 1
8:00am - 9:15am   Mills 3

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

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

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

Digital Intelligence in Cultural Preservation: Restoring and Reimagining Qing Dynasty Costumes from Twelve Beauties Paintings

Simple and Tangible: The Effects of the Material Object and Form of Learning on Cultural Appropriation Knowledge and Willingness to Confront

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

9:30am - 10:45am   Grand Ballroom A

Teaching Buying and Vending Skills Through Role Play

Portfolio Reviews: Connecting Students with Alumni Mentors for Feedback

Student Beliefs of Eurocentric Pedagogy in Fashion History Courses

Multidimensional Evaluation of Fashion Design Student's Work in Studio Courses

Faculty Perceptions of Divergent Thinking in Fashion Design Education

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

A Retrospective Overview of Clothing and Textiles Research Journal Using A Bibliometric Analysis

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT Curriculum Innovation and Industry Alignment

9:30am - 10:45am   Grand Ballroom B

Reinvigorating a Historic Dress Teaching Collection: A Case Study

Garment Kit Exchange Project 2.0: Expanding Industry Process Alignment

Integration of a PLM System into a Small Undergraduate Program and Aligning Courses to Industry Processes

Rooted in Our Truth: Fashion as Social Justice

5. CONSUMER BEHAVIOR - Luxury Branding and Minimalist Lifestyles

9:30am - 10:45am   Grand Ballroom C

'I Still Feel Luxurious!' When Live Stream Selling of Luxury Brands Strengthens the Brand Equity

What Drives Premium Pricing in Second-Hand Furniture? A Mean-Ends Theory Exploration

Luxury Brand Returns Fraud and the 'Unsuspecting Consumer': Exploring the Spillover Effects of Fraudulent Returns for Consumers and Retailers

"Less is More": A Systematic Literature Review on Capsule Wardrobes and Minimalist Fashion

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

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

"It Felt Like a Hug": The Wear Testing of a Weighted Champion Hoodie to Assess Comfortability, Fit, and Mobility

A Wearable Smart Healthcare System for Wheelchair Users: Functional Clothing with Embedded Temperature Sensors and Heating Elements

Developing a Full-Body Wearable Robotic Suit through Multidisciplinary Collaboration: Lessons Learned from an Empirical Project Case

Strain-sensing Auxetic Knit with Embedded Elastomeric Optical Fibers

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

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

Interplay between Cosmopolitanism, Eco-Citizenship, and Eco-Anxiety in Predicting Fashion Innovativeness and Purchase Intention for Sustainable Products

Role of Social Media Influencers in Sustainable Fashion Consumption

Consumer Motivations, Engagement, and Circular Behavior Towards Innovative Sustainable Fashion

Going Green or Green Sheen: Investigating Consumer Perceptions Towards Apparel Made from Recycled Polyester Fabric

Design Exhibit - Professional

10:00am - 4:00pm Park View
(Designers need to stand at their design, 1:00am – 10:45am)

A-Cora-ble by Design: A Junior Prom Co-Design Story

Be You: Digitally Knitted Set for Children on Dialysis

Bound Between Fingers: A Maternal Narrative in Collaborative Creative Practice

Brush to Body: A Hanbok Dialogue

C.A.R.E: Computerized Apparel for Real-Time Evaluation of Mother and Infants During Breastfeeding and Kangaroo Care

Crafting Community: A Kantha-Inspired Approach to Addressing Academic Loneliness

Crochet Chronicles: Embodying Refugee Experiences Through Artwear

Development and Evaluation of an Adaptive Period Underwear for Women Wheelchair Users

Embodied Dialogues

Flutterform: A Choreography of Cells

Forbidden Fruit: Mediating Coincidentia Oppositorum

From Sneaker to Boot: A Modular Footwear Design to Enhance Fit and Function for Ankle-Foot Orthosis Users

Functional Scales

Gloveborne

Rendered in Yarn

Gradable Zero-Waste Healthcare Scrubs: Prototype Development for Mass Production

Resonant Traditions: Reconceptualizing Heritage through Cross-Cultural Collaboration

Sign of the Times – Fashioning Hong Kong's Urban and Cultural Memory

Her Algorithmic Beauty

Size-Adjustable Performance Dress for Middle-School Female Musicians

InBetween3dPrintDress: A 3D Printed Structured Draped Dress

The Art of Repairing Me

Knitgeist

The Hemp Shell: Zero-Waste Tube-to-Wear Garment through Flatbed Knitting

La Source II

The Wave Dress: A Sewing-Free Whole Garment Innovation on a V-Bed Knitting Machine

Lacquered Wish

Upcycled Quilt Top Ensemble Inspired by 1930s Beach Pajamas

Modular Knitting

Motherhood Meets Workwear

Wired to Wellness: Swimwear for Insulin Pump Users

Passages of Refuge

Witches' Blue: Fit, Form, and Filament in 3D Surface and Silhouette

Playful Pineapple

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

Redressing Fashion History: Romantic Day Dress

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

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

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

Applying The Revised Authenticity Continuum to Indigenous Historic Dress Replication

Southern Sisterhood: Navigating Identity and Self-Presentation during #BamaRush

Empowerment or Exploitation? Exploring the Dual Impact of Racial Capitalism on Black Women in Fashion Entrepreneurship

Taking Up Space in Style: Chef Coats as Sites of Gender Negotiation and Feminist Resistance in Culinary Environments

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

Anne Fogarty: A Fashionable Paradox

Design in Time — Form, Fashion, and a Framework for Cross-Disciplinary Learning

Pollution Displacement: The Unsustainable Shift of Leather Manufacturing

When Global Goals Fail Local Lives: A Critical Study of the Gap Between Sustainable Development Goal Commitments and Garment Worker Realities

Unraveling the Textile Life Cycle beyond End of Life: Assessing Circularity and the Second-Hand Clothing Economy in Ghana

Advancing Adaptive Apparel: Exploring the Technology Innovations and Challenges

Design and Evaluation of Embroidered Textile Electrode Transcutaneous Electrical Nerve Stimulation Garments for Female's Pelvic Floor Recovery

Exploring Fit and Anchoring Considerations for Movement-Sensing Lower-Limb Wearables

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Teaching Strategies and Competency Building
11:00am - 12:15pm   Grand Ballroom B

Theory Usage in CTRJ from 2007-2024

Enhancing Trade Data Literacy in Apparel Merchandising: A Data-Driven Pedagogical Approach

Developing Collaborative Competencies in Fashion Retail Development

Development and Validation of a VStitcher Competency Assessment Instrument for Apparel Students

5. CONSUMER BEHAVIOR - Sustainable Fashion and Consumer Values

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

Identifying and Characterizing Potential Hemp Fashion Consumers: A Supervised and Unsupervised Statistical Learning Approach

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Why Do Cosmopolitans Go Green? Investigating the Role of Self-Expression and Need-for-uniqueness

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How Consumer Values Drive Purchase Towards Plant-Based Leather Products: Attitudes as a Key Mediator in the Value-Attitude-Behavior Framework

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The Effects of Color Brightness, Body Shapes, and View Modes on Consumer Fit Perceptions

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

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

Integrating AI Image Generation in an Introductory Design Course

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Advancing Sustainable Fashion Through User-centric Computational Design: Enhancing User Engagement and Creative Experiences in Garment Customization

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Quantifying the Dimensional Relationship Between the Interior and Exterior of Multi-layered Protective Gloves

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Developing a Novel PPE Turnout Coat with an Embedded Active Cooling System and Evaluating Firefighters' Performance Satisfaction

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

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

Creating Open Educational Resources (OER) for Retail Math Courses

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An Experiential Learning Approach to Creating a Program-based Retail Store

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Mitigating Consumer Stress Through Blockchain-Based Digital Product Passports in Luxury Fashion Retail Platforms

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The Marketplace: Retail Innovation in Partnership with Student Entrepreneurs and Academic Visionaries

LUNCH - Industry Award Presentation

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

Are China's Apparel Imports a Growing Opportunity for Asian Developing Countries (ADCs)?

The State of Fashion Entrepreneurship: Innovating Beyond Fashion Capitals

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

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

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

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

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

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

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

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

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

Bangladeshi Cultural Heritage and Sustainability: Upcycling the Banarasi Saree

4. PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Integrating AI in Fashion Education

2:15pm - 3:30pm   Grand Ballroom B

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

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

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

Exploring the Interplay between Generative AI and Fashion Entrepreneurial Learning

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

2:15pm - 3:30pm   Grand Ballroom C

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

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

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

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

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

2:15pm - 3:30pm   Grand Ballroom F

Towards Redesigning Swimsuits for Paralympic Swimmers with Limb Deficiency

Apparel Therapy for Performance of Menstrual Hygiene Management: Developing Functional Period Underwear for Women with Physical Disabilities

Design and Evaluation of a Novel Hamstring Compression Sleeve for Female NCAA Athletes: An Exploratory Study

Sustainable Smart Adaptive Health-Sync Apparel for Diabetics with Mobility Disability

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

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

Closing the Loop: Application of Transformative Sustainability Pedagogy and Action Research to Implement Scalable Zero Textile Waste Model at a University Campus

Beyond the Swatch: Unveiling the Hidden Impacts of Fabric Headers in Pre-Consumer Textile Waste

Fashion Circularity Begins in Your Neighborhood: A Local Stakeholder Analysis

Call to Action: Bridging the Gap between Scholarly Research and Fashion Industry's Transformation to Circularity

COMMITTEE MEETING –
  3:30pm - 4:30pm   Mills 3

COMMITTEE MEETING –
  3:30pm - 4:30pm   Mills 6

COMMITTEE MEETING –
  3:30pm - 4:30pm   Grand Ballroom A

COMMITTEE MEETING –
  3:30pm - 4:30pm   Grand Ballroom B

COMMITTEE MEETING –
  3:30pm - 4:30pm   Grand Ballroom C

COMMITTEE MEETING –
  3:30pm - 4:30pm   Grand Ballroom F

COMMITTEE MEETING –
  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
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, KSCT, and Undergraduate
8:30am - 9:30am   Grand Ballroom D & E

MANAGEMENT
A Serial Mediation Model of Consumers' Sentiment toward Marketing and Satisfaction in Hypermarket Patronage in Thailand: Stimulus-Organism-Response Framework

Artificial Intelligence in Retail: A Proposed Framework for Effective AI Integration and Implementation

Branded Platform vs. Third-Party Partnership: How Secondhand Business Models Shape Consumer Responses to the Brand

Charting Digital Fashion: Categorizing Applications and Navigating Generative AI's Transformative Impact

Click or Text? How Customer Input Mode and Chatbot Response Performance Shape Customer Satisfaction: An Expectancy Violation Theory Perspective

Conversational AI with a Personal Touch: Effects of Personalization Distinctiveness and Context

Empowering Senior Consumers in Retail: Rethinking Consumer-Centric Retail Technology for Older Adults

Enhancing Omnichannel Shopping Well-being through Human-Machine Interaction: A Self-Determination Theory Perspective

Enhancing or Hindering Creativity? The Impact of Generative AI on Workers' Creative Self-Efficacy

Exploring the Mechanism of Online Conformity on Online Shopping Addiction: Moderated Mediation Effects of Emotional Shopping Motive and e-Compulsive Shopping Tendencies

From Creepy to Caring: The Effects of AI-Powered Conversational Interfaces on Service Satisfaction

Futuristic Shopping: Unpacking the Dual Impact of Metaverse Experiences on Users' Psychology and Purchase Intention

How Do Preferred Fiber (PF) Choices Impact Retailers' Merchandising Strategies for Sustainable Apparel? An Analysis of the European and U.S. Markets

Identifying Target Customers and Marketing Strategies for Local Boutiques

Investigating the Relationship between Moral Identity and Consumer Fraudulent Behavior

Measuring Consumer Perceptions of AI Fashion Customization: Scale Development and Effects on Purchase Intention

Beyond Apparel Sizes: A Consumer-Driven, Multi-Dimensional Approach to Understanding Garment Ease Preferences

"Must-Have" or "Nice-to-Have"? Enhancing Intentional Readiness to Retail Automation in SMEs Fashion Retailers from Employees' Perspectives

Blending Storytelling and Skill-Building in Narrative Costume Design

Too Real to Reveal? Investigating the Trust-Risk Paradox in Realistic Virtual Try-On Avatars

Classifying Metaverse Platforms Through Definitional Feature Extraction

KSCT JOINT SYMPOSIUM
A Conceptual Framework: The Role of Social Media and Self-Expression on Micro-Aesthetics Apparel Consumption

Collaborative Learning in Experiential Fashion Design Pedagogy

Consumer Opinions on Sustainable Cotton: Insights from Reddit Discussions

A Meta-Analytic Structural Equation Modeling (MASEM) for Understanding Sustainable Fashion Consumer Behavior (SFCB)

Curating the Ephemeral: An Image Repository for Fashion Education and Research

A Practical Study on Overcoming Design Compromises in 3D Fashion Design Implementation

Development of an Evaluation Tool for Age-Related Changes in Color Perception and Image Association for Fashion Planning

An Exploration of Classical Greek Dress through Fine Art and Draping Insights

Development of Lower-Body Compression Sportswear to Improve Gait Stability in Individuals with Mild Intellectual Disabilities

An Exploration of Sustainable Cotton Promotion through Social Media Analytics

Development of Repurposed Children's Wear: Assessing Consumer Opinions and Willingness to Purchase

Analysis of Chinese Gen Z's Perception of K-Fashion Styling: Insights from Xiaohongshu

Do AI-Generated Ads Featuring Sustainable Luxury Products Enhance Brand Coolness? The Impact of Luxury Values on e-WOM and Purchase Intentions

E-Sourcing Experience on B2B E-marketplace and Firm Performance: A Causal Analysis in US and India Fashion Industry Context

Ethics in the Loop: Fashion Industry Perspectives on the Ethical Challenges of AI

Evaluating Midjourney's Interpretation of Fundamental Fashion Design Elements: A Structured Prompt-Based Analysis

Examination into the Psychological Effects of Virtual Influencers on Body Image: Focused on the Mediating Role of Appearance Schema

Exploring The Role Of Metaverse Affordances in Shaping Users' Purchase Intention Toward Virtual Products: A Conceptual Framework

Fashion Education in the Digital Age: The Case for 3D-Driven Sustainable Runways

Fashion Modularity and Product Perception: The Moderating Role of Shopping Orientations from a Regulatory Focus Perspective

How Do Luxury Brands Present Sustainability Practices on Instagram? a Content Analysis of Luxury and Sustainability Integration

How Do Young Bangladeshi Consumers Perceive the Value of Secondhand Fashion?

Implementing a Social Justice Pedagogy Framework using Participatory Action Theory

Improving FDM 3d Printing Efficiency With a Continuous Linear Approach : A Study on Mesh Textile Structures

Information System Integration and Supply Chain Functions on B2B E-Marketplace: A Study of Their Joint Impact in the U.S. Fashion Industry

Integrating Functional Nanofibers into Medical Textiles: A New Paradigm in Respiratory Protection and Sustainability

Investigation of Fabric Properties Affecting Dynamic Drapability Under Reciprocating Motion

Material Movement: Interpreting Letty Esherick's Textiles Through Interdisciplinary Material Culture Research

Modeling the Effects of Digital Exposure and Personality on Generation Z's Sustainable Fashion Consumption: Integrating Structural Equation Modeling with Interpretable Machine Learning Analysis

More Than Just a Hobby: Textile Crafting as a Tool for Well

Needs Analysis of Educational Satisfaction Factors Among International Fashion Students

Nieve: Children's Safety Jacket with Integrated Harness for Mounting Ski Lifts

Optimized Size Charts and Grading for Misses and Plus-Size Healthcare Scrubs

Optimizing Jacket Design for Two-Wheeler Delivery Workers During Rainy Conditions

Plantar Pressure Analysis of 3D Printed Plantar Faciitis Insole Manufactured by Various Foaming Filament

Recycled PETG in Fashion Accessories: Advancing Sustainable Design for a Circular Economy

Recycling or Wishcycling? Unraveling the Knowledge-Behavior Gap in Clothing Disposal

Reddit Users' Perception of Sustainability in Fashion

Shaping Professional Identity and Career Readiness: The Influence of Experiential Learning Field Trips in Undergraduate Fashion Education

Snapshots of Impacts: Modeling Techniques and Transferable Skills

Survival Dynamics of Small Offline Apparel Businesses in China: Exploring Business Strategies and Consumer Perceptions

Symbolic Threads and Sisterhood: The Psychological Role of a Sighted Caregiver in Shaping A Blind Teenager's Apparel Identity

The Acceptability of Wearable Technology: Examining Diverse Populations

The Effect of Geometric Structures in 3D Printed Layers on Stiffness of 3D Printed Textile Composites

The EvoCourt Set: An Innovative Wheelchair Tennis-Specific Performance Uniform Designed for Women Athletes

The Meaning of Greenhouse Gas Emission (GHG) in My Clothing: Does Awareness of a Clothing's Carbon Footprint Encourage Sustainable Behaviors?

Themes and Trends in AI-Related Empirical Consumer Studies in Fashion (2022–2025): A Systematic and Bibliometric Review

Timeless Values in a Trend-Driven World: Gender-Driven Loyalty in Experience-Based Reward Programs

To Leverage Social Media Influencers Speaking Beauty and Body Image: Data Mining of "What I Eat in a Day"

Types and Expressions of Signatures in Fashion Brands: Focusing on Emerging Korean Designer Brands

Understanding Challenges Faced by Refugee Women Entrepreneurs in a Mid-Western City in the United States

Understanding Student Adoption of Generative AI for Writing: A Technology Acceptance Model Approach

Understanding Sustainability Mindsets and Retail Choices of Young Adult Consumers: The MBTI Perspectives

User Perception of Drape Appearance in PVC Fabric

Waste as a Beginning: Prototyping a Material-Driven Approach for Circular Textiles

What Are Fashion Students Thinking? A Quasi-Longitudinal Study from the Pandemic Period to Election Time

Why Gen Z Shops for Thrift: From Anxiety to Coping Mechanisms, Vicarious Nostalgia, Eco-Consciousness, and Emotional Venting

UNDERGRADUATE
AI Generated Beauty: An Investigation of Same Face Syndrome

College Students' Awareness and Concerns about Data Collection on Fashion Social Commerce

Concurrent Textile Development and Garment Design Using Bistable Auxetics

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

Exploring Consumer Perceptions of Ethical Personal Data Collection in Fashion E-Retail: A Mixed Method Study

Extravagance in Mourning: 19th Century Mourning Fashion and the Commercialization of Death

Governance of Sustainability in Luxury Fashion: A Text Mining-Based Frequency and Concurrence Analysis

How Challenging Is It to Implement Sustainability and DEI Strategies? The Small Apparel Business Perspectives

Identifying the Variables that Impact Body Image in Breast Cancer Patients

Rethinking Wetsuit Design: Enhancing Comfort, Fit, and Sustainability

POSTER SESSION 2 - Consumer Behavior, Culture, Design / Product Development and Pedagogy and Professional Development
10:00am - 11:00am   Grand Ballroom D & E

CONSUMER BEHAVIOR
A Perceived Value-Based Model of 3D Printed Product and Technology Adoption

Beyond Product Descriptions: How Vegan and Recycled Narratives Shape ConsumerChoices for Sustainable Running Shoes

Motivated but Mindful: Satisfaction, Risk, and the Path to Purchase in Livestream Shopping for Luxury Consumers

The Impact of AI Usage on Perceived Originality, Trust and Purchase Intention: A Serial Mediation Analysis

The Power of Timing and Depth in Diversity Practices: Strategies to Shape Brand Attitudes and Brand Loyalty

Touchless Touch: The Role of Virtual Touch in Luxury Fashion Experience

Understanding Gen Z Females' Perceptions of Sustainable Apparel Quality

Understanding the Drivers of Luxury Brand Attachment Among Young Vietnamese Consumers

Exploring the Dress of Muslim Women in the Workplace

Exploring Young Consumers' Purchase Intentions for Vintage Fashion: A Cross-Cultural Study Between the USA and China

Non-African Perceptions of Traditional African Fashion

Retro-Acculturation and Identity Expression of Later Generations of Mexican Americans

Strategies for Inclusive Outdoor Recreation and Adaptive Apparel for People with Paralysis: Exploring Identity, Belonging, and Appearance Management

The Influence of Jim Crow on Black Women's Luxury Fashion Shopping Experiences: A Position Paper and Call to Action

CULTURE

Administration (Chair, Dean, Provost, and President) Cancelled My Class Due to One Mother's Complaint: DEI, Fashion, and Academic Freedom

Analyzing Dress, Identity, and Beauty Beliefs and Practices of East and Southeast Asian Mothers and Daughters Shared Through Matrilineal Inheritance

Beyond the Buzzwords: What DEI Really Means to Millennials and Gen Z

DESIGN / PRODUCT DEVELOPMENT

A Collaborative Approach to Renewing Sustainable School Uniform Designs

A Conceptual Model of Organizational Culture for Successful Digital Product Development

A Pilot Study on Enhancing Isolation Gown Design Through Range of Motion Analysis and User-Centered Insights

A Preliminary Comparison of Patternmaking Methods for Plus-Size Apparel Using 3D Simulation Technology

A Look At The Unique Needs Of Ankle-Foot Orthoses (AFO) Users

Better CrossFit Apparel for Women: Employing the FEA Model to Meet Performance, Psychological Empowerment, Identity Expression, and Aesthetic Needs

Beyond the Sketch: Exploring Emerging Practices of Generative AI Use in Fashion Design

Biomechanical Analysis of Elbow Movements in Downhill Sit Skiing: Integrating Motion Sensor Data to Enhance Adaptive Ski Jacket Development-a Pilot Case Study

Bridging the Gap: Developing Custom Dress Forms for Wheelchair Users

Circular Fashion: A Case Study Implementing C2CAD Model For Apparel Design And Development

Content Analysis of Online Reviews to Understand the Functional, Expressive, and Aesthetic Needs of Period Underwear for Women with Disabilities

Creating Zero Waste Pattern Cutting in Dress Design Process

Culturally Responsive Maternity Apparel for Saudi Mothers: A User-Centered Design Approach

Developing Adaptive Apparel for Autistic Children Grounded in the Perspectives of Caregivers

Embodied Maps: Self-Knowing in Designing

Feasibility of Industrial Production Using the X Zero-Waste Banded Grading Technique

From Classroom to Commercialization: A Conceptual Framework for Wearable Soft-good Product Innovation

"I Could See It Before I Wore It": A Comparative Design Analysis of Virtual and Traditional Pattern Methods for Wheelchair Users

Modular Design for the Establishment of a Systematic Production System for Upcycling Fashion Design: Utilizing Men's Shirts with 3D CLO

Modular KnitToile: Leveraging Technology to Elevate Creativity in Knitwear Design

1920s Fashion: History and Design

Resurgence of the Crochet and Knitting Trend: Exploring Community Clusters, Temporal Trends, and Semantic Pattern on X

Synergizing Wearable Technology and Augmented Reality for Astronaut Optimization; A Diverse Team Approach

Using Precedent Analysis, Interviews, Archetypes, and Design Sprints to Inform Designing

Virtual (Re)Visions: The Impact of 3D Prototyping Technology on Fashion Design Process

PEDAGOGY AND PROFESSIONAL DEVELOPMENT
Across Screens and Cultures: Apparel Students' Perspective on Sustainable Fashion Consumption from a COIL Virtual Exchange

AI Agility for Critical Thinking, Creativity, and Collaboration: Teaching with Generative AI for Fashion Marketing Research

Bridging the Gap Between Theory and Future Readiness: Community-Engaged Learning (CEL) in Visual Merchandising

Cultivating Students' Data Literacy Through a Gen-AI-Powered Learning Project

Culture, Society, and Fashion Consumption: Teaching Consumer Behavior Using Qualitative and Interdisciplinary Approaches

Designing for Impact: A Service-Learning Project in Visual Merchandising Class for a Local Consignment Store

Developing a Consumer Insights Learning Module to Enhance Fashion Students' Digital Data Literacy

Enhancing Consumer Behavior Education Through AI Integration: A Conceptual Framework for Curriculum Innovation

Enhancing Feedback Precision: Optimizing Critique Methods for Generation Z in Apparel Design Studios through Myers-Briggs Type Indicator (MBTI) Profiles and Social Cognitive Theory

Enhancing Socio-Emotional Intelligence (SEI) Competencies in FTARE Education: A Systematic Approach for Workforce Readiness

Exploring Fashion Design Pedagogy for Mental Health Therapy and Wellness

From Frozen to Flowing: Using Self-Compassion Framework to Help Perfection-Driven Students Overcome Perfectionism in Fashion Illustration

Generative AI in Fashion Education: A Constructivist Approach to Skill Development

Generative AI in Fashion Forecasting: Enhancing Visualization and Learning

Harnessing AI in Fashion Education: A Systematic Literature Review and Future Directions

Immersive Learning: History of Fashion Course

Impact of Short-Term Study Abroad on Students' Perceptions of Fashion Industry and Cultural Awareness

Implementing the Ditto Pattern Projector into Patternmaking Curriculum

Investigating Fashion Entrepreneurship Learning Effectiveness in Experiential Learning Environments: A Hemp-related Case Study Using Mixed-methods

Make & Wear What You Teach: The Epistemology of Intro to Clothing Construction

Mentoring Apparel and Engineering Students to Enhance Community Engagement

Optimizing 3D Design Systems for Digital Product Passports and Digital Twins: A Conceptual Framework

Perceived Skills Gained from Service Learning in Fashion Merchandising Curriculum

Shaping Future Textile and Apparel Professionals: The Role of Cotton Sustainability in Curriculum Development

Strengthening Career Prospects Through Entrepreneurship Education: A Study of Apparel Program Graduates

The Power of Constructivist Learning in the COVID Generation: Industry Immersion and Autonomous Knowledge Acquisition

"This Time It's Sticking Because of How Immersive It Was": Apparel Students' Deep Learning about the U.S. Cotton Supply Chain and Sustainability

"We Did It Ourselves": Learning Adaptive Apparel Design Beyond the Classroom

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
Dans le Style Boufoné: An Exploration of an Interesting Decoration

Fashioning Contagion: The Effects of the 1918 Flu Pandemic on Women's Dress

Reconstructing a 1910s Historical Corset Using 3D Apparel Simulation

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

Understanding Tailoring Traditions of Yesterday for Tomorrow: A Comparative Analysis of Keister's Ladies' Tailoring System for Modern Implementation

MARKETING

AI-Generated Virtual Brand Ambassadors: The Impact of Maturity and Style Congruence on Perceived Authenticity and Brand Equity

Beyond the Binary: Gender Labels, Identity, and Brand Love Among Gen Z Consumers

Do Consumers Perceive the Difference? A Study on Green Advertising Claims and Visuals in Fashion Marketing

Drivers of Horizontal Brand Extension Success: The Role of Perceived Category Fit and Attitudes Toward Extensions in a Moderated Mediation Model

Effects of Active White Space on Aesthetic and Prestige Appeals of Brand Logos: Application of Processing Fluency and Construal Level Theories

Fashion vs. Sustainability Social Media Influencers: Expectancy Violations and Consumer Responses in Secondhand Shopping

From Digital Gatherings to Real-Life Gains: How Fashion Metaverse Platforms Catalyze Brand Loyalty and Psychological Well-Being

How Inclusive Marketing Influences Perceived Human Traits in Branding

Resumes in the Age of AI: Enhancing Student Career Readiness Through Innovation

Shoppable vs. Non-Shoppable Stores: An Analysis of Consumer Behavioral Intentions

The Art of Distance: AI-Driven Futurism and Surrealism in Luxury Advertising

The Impact of Art Infusion Levels in AI-Generated Advertisements on Consumers' Aesthetic and Brand Responses

The Influence of Perceived Virtual Influencer Characteristics on Fashion Adoption: A Social Identity Perspective

Unlocking the Potential of Conversational AI as a Sales Agent: Application of Sequential Request Techniques and Message Framing for Persuasion

When Privilege Feels Unfair: Male and Female Consumers' Emotional and Behavioral Responses to the Pink Tax

SOCIAL / PSYCHOLOGICAL ASPECTS

Bridging Generations Through Participatory Design: How It Empowers Aging Individuals

Bridging the Gap Between Want and Wear: Adaptive Apparel Designers on User-Centered Design for Independence & Empowerment

Does Fashion Consumption Really Make Us Happy? The Role of Problem Recognition Style and Collectivism

Examining the Relationship Between BMI and Body Image Concerns of Cancer Patients and Survivors

Fashion Involvement, Gender, Vanity, and Locus of Control

Mirror, Mirror on Your Palm: The Role of Generative AI Try-Ons in Enhancing Ideal-Self Congruence

Optimizing Student Readiness: How Professional Clothing Programs Support Autonomy, Competence, and Relatedness

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

Retro-Acculturation in Later-Generation Mexican Americans: Mediating Cultural Influences on Appearance Management and Cultural Engagement via Social Media

SUSTAINABILITY / SOCIAL RESPONSIBILITY
A Comparative ESG Risk Analysis of Global Footwear Brands Using Sustainalytics Data

AI-Closet Utilize Strategy for the Spread of Sustainable Apparel Behavior among Korean Gen Z Consumers

AI-Driven Message Framing Effects on Sustainable Fashion Consumption

Analyzing Polycrises, Moral Responsibility, and Sustainability According to The Next-Generation of El Salvador's Apparel Manufacturing Workforce

Biodegradable Textiles in Fashion: A Pathway to Sustainable Solutions to Environmental Challenges

Building Leadership in ESG within the Fashion Supply Chain: Learning from Radical Leaders in Regenerative Cotton Farming and Ginning

Consumers' Willingness to Pay for Green Apparel: A Systematic Literature Review

Cultivating an Ethical Climate: Enhancing Employee Ownership and Affective Commitment Through Leadership

Designing for Comfort: Functional Apparel as a Tool to Reduce Physical and Mental Strain in Fashion Design Education

Do Luxury Fashion Brands Have a Dominant Advantage in Sustainability? The Effects of Brand Type on Consumer Perceptions of Authenticity and Sustainability

Exploring Fashion Upcycling through Standard Methods and CAD Technology

Exploring Inclusive Sportswear Design Strategies Based on the Characteristics of Children with Developmental Disabilities

TEXTILE AND APPAREL INDUSTRIES

Adaptive Apparel Entrepreneurs: Motivations, Abilities, Opportunities, and Challenges

Assessment of Garment Recycling Technology Adoption Barriers in Bangladesh as a Sustainable Approach: A Proposed Agenda

Barriers to Reverse Logistics in the Fashion Industry: Toward a Sustainable and Transparent Supply Chain

Can Circularity Be the Key to Sustainability for Fast Fashion Brands: A Concept Paper

Diffusion of Digital Product Passports: A Focus on Consumer Knowledge and Acceptance

Examining U.S. Apparel Brands and Retailers' Evolving Sourcing Strategies

Exploring Sustainability Risk Assessment Tools to Support Internal Tool Development: A Case Study of Elevate Textiles

Fashion Law: Intellectual Property Cases in the U.S. Apparel Industry

Fashion-Centric AI Integration: Navigating Challenges and Opportunities in the Fashion Industry

Fitting the Concept of Fit: A Systematic Review of Literature

Framework Development for Effective Application of Life Cycle Assessment Results in the Textile and Apparel Industry

From Experiential to Problem-Based Engaged Learning: Sustainable Moisture Management Design Solutions for Apparel Export Manufacturing in Sri Lanka

Investigating Supply Chain Integration and Resilience in the Bangladesh's Apparel Industry: A Conceptual Model

Navigating Tariff-Driven Sourcing Shifts: How Bangladeshi Apparel Suppliers Respond to U.S. Trade Policy Through Dynamic Capabilities

Re-Branding Traditional Handloom Textiles from India as Quality Products Showcasing Traditional Artistry and Unique Craftsmanship

"They Thought It Was a Pocket": Manufacturing Miscommunication and Scaling Adaptive Apparel

TEXTILE AND APPAREL SCIENCE

Assessing the Effectiveness of Graduated Compression Stockings in Reducing Deep Venous Thrombosis Risk in Patients Recovering from Achilles Tendon Rupture

The Effect of Repeated Laundering Up to 50 Cycles on the Spectrum of Color in Naturally Colored Cotton for Apparel Products

Development of Robotic Pants with SMA Wire Tunnels for User Safety and Comfort

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

Sinter Coated Environmental Protection Garments (EPG) Shell Textiles for Lunar Extravehicular Activity (EVA)

Pulling up the Socks: Innovative Approach to Teaching and Assessment

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Thermal Wear Comfort of a Reusable Zinc-Ion Face Mask for COVID-19 Prevention

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Female Soft Body Armor for First Responders: Effects of Panel Design and Materials on Performance and Comfort

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Spinnability of Polyurethane Nanofibers with Low Toxicity Solvent System

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Lignin Extraction from Jute Fabric and its Dynamic Influence on Reactive Dye Affinity

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Leveraging Pose Estimation for Markerless Motion Analysis in Naturalistic Settings

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The Effect of Geometric Structures and Washing Cycles on Elongation of 3D Printed Mesh-Textured Textiles

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Validating a Remote 3D Body Scanning App for Anthropometric Data Collection