

# FASHION COLLOQUIA PARIS

IFM  
OCTOBER 4&5  
2012

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FASHION

## PROGRAM

The autumn 2012 edition of the Fashion Colloquia – a joint project between London College of Fashion, Domus Academy, IFM and Parsons New School for Design will take place at IFM / Institut Français de la Mode in Paris on October 4 and 5.

Access to the Colloquium at IFM will be free of charge, but you must register at [colloquium@ifm-paris.com](mailto:colloquium@ifm-paris.com) because space is limited. Places will be reserved on a first come-first served basis. Lunch will be provided on Thursday October 4 to all registered attendees.

The roundtables will welcome professors from IFM and the other partner schools, as well as experts and practitioners from the sector. All sessions will be held in English.

### Thursday October 4

12:30pm	Lunch for registered participants
2pm	<b>Welcome and introduction</b> Prof. Dominique Jacomet, Dean of IFM and Philip Cacouris, Head of International Training, IFM
2:15pm	<b>Roundtable</b> Theme: <i>The value of know-how in the fabrication of products</i> Introduced by keynote speaker Prof. Olivier Assouly, Head of Research, IFM Roundtable moderated by Pascal Gautrand, Design Consultant and IFM Lecturer
3:45pm	Break
4pm	<b>Paper sessions</b> 10-minute presentations by researchers selected on the basis of submission of abstracts
6:30pm	End of the day's program

**Friday October 5**

9:30am	<b>Roundtable</b> Theme: <i>The role of fashion capitals in the reinvention of design: Paris</i> Introduced by keynote speaker Didier Grumbach, President of the French Federation of Couture Roundtable moderated by Prof. David Zajtmann, Academic Coordinator , IFM
11:00am	Break
11:30am	<b>Research session</b> (for invited participants)

**Theme** : *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.

**Theme** : *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.

**IFM / Institut Français de la Mode** is located at 36 Quai d’Austerlitz, 75013 Paris

Telephone: +33 (0)1 7038 8989

[www.ifm-paris.com](http://www.ifm-paris.com)

Contact: [colloquium@ifm-paris.com](mailto:colloquium@ifm-paris.com)