

FREE STYLE: The Fashion Fusion of Producers, Consumers, & YOU!

Schedule of Events

Tuesday, April 3rd

7:30pm: **FREE STYLE KICKOFF**

Griffin Lounge, 1st Floor, MU

Gallery of Art and Design Competition Finalists
Acoustic Performance, Beat Boxer and DJ
Food and Drink Provided

Wednesday, April 4th

9:00-10:00am: Coffee and Introduction to Day One

MU II, 2nd Floor, MU

CONSUMERS & PRODUCERS: Sweat-free vs. sweat shop labor, garment workers' lives, the influence of globalization on today's clothing industry, environmental impacts of the apparel industry, and fair trade.

PRESENTED BY: Allison Devore, Ellis Jones,
Valerie Orth, Connie Ulasewicz,

10:00-10:45am: Interactive Activity

10:45-11:00am: Break

11:00-12:30pm: Consumers and Producers Panel

12:30-1:00pm: Q&A with Consumer and Producers Panel

1:00-2:10pm: Lunch (on your own)

CALIFORNIA STYLE: Global fashion influence of diverse California styles (e.g. Hollywood, surfing style, San Francisco, etc.), and defining regional trends and trendsetters.

PRESENTED BY: Heather Caswell, Kadie Corless,
Rod Greenup, Linda Matheson

2:10-2:55pm: Interactive Activity

2:55-3:10pm: Break

3:10-4:40pm: California Style Panel

4:40-5:10pm: Q&A with California Style Panel

6:30pm: Dinner (presenters and conference planners)

SYMPOSIUM

Thursday, April 5th

9:15-9:30am: Coffee and Introduction to Day Two
MU II, 2nd Floor, MU

FASHIONING IDENTITIES: Subcultural and countercultural fashions, along with their influence on mainstream fashion trends.

PRESENTED BY: Mandy Benson, Christopher Breward,
Avis Charles, Janet Hethorn

9:30-10:15am: Interactive Activity
10:15-10:30am: Break
10:30-12:00pm: Fashioning Identities Panel
12:00-12:30pm: Q&A with Fashioning Identities Panel
12:30-1:40pm: Lunch (on your own)

MUSIC & STYLE: How music and the music industry influence and promote fashion, as well as generate fashion trends.

PRESENTED BY: Sara Bernstein, Jessica Glasscock,
Andrea LaBarge, Andrea Smith

1:40-2:25pm: Interactive Activity
2:25-2:40pm: Break
2:40-4:10pm: Music and Style Panel
4:10-4:40pm: Q&A with Music and Style Panel

6:30pm: Freestyle Finale Dinner (dinner tickets: \$20, \$10 for students)
University Club, Old Davis Road

Award Presentations
Ludy's Catering
Entertainment

Often dismissed as trivial and frivolous, fashion is in fact the very hub of burning issues concerning mass-mediated cultural representation, identity construction, body image, design aesthetics, global trade and production, and professional and consumer ethics. While moralistic discourses disdain to take it seriously, fashion is both one of the major forms of aesthetic expression and identity construction in daily life, and a major object of disavowed obsession in our culture. It is also a major force propelling both formal and informal global economies. Thus, in terms of production practices and treatment of garment producers, fashion presents one of the most urgent social, ethical and human rights issues confronting us today. Music plays an integral part in pop culture, which in turn influences clothing design and consumption patterns. The exploration of music as it touches fashion is an important aspect of the conference. Regional styles are complex, and follow their own trends depending on regional attitudes, customs, and lifestyles. Therefore, stylistic expressions are varied, and are gathered from multiple sources. The conference aims to shed light on topics that influence the fashion system, while opening the door to viewing other fashion issues with a broad, critical, and creative scope.