

**INTERNATIONAL CONFERENCE
GLOBAL FASHION: CREATIVE AND INNOVATIVE CONTEXTS**



Introduction

Fashion is a phenomenon that crosses cultural and social contexts and, nowadays, it is a truly global economic activity.

Human beings need something new: it is at the same time an outer stimulus and an inner will to move forward, to make things happen and to be dazzled. Only the human being can create and needs fashion.

Creativity and innovation have always been present since the birth of fashion and intersect several sectors of activity: industries, handicraft and services.

Due to its global relevance, we believe it is important to invite researchers and professionals to meet and exchange their knowledge and experience on the field of Fashion.

CEPESE, Centre of Research on Economics, Population and Society, promotes the 1st International Conference on Fashion, in Portugal, dedicated to the subject:

Global Fashion: Innovative and Creative Contexts

Date: November 11th, 12th and 13th 2010

Place: Porto

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Programme

The 11th of November (Thursday)

9:00 - Reception

9:30/9:40 - Opening of the Conference Prof. Doutor Fernando de Sousa – President of CEPESE

1st Pannel – Fashion: Creative and Innovative Contexts

Chairwoman: Cristina Abreu – Research Fellow: Economics and Contemporary Society – CEPESE

9:40/10:00	Title to be confirmed Irene Vaquinhas University of Coimbra
10:00/10:20	Architecture – (Timeless) Way <i>versus</i> Fashion Pedro Oliveira de Abreu Universidades Lusíada - Lisbon and Famalicão
10:20/10:40	Values and fashion consumption From West and from Far East Isabel Cantista, Francisco Vitorino Martins Paula Rodrigues – CEPESE e Pierre Xiao-Lu, University of Fudan/Bocconi (Shangai)
10:40/11:00	Fashion, between ethics and aesthetics: a global perspective Yolanda Espiña Catholic University of Porto

11:00/11:15 - Debate

11:15/11:30 - Coffee-break

2nd Pannel - Architecture, Design, Art and Fashion

Chairman: Pedro Oliveira de Abreu

11:30/11:50	Storytelling as a common language in Design Processes Saskia Westerduin University of Ghent
11:50/12:10	Strategies of Design and new product development José Carlos Teixeira Parsons School of Design – New York
12:10/12:30	Fashion Times or how fashionable may architecture be? José Pedreirinho Escola Universitária de Artes de Coimbra
12:30/12:50	Title to be confirmed Fernando Brandão Alves University of Porto

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Buffet Lunch

3rd Pannel – The business of fashion

Chairwoman: Madalena Pereira, Dept. Textiles Science and Technology – University of Beira Interior

- 14:30/14:50** China New Wealth Consumer Behaviors, Attitude and Regional Difference
Pierre Xiao-Lu
University of Fudan/Bocconi - Xanghai
- 14:50/15:10** Slow factory – a new concept
Marco Bettiol
University of Padova
- 15:10/15:30** Marketing Futurecast and Global Fashion
Luiz Moutinho
University of Glasgow
- 15:30/15:50** The antithesis to ethical fashion: The influence of Time Perspective on the purchase of value clothing
Lindsay Carey
Caledonian Business School, Glasgow

15:50/16:10 - Debate

- 16:10/17:10** Coffee break
Cultural event “Dressing the Scene” – Teatro Nacional S. João

4th Pannel - Culture and Fashion

Chairwoman: Paula Rodrigues – University Lusíada of Porto

- 17:10/17:30** The new environments of communication. Social indicators of Neo-Renaissance culture
Mónica Codina Blasco
Universidad de Navarra
- 17:30/17:50** Digital Networks – Fashion Blogs
Emanuela Mora
Catholic University of Sacro Cuore - Milan
- 17:50/18:10** Scandinavian Fashion
Speaker to be confirmed
IKL / Creative Encounters, Copenhagen Business School
Denmark
- 18:10/18:30** Abstract fashion and spaces
José Teunissen
ArtEZ – Institute of the Arts
The Netherlands

20:30 - Gala dinner – Círculo Universitário of Porto

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The 12th of November (Friday)

5th Pannel – Fashion in Literature and History

Chairwoman: M. Helena Vilas-Boas Alvim

- 9:30/9:50** Creation and magic in Ancient Egypt's jewelry
Rogério Sousa
CITCEM – University of Porto
- 9:50/10:10** The goldsmith José Rosas Júnior (1885-1958) and the Portuguese
jewelry of the first half of the XX century
Gonçalo Vasconcelos e Sousa
Catholic University of Porto
- 10:10/10:30** More and less: fashion echoes and moral rules in Portuguese
female monastic literature
Isabel Morujão
Faculdade de Letras – University of Porto
- 10:30/10:50** Title to be confirmed
Pedro Vilas-Boas Tavares
Faculdade de Letras – University of Porto

10:50/11:05 - Debate

11:05/11:20 - Coffee break

6th Pannel - Criative and Inovative Fashion Companies

Chairman: Paulo Vaz – Director-Geral da ATP – Associação de Têxteis de Portugal

- 11:20/11:40** Company to be confirmed
- 11:40/12:00** Company to be confirmed
- 12:00/12:20** Company to be confirmed
- 12:20/12:40** Company to be confirmed

12:40/13:00 – Debate

Buffet lunch

Parallel Sessions

- 14:30/17:00** Room 1
- 14:30/17:00** Room 2
- 14:30/17:00** Room 3
- 14:30/17:00** Room 4
- 14:30/17:00** Room 5
- 14:30/17:00** Auditorium

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Closing Conferences

- 17:00/17:30** Wigs and ideas: fashion and politics in the beginning of the XIX century – from creative to transgressor contexts
Luísa Malato
Faculdade de Letras - University of Porto
- 17:30/18:00** Fashion Districts and Fashion Cities
Paolo Volonté
Polytechnic Institute of Milan
- 18:00/18:30** Title to be confirmed
Michaela di Giorgio
University of Milan
- 18:30/19:00** Paulo Nunes de Almeida
Vice-President of AEP – Associação Empresarial de Portugal

21:00 - Cultural programme

Concert by National Orchestra of Porto – On the banks of the Thames

Philip Pickett – Musical Direction

Henry Purcell – Suite of Dido and Eneas

G.F. Händel – Suite of Water Music

F.J. Haydn – Symphony nº 104 (London)

Casa da Música – Room Suggia

The 13th of November (Saturday)

8:00/19:00 - Cultural programme

“One day in Douro Region”

Visit to Murganheira Cellars

Lunch at typical Vineyard Mannor – Britiande – Lamego

Visit to Douro Museum - Régua

Note: this programme may be altered due to unforeseen events.