University of Milan, Via Festa del Perdono, 7
Room - ELENA BRAMBILLA

Thursday 28th November 2019

WORLDS OF FASHION:
FROM ARCHIVES TO FASHION SHOW

9.45 - WELCOME ADDRESS
Antonino De Francesco
(Director of History Department, University of Milan)

10.00 - ARCHIVES AND FASHION STUDIES

Miki Sugiura (Hosei University of Tokyo)
The mass consumption of refashioned clothes: Redyed kimono in post war Japan

Giovanni Favero (Università Ca’ Foscari)
Suit, sweater and glasses: Three Italian companies and the market for fashion items in the last fifty years

Mattia Bertocco (University of Milan)
Luxury Italian Denim. The transformation of Denim into a luxury good

Ben Wubs (Erasmus University Rotterdam)
Emanuela Scarpellini (University of Milan)
Book presentation: Italian Fashion since 1945. A Cultural History

12.30 - LUNCH
14:00 - THE PRACTICE OF FASHION SHOWS

Tiziana Baiocchi
(Founder & Owner of MB Agency)

Fabrizio Guglielmi
(Founder & Owner of G2A Fashion Show Production)

Angelo Ruggeri
(Fashion Editor)

16:00 - Q&A SESSION

Bethan Bide (University of Leeds)
Cinzia Capalbo (La Sapienza University, Rome)
Alice Janssens (Erasmus University Rotterdam)
Mònica Jiménez-Morales (Pompeu Fabra University, Barcelona)
Mariangela Lavanga (Erasmus University Rotterdam)
Elisabetta Merlo (Bocconi University, Milan)
Mario Perugini (Bocconi University, Milan)
Simona Segre Reinach (University of Bologna/Rimini)
Maria Afanaseva (University of Rotterdam)
Laura Murcia Obregon (University of Rotterdam)
Hlib Rodchenkov (University of Rotterdam)
PHD students from the University of Milan