

FASHION COLLOQUIA PARIS

IFM
OCTOBER 4&5
2012

CITIES
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KNOW-HOW
FASHION

CALL FOR PAPERS

The autumn 2012 edition of the Fashion Colloquia will take place at IFM / Institut Français de la Mode in Paris on October 4 and 5. The session dedicated to presentation of papers will take place on the afternoon of Thursday October 4, and each selected speaker will have 10 minutes for their presentation. On the mornings of October 4 and October 5, there will be roundtables addressing the themes outlined below, with speakers from academia and the industry.

Access to the Colloquium at IFM will be free of charge.

Themes

Theme 1: The role of fashion capitals in the reinvention of design: Paris

If we accept that design is always reinventing itself, then the question that interests us is whether a particular city plays a prominent role in this reinvention. Most creative activities of the high-end fashion industry remain concentrated in a few capital cities. The Paris, London, New York and Milan Fashion Weeks remain the ones with the most media coverage. However, emerging countries have tried to enhance their own Fashion Weeks. The “fashion capitals” are linked with creative expression in many forms (art, architecture, music, etc.) and so we will explore whether and how the creative energy in a city nourishes the fashion in that city.

Theme 2: The value of know-how in the fabrication of products

The values linked to the fabrication of products – which have for a long time been reduced to a logic of economies of scale, cost reduction and off-shorting – represent today a growing interest for

international fashion and luxury companies. As real points of differentiation, the creativity and innovation of products seem to be directly connected to the specificities of know-how illustrated in the fabrication of these products.

Representations of handmade, the workshop, the craftsman and his tools are flourishing in the products, on labels, on the catwalk, in advertising and even within stores, showing the importance of linking globalisation, heritage and local culture in order to avoid one of the pitfalls of massification: the erosion and disappearance of cultural and regional particularities.

Submitting an abstract

Proposals for the Paris Fashion Colloquium will have to be submitted as abstracts of 500 words maximum, in English, with the title clearly indicated. You should also indicate whether your paper is addressing theme 1 or theme 2.

Submitting authors must include full contact details. Submissions will be via email only to colloquium@ifm-paris.com and must be received by June 6, 2012. Applicants will be contacted by June 30, 2012 regarding their submission.