

ITAA NEWSLETTER



International Textile
and Apparel Association

The Global Organization of Textile & Apparel Scholars



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HEADING TO CHARLOTTE WITH ITAA AND YOUR FALL CHECKLIST

- ✓ Summer Fun
- ✓ Return to Campus
- ✓ Classes Prepared
- ✓ Advisees Greeted
- ✓ 2014 ITAA Conference Planned and Registered



Hello ITAA Members,

We hope you had a restful summer and have returned to your campuses energized for a productive academic year. Now that you have transitioned, be sure to review your checklist and include the 2014 ITAA Annual Conference at the top of your list of things to do. We are pleased to take our Annual Meeting to Charlotte, NC. Mark the dates of Nov. 12-16. You will find great opportunities for pre-conference tours and workshops. We strongly encourage you to plan your stay through Sunday as the Design Exhibition and awards will be presented Saturday evening. You may also take advantage of the Post-Conference tour to the Biltmore Estate on Sunday.

Listed below are updates to assist your planning:

Conference Registration is Open - Early Registration Closes October 10.

Visit ITAA Website and review Conference details. Review Pre-conference tours and workshops. SIGN UP EARLY- Space is limited

http://itaaonline.org/events/event_details.asp?id=407167&group=

If you're presenting be sure to review the schedule to confirm your presentation day and time.

Again, we wish you a successful start to your semester and look forward to seeing you in Charlotte Nov. 12-16.

With Warm Regards,
Dana Legette-Traylor, DBA
Virginia State University
Dlegette-traylor@vsu.edu

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Add a Conference Workshop!

You can add a Workshop or Tour, Reserve a Career Fair Table, or Purchase Guest Tickets & Poster Boards through the [ITAA Conference Store](#).

Leaning Towards Leadership Workshop

Wednesday 2:00 – 6:00 pm

Coordinator: Lynn Boorady. booradlm@buffalostate.edu

The Administrative Leadership Committee encourages all ITAA members to attend the workshop *Leaning towards Leadership*. We hope that all schools would support at least one of their faculty members in attending this valuable workshop on developing personal leadership skills. You can sign up for this workshop when you register for the ITAA conference or you can still add this workshop even if you have already registered.

The workshop is based on the Robin Gerber book of the same name. Gerber is a well-known author and scholar who, for more than twenty years, trained women in leadership skills for major organizations. In her book, Gerber looks at the leadership style of Eleanor Roosevelt who started as a reluctant first lady and became a strong political advocate for women's and civil rights, among many other causes. Cost of the workshop includes a copy of Gerber's book. The workshop will explore some of the challenges women face at home and in the workplace and discuss methods to confront and overcome these issues. While this workshop is focusing on encouraging future leaders in our field, the strategies are useful for anyone, in any position, who has goals they want to achieve.

Roosevelt had strong personal values, the ability to motivate others and work for change. Good leadership involves change and this workshop will help participants think about their individual vision of change – in their classroom, their department, in their research, in their community – through the strategies that worked for Roosevelt. **Make it an afternoon of support, motivation and identifying strengths – what a great way to start the conference!**

**Educators Professional Development:
Active Experiential Learning Techniques
to Create Effective Learning Communities**

Wednesday, 2:00—5:00 pm

Coordinator: Joan Ellis, joana@wsu.edu

Recent research indicates that industry expectations of college graduates from textile and apparel related programs focused primarily on soft skills such as being an independent self-starter possessing self-awareness, understanding team dynamics, and other leadership skills. It was concluded that a shift in teaching methods may be warranted. Professional development opportunities in teaching, beyond knowledge and skills in the textile and apparel industries are a necessary next step. This workshop, presented by Scott Vanderwey, an award winning adventure educator, brings the research and best practices of the experiential learning model into the classroom and is targeted at educators who want to acquire the knowledge and skills needed to transform their courses into dynamic, high achieving learning communities. Participants have the opportunity to experience best practices, learn the latest research, and understand the theory behind it. Participants will receive a copy of the *Building Successful Learning Communities Manual* and access to an abundance of other useful teaching resources.

President’s Message

More Dues Changes Ahead -- an Effort to Make Things Simpler

by ITAA President Mary Lynn Damhorst



Before we head to Charlotte for our November meeting, I want to give you a heads up about a dues structure change coming for 2015. Council does not relish imposing another dues change when the last one was just implemented the end of last year. However, there have been some headaches created by the current dues structure. It is confusing as to what defines a “new” member, and there is some concern about students being discouraged by the current system. The 2015 change is an adjustment that does not alter dues amounts substantially.

We are initiating a new “Early Bird” incentive for paying dues by January 31. The rates are as follows:

Member Type	2015 Dues	Early Bird Discount
Corporate	\$500	\$450
Professional	\$150	\$135
Emeritus	\$130	\$115
Graduate Students	\$60	\$55
Undergraduate Students	\$35	\$30

For graduate and undergraduate students, the advantage for paying early is only \$5, therefore not imposing a substantial penalty on students who learn about ITAA and decide to join later in the year. Professional, emeritus, and corporate members have a larger advantage for paying dues by January 31, so we hope that most of you will take advantage of the discounts.

Paying dues early helps ITAA plan for expenses. It also ensures that you will not miss out on advantages of being a member, such as access to all ITAA publications and website features, notifications of important due dates and programs via listserv, ability to submit scholarly work for conference presentations, eligibility for awards, conference rate discount, opportunity to participate in committees, etc. And of course, paying dues early helps you to stay in touch with our great community of scholars and educators.

There will be more information about this at the Business Meeting in Charlotte. Notification for paying 2015 dues will open in December. Let me know if you have questions.

And I hope to see you all in Charlotte in November! Response has been strong, and we should have a lively and exciting conference.

**Rutherford Teaching Challenge Winners to Present
at ITAA's Annual Conference
during TIR's Box Lunch Committee Meeting, Saturday, November 15**

By Lombuso Khoza, TIR Committee Chair

On behalf of the Teaching Innovations and Resources, I am announcing the winners of the 2014 Rutherford Teaching Challenge. The challenge required ITAA members to submit a module based on a chosen topic. The modules were to have been developed the past academic year and incorporated into an undergraduate or graduate class in the spring. The project was written up and submitted for the June 15 deadline. Guidelines were provided for preparing materials for the Teaching Collection which are on the ITAA website. The TIR committee reviewed the submissions to determine the winners.

The winners will present at the Saturday 15th committee meeting at the ITAA conference. Once finalized, winning modules will be added to the ITAA Teaching Collection. Nancy Rutherford has committed \$1000 per year for 5 years for the Rutherford Teaching Challenge. Each award serves as a small stipend and national recognition for the submitter's efforts.

The challenge for the year was based on *'The Ladies' Paradise.'* by French novelist Emile Zola. The novel is based on the rise of the department store in Paris.

Dr. Janet Blood's submission was entitled "Period Department Store Group Project" as an undergraduate project, and received an award of \$600.

Dr. Linda Welters submission was entitled "The Ladies' Paradise: A Study of Nineteenth-Century "Ready Mades" as a graduate project, and received an award of \$400.

We look forward to presenting Dr. Blood and Dr. Welters their award as well as hear their presentations.

The Teaching Innovations Resource committee will be discussing the next challenge and looks forward to having more members participate in the committee and have more submissions. We appreciate the reviewers contributions as well as Dr. Rutherford's sponsorship of this innovative challenge.

Culture & Industry Tour to Guatemala

[Textiles Traditions in Guatemala Highlands](#) is being planned for May 20-June 3, 2015. The trip is limited to 16 attendees and spots will be held on a first-come, first-serve basis. We hope to have your commitment deposit by October 15th so that we can start booking hotel rooms. Follow-up payments can be made in two installments. An additional \$1,000 is expected by the end of the year, with the balance due by the end of January. Details of the last payment will follow. Airline tickets will be made in a coordinated effort, however, everyone will be booking their own flights. Flyer that was distributed earlier this year is linked above. We hope to see you in Guatemala! We promise to make it a great trip! Questions? Contact Jana Hawley. hawleyj@missouri.edu

Here is the link to make your deposits! http://itaaonline.org/store/view_product.asp?id=3103347

Book Review

Kim K. P. Johnson, University of Minnesota submitted the following book review on behalf of her student. The review was prepared as part of a course requirement for a doctoral level course "Dress and culture." The course focuses on the concept of dress and how it is impacted by identity, power, age, gender, ethnicity, religion, and other cultural influences (e.g., media).

Porn Chic: Exploring the Contours of Raunch Eroticism

Reviewed by Dooyoung Choi

Lynch, Annette. (2013). *Porn chic: Exploring the contours of raunch eroticism*. London: Bloomsbury. ISBN-13: 978-1-84788-628-6

In *Porn Chic: Exploring the Contours of Raunch Eroticism*, Annette Lynch (2012) examines the mainstreaming into American and British culture of behaviors and images once labeled pornographic. The book attempts to document how porn became stylized for young women, and uncover the acceptance of porn chic contributions to a cultural transformation of sexuality and gender norm construction. Lynch's (2012) argument as presented in this book enables readers to understand the roots of the porn chic trend as well as to follow shifts within the mainstream cultural norms.

Each chapter includes a distinct focus, case studies which clearly illustrate this focus, and the systematic analysis of each case. Lynch's (2012) presentation of each case is clear and descriptive. Most case studies are presented in chronological order which enables readers to see the development of each porn chic trend. For example, she traced the unapologetic bad boy icon back to the 1950s to illustrate how it was constructed. Furthermore, she presented iconic examples of each period, such as Howard Stern in the 1980s, Eminem in the 1990s, and the millennium's Tucker Max. In addition, Lynch fully explored the person's history and their strategy for public acceptance. For instance, Lynch explained both Stern and Max use of humor to connect to their audience, while misogyny was excused and/or accepted.

Another strong component is her insightful analysis of each case where the invisible patterns of domination are fruitfully uncovered. Lynch often cites scholarly sources in her analysis which makes her arguments both comprehensive and persuasive. She also re-visits and further explains any theoretical frameworks, such as sexual objectification, subjectification, and sexual agency, used in her analysis at the end of every chapter. This approach enables readers from a range of backgrounds to understand and follow her arguments. The use of theoretical foundations in her inquiry is the most distinctive feature of this book when compared to other books on a similar topic (e.g., *Female Chauvinist Pigs: Women and the Rise of Raunch Culture*, *Mainstreaming Sex: The Sexualization of Western Culture*, *Striptease Culture: Sex, Media and the Democratization of Desire*).

The various examples of porn chic presented make this book compelling reading. They range from already well-known examples, such as the Girls Gone Wild (GGW) series and sexting, to relatively recent porn chic trends, such as genital plastic surgery and sexy studio photographs. To engage the reader, Lynch included her personal observations of the porn chic trend. Particularly, Nicola Bockelmann's *Porn Chic* paintings, the reproduced images of porn chic, are captured on the cover as well as each chapter in the book. These paintings support Lynch's argument about porn chic and they directly depict how the sexual suggestiveness in porn chic is oriented toward male desire rather than women's empowerment.

If *Porn Chic* has the possibility for a second edition, then practical guides on what readers can do about raunch eroticism and information about counter trends relevant to porn chic could be included. In addition, although the analysis of each case was thorough and convincing, the explanation of porn chic cases through a sex-positive third-wave feminist lens might have opened an interesting discussion. The inclusion of newer cases, such as Andy Samberg as a contemporary bad boy icon, is another possibility. Finally, the considerable amount of analysis of each case as well as re-visitations of theoretical arguments at the end of each chapter may be somewhat repetitive, although they often add concreteness to her arguments. A more concise presentation of theoretical arguments may even more appealing to general readers.

Thanks to the strong evidential cases presented and analyzed in this book, any reader can use it to increase their awareness of the cultural shift and to build an analytical mind to uncover objectification and misogyny underlies in porn chic style. In addition, Lynch's constant reference to scholarly resources serves as inspiration for a new generation of researchers who are interested in examining and questioning the cultural trend. Because of the informative documentation of the cultural norm transformation in sexuality, this book can be used as core reading material in classes related to culture, fashion, body, gender and sexuality.

Publisher's website: <http://www.bloomsbury.com/us/porn-chic-9781472520135/>

Lectra announces Kaledo® V4R1

This new release directly responds to the needs of fashion and apparel companies



Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce Kaledo® V4R1, the latest release of its design solution.

“The shifting demands of the fashion and apparel industry put rising pressure on companies to cut time and cost, forcing them to renew collections more often to remain competitive. Kaledo V4R1 was developed with these specific needs in mind,” says Daniel Harari, Lectra CEO.

This new release is the result of a close collaboration with Lectra customers. “We have taken input from our key textile customers. Product development teams and pre-production rely on the efficiency of designers to produce innovative and creative designs to ensure that interesting, fresh products reach stores on time. Our R&D teams have developed this new version to respond to industry needs,” he adds.

Kaledo V4R1 features a host of new tools including draper, a texture mapping module that simulates fabric on images and sketches, producing realistic results for earlier decision making in the collection and sales selection process. “Kaledo allows us to realistically represent what a product will look like. As designers, we are able to develop clear and concise range plans to pitch to our clients or in-house design teams,” says Jon Mabbott, Menswear Designer at CP International, United Kingdom.

“We have been using Lectra’s pattern-making solutions for many years. The new Kaledo will help us to simplify and speed up style customization and reduce the number of physical samples needed in the process, thanks to immediate visualization,” adds Claudia Schüpbach-Germann, Designer at Isa Sallmann, Switzerland.

This latest release also introduces major improvements to color management, such as better lighting options for increased color accuracy. Users can also now work with more complex knit and woven structures for more sophisticated design options. Other features include new repeat, color mask and transparency tools for more design flexibility

“Design is an essential asset in Lectra’s offer. Lectra fashion solutions are continually updated to improve collaboration between design and product development teams onto buying, sourcing and merchandising. Kaledo helps to shorten time to market by improving control and visibility at the deepest level,” explains Anastasia Charbin, Fashion Marketing Director, Lectra.

For more information, please visit www.lectra.com.

Visit Lectra at the ITAA 2014 Annual Conference on Saturday, November 15th during the Resource Exhibit for a demonstration

Position Announcements Posted Since Last Newsletter

Assistant/Associate Professor (2 Positions), Apparel Design/Product Development and Merchandising, Auburn University, [click here](#)

Assistant/Associate Professor in Retail and Consumer Sciences, University of Tennessee, [click here](#)

Assistant Professor in Consumer, Apparel, and Retail Studies, University of North Carolina - Greensboro, [click here](#)

Assistant Professor of Fashion Design (2 Positions), Kent State University, [click here](#)

Assistant Professor of Fashion Merchandising and Apparel Design, Georgia Southern University, [click here](#)

Assistant/Associate Professor, Fashion Merchandising, California State University - Long Beach, [click here](#)

Assistant Professor, Apparel Design and Merchandising, Dominican University, [click here](#)

Chair of Fashion, Savannah College of Art and Design, [click here](#)

Professor of Fibers, Savannah College of Art and Design, [click here](#)

Assistant/Associate Professor, Textile and Apparel Management - Product Development Focus, University of Missouri, [click here](#)

Assistant Professor, Product Design and Development, The University of Georgia, [click here](#)

Assistant Professor, Apparel Design, Kansas State University, [click here](#)

Assistant Professor, Apparel/Fashion Design/Product Development, University of Nebraska-Lincoln, [click here](#)

Assistant Professor, Apparel/Fashion Design, University of Nebraska-Lincoln, [click here](#)

Call for Papers

2015 Global Fashion Management Conference at Florence: Renaissance of Marketing and Management in Fashion, June 25-28, 2015, University of Florence, Florence, Italy. This conference is organized by the Global Alliance of Marketing and Management Associations (GAMMA), a strategic alliance of organizations in marketing and management. Deadline for submissions is January 15, 2015. See [full announcement](#) for detailed information.

Call for Papers

TechStyleLAB Symposium, January 29-30, 2015, The Fashion School at Kent State University, Kent, Ohio. The goal of the TechStyle LAB Symposium is to stimulate discourse on digital fashion and textiles. **Deadline for abstract submission is extended to October 15, 2014.** See [full announcement](#) for more information.

Call for Papers

The Joanne B. Eicher Symposium II: Fashion, Sex, & Power, September 11-12, 2015, University of Minnesota. Deadline for abstract submissions is January 5, 2015. See [full announcement](#) for more information or visit the website, <http://design.umn.edu/symposium>

Call for Proposals

36th Southwest Popular Culture/American Culture Associations Annual Conference - "Many Faces, Many Voices: Intersecting Borders in Popular and American Culture, February 11-14, 2015, Albuquerque, New Mexico. Now accepting proposals for: Fashion, Style, Appearance, and Identity. Deadline for submissions is November 1, 2014. See [full announcement](#) for detailed information.

Call for Papers

2015 National Conference of Popular Culture Association and American Culture Association, April 1-4, 2015, New Orleans, Louisiana. Fashion, Style, Appearance, Consumption & Design is seeking paper proposals for oral presentation at the annual conference. Deadline for online abstract proposal of papers is November 1, 2014. See [full announcement](#) for more information; or visit the website, www.pcaaca.org

ITAA Newsletter Editorial Staff

Editor: Vanessa Jackson, University of Kentucky

E-mail: vpjackson@uky.edu

Managing Editor: Nancy Rutherford

E-Mail: nruth@utk.edu

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Email newsletter copy to Vanessa Jackson by the following dates: January 15 (for February issue), March 15 (for April issue), May 15 (for June issue), July 15 (for August issue), September 15 (for October issue), and November 15 (for December issue). Article, book, thesis, and dissertation titles can be submitted to Editor for each newsletter..