

Consumers & Producers

Allison Devore

Allison Devore is a member of the senior executive team of labor standards non-profit Verité and manages business development for the organization, operating in over 60 countries worldwide. Prior to Verité, Allison held senior management positions at the Center for Women & Enterprise, MusicMatters - an entertainment based CSR marketing agency known for its worldwide environmental initiatives, and CitySoft, Inc - a technology services firm that received MIT's Socially Responsible Business Award.

Ellis Jones

Ellis Jones currently teaches sociology courses at UC Davis. He has published influential templates for critical consumers entitled, *The Better World Shopping Guide: Every Dollar Makes A Difference*, and *The Better World Handbook: From Good Intentions to Everyday Actions*. *The Better World Shopping Guide* is available in book form, for ipods, online, and soon to be released as a download for cell phones. A weekly podcast is also currently in production.

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Valerie Orth

Valerie Orth has been the Sweat Free Communities Organizer at Global Exchange. She has worked with labor, faith-based, student and community groups to pass Sweat Free government procurement legislation. Before working with Global Exchange, Valerie represented industrial laundry workers in California with UNITE Local 75 (Union of Needletrades, Industrial, and Textile Employees). She was also a grassroots organizer with Green Corps (the field school for environmental organizing), where she worked on legislative and corporate campaigns nationwide.

Connie Ulasewicz

Connie Ulasewicz is Assistant Professor of apparel design and merchandising at San Francisco State University. Connie co-founded Lewis & Lee, a nationally distributed line of infant apparel and accessories. She has extensive manufacturing and sales experience working with major international apparel companies such as Esprit International, Joannie Char, and Sourcing Partners. She has published in the areas of socially aware entrepreneurship, business marketing, and product development.

California Style

Heather Caswell

A fashion buyer, designer, stylist, creative director and color therapist for a number of years, Heather Caswell educates the public in the art of self-adornment. Her mission is to inspire inner beauty through outer expressions. She has been the owner of The Wardrobe, a modern fashion salon, for twenty years. She won the 1993 Wave award as a videographer as well as the 2002 Women Helping Women Award. Other awards include the CNAEA award for fashion design advertising. Heather has just launched Fashionscapes, an offshoot of The Wardrobe that specializes in professional fashion photography.

Kadie Corless

Kadie Corless has long been fascinated with defining the concept of a "fashion city," and how this idea can be interpreted using the city of San Francisco. For her Master's thesis research at UC Davis, Corless interviewed individuals within the Bay Area clothing industry to identify their feelings regarding operating a business in the city and, more specifically, difficulties and challenges faced. In step with her desire to continue understanding San Francisco on a deeper level, Corless is currently working as a copywriter for eLUXURY.com, an online boutique for luxury goods and designer fashion located in the city.

California Style

Rod Greenup

Rod Greenup is from Laguna Beach, California, where he started shaping surfboards in his dad's garage in 1985. In 1987, surf travels led him to open his first surf shop at the tip of Baja California, Mexico at playa Costa Azul doing repairs and shaping custom surfboards. Today, Costa Azul operates out of Laguna Beach, CA continuing as a successful specialty surf shop that provides optimal hand-made and manufactured surfboards. Along with surfboards, Costa Azul International provides surf lessons and rentals. Costa Azul has broadened its surfboard business to include surfing fashions.

Linda Matheson

Linda Matheson has worked internationally as a costume designer. She has designed costumes for Uma Thurman, Tommy Lee Jones, Vanessa Redgrave, Goldie Hahn and many, many other actors and actresses. She has also created period costumes for both theatre and film and received an Emmy Citation for her work on Pippy Longstocking, as well as three Genie nominations for other films. Prior to her move to Davis to study the social psychology of clothing, Linda taught costume design related courses at Santa Monica College and The Fashion Institute of Merchandising and Design in Los Angeles.

Fashioning Identities

Mandy Benson

Mandy Benson founded Jo March Designs to make eco and people-friendly creations. All Jo March originals are created from sweatshop-free, eco-friendly or vintage fabrics. As the former Field Director for California, National Organization for Women (NOW) 2001-2007, Mandy educated statewide on socially conscious consumerism. Currently a candidate for the President of California NOW, Mandy hopes to continue that work while moving Jo March Designs to the next level.

Christopher Breward

Christopher Breward is Deputy Head of Research at the Victoria and Albert Museum, London. He is also Visiting Professor of Historical and Cultural Studies at the London College of Fashion. He has written and edited an array of books such as *Fashion and Modernity*, *Fashioning London: Clothing and the Modern Metropolis*, *The Culture of Fashion: A New History of Fashionable Dress*, *21st Century Dandy*, and *The London Look: Fashion From Street to Catwalk*.

Fashioning Identities

Avis Charles

Avis Charles is the managing director of Avis Charles Associates, a design consulting firm specializing in fashion and lifestyle. Her clients have included Vivienne Westwood, Mulberry, British Airways, the BBC, the British Council, *Essence* magazine, along with many high profile individuals. Her passion for social responsibility has led her to work with traditional rural crafters in Northern Zulu province and women living with HIV/AIDS, assisting them to develop infrastructures to sell their work. In 2005 she formed the Women Entrepreneurs Network International (WEN) to enable UK women to expand their businesses via international trade missions.

Janet Hethorn

Janet Hethorn is a Professor in the Department of Fashion and Apparel Studies at the University of Delaware. She was the International Textiles and Apparel Association's 2001 Outstanding Designer, and won "Best Sustainable Design" at the ITAA 2006 exhibition. Her research focuses on the aesthetic response to clothing and appearance, with emphasis on the connection to design problem solving and product development. Current projects include explorations into masculinity, sustainable design, youth culture, and garment fit.

Music & Style

Sara Bernstein

Sara T. Bernstein earned an M.A. in Visual Culture: Costume Studies from New York University. She taught at Parsons The New School for Design and worked as a research assistant at the Costume Institute of the Metropolitan Museum of Art. Her essay, "In this same gown of shadow: Functions of fashion in *Villette*," is included in the collection *The Brontës in the World of the Arts*. She is currently pursuing a Ph.D. in Cultural Studies at UC Davis. Her research focuses on the relationship between fashion and fiction.

Jessica Glasscock

Jessica Glasscock is a fashion history professor and researcher at Parsons The New School for Design and New York University. Glasscock is also author of the book *Striptease: From Gaslight to Spotlight*. Currently, Glasscock is curating an exhibition of the works of Stephen Sprouse, a 1980s pop icon and fashion designer. Glasscock has traced her interest in subcultural dress to her "isolated youth spent listening to Depeche Mode and misguidedly applying way too much black eyeliner."

Music & Style

Andrea LaBarge

Originally from the east coast, Andrea LaBarge moved to Los Angeles to attend Art Center College of Design. Graduating with a B.A. in Photography, she decided to make L.A. her home. Andie is currently the Photo Editor at *Filter* magazine, a partner in Shameless Entertainment, and a DJ for clubs like Audio, Kiss or Kill, and the Plush Lounge at Key Club. She is a gemini, loves chocolate, and still rocks out to grunge.

Andrea Smith

Andrea Smith is a fourth-year student in the Cultural Studies Ph.D. program at UC Davis. She works on the dynamics of black identity politics in the context of hip hop and popular culture. Her dissertation research focuses specifically on the hyphy movement, a shifting subcultural formation within hip hop. She is conducting ethnographic research on the hyphy movement in the Bay Area. Her project includes a consideration of music, fashion, and other social and aesthetic forces that articulate black identity politics.