

Programme

28 June 2021		Day 1
GMT	BST	Session 1A: Chair - Dr. Abu Sadat Muhammad Sayem, Manchester Fashion Institute, MMU
12:00	13:00	Welcome by Professor Liz Barnes, Manchester Fashion Institute
12:05	13:05	Introduction by Ms. Stephanie Dick, CEO, The Textile Institute
12:10	13:10	Introduction by Dr. Abu Sadat Muhammad Sayem
12:15	13:15	Keynote - Professor Ningtao Mao, University of Leeds, <i>Digitisation of fabric tactile features for the communication of fabric touch feel in textile supply chain</i>
12:35	13:35	Q & A
12:40	13:40	Jan Tepe, The Swedish School of Textiles, University of Borås, Sweden, <i>Digital Fashion Innovation from the Perspective of Artistic Design Research</i>
12:55	13:55	Md. Mazharul Islam, Northern University Bangladesh, <i>Virtual Fit of Bodices Constructed by different Contemporary Methods</i>
13:10	14:10	Q&A for last two presentations
13:15	14:15	Break (10 minutes)
GMT	BST	Session 1B: Chair - Dr. Patsy Perry, Manchester Fashion Institute, MMU
13:25	14:25	Emma Grain, Leeds Arts University, UK, <i>3D Digital Fashion Design & Prototyping Towards a Sustainable Fashion Future</i>
13:40	14:40	Karen Lea-Swain, Manchester Fashion Institute, Manchester Metropolitan University, UK, <i>Is PLM The Existing Solution to Post Pandemic Fashion Business Digitisation?</i>
13:55	14:55	Q&A for last two presentations
14:00	15:00	Courtney Chrimes, Manchester Fashion Institute, Manchester Metropolitan University, UK, <i>Understanding How Female Body Shape Impacts Garment Fit Satisfaction</i>
14:15	15:15	Fatma Baytar, Cornell University, USA , <i>Perception of garment fit in different colour lightness and body shape conditions</i>
14:30	15:30	Q&A for last two presentations

29 June 2021		Day 2
GMT	BST	Session 2A: Chair
10:00	11:00	Hilde Heim, School of Design, Queensland University of Technology, Australia, <i>Dress Block: The challenges of blockchain adoption for the circular economy</i>
10:15	11:15	Claire Evans, Fashion and Textile Department, University of Huddersfield, UK, <i>Digital personal shopping – Exploring innovative customer experiences</i>
10:30	11:30	Sophie Johnson, Birmingham City University, UK, <i>Brand v Consumer: Who has the power in fashion crisis management?</i>
10:45	11:45	Q&A for last three presentations
10:55	11:55	Break (65 minutes)
GMT	BST	Session 2B: Chair - Professor Alhussein Albarbar, Professor of Sustainable Engineering, MMU
12:00	13:00	Keynote - Professor Yordan Kyosev, Institute of Textile Machinery and High Performance Material Technology (ITM), Dresden University of Technology, <i>'High speed body scanning for realistic moving avatars</i>
12:28	13:28	Q&A
12:35	13:35	Sadia Idrees, Department of Materials, University of Manchester, UK, <i>A study of Prevailing 3D Body scanning Mobile applications: A contact-free Body measuring solution for mass-customisation approach in fashion e-commerce environment</i>
12:50	13:50	Ni Zeng, School of Materials, University of Manchester, UK, <i>The influence of technology-enhanced store atmospherics on customer engagement in luxury fashion retail: a conceptual framework</i>
13:05	14:05	Q&A for last three presentations
13:10	14:10	Break (10 minutes)
GMT	BST	Session 2C: Chair - Dr Helen McCormick, Manchester Fashion Institute, MMU
13:20	14:20	Anita Mitchell, , Manchester Fashion Institute, Manchester Metropolitan University, UK, <i>The Door to the Digital World</i>
13:35	14:35	Maria Nikoletta Chatziathanasiou, Creative Design & Clothing, International Hellenic University, Thessaloniki, Greece, <i>How can fashion industry use XR technology to the customer's added value experience</i>
13:50	14:50	Liru Jiang, School of Materials, University of Manchester, UK, <i>Comparing the effects of 'showing available product' and 'showing unavailable product' by social media influencer for luxury fashion brands</i>
14:05	15:05	Q&A for last two presentations

*N.B.: GMT = Greenwich Mean Time, BST = British Standard Time

You may use World Clock at [GreenwichMeanTime.com](https://www.greenwichmeantime.com) to check your local time. Below figure shows the time differences from GMT in few cities in different continents and the local times in those cities at the starting time (i.e. 12:00 GMT) of each of our sessions.

