

ITAA NEWSLETTER



International Textile
and Apparel Association

The Global Organization of Textile & Apparel Scholars



VOLUME 35, NO. 3

MAY/JUNE 2012

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2012 ITAA Election Results

By Nora M. MacDonald, ITAA Nominating Committee Chair

On behalf of the ITAA Nominating Committee, I am pleased to announce the results of the recent ballot. Congratulations are extended to the following ITAA members for securing the top number of votes by the membership for each of the following offices.

Mary Lynn Damhorst has been elected to serve as President-Elect during 2013 and then will serve as President in 2014 and Counselor throughout 2015.

Jaile Lee has been elected to serve as Vice President of Education, while Rinn Cloud has been elected to serve as Vice President of Publications. The Vice President of Education and Vice President of Publications are three-year terms of office that will extend from January 2013 through December 2015.



John Jacob and Jung Ha-Brookshire were elected to serve as the 2012 At-large Nominating Committee members during the previous election cycle. The nominating process will shift to the fall for construction of the ballot to accommodate the organizational move to a calendar year. The election will continue to be held in the spring.

We wish to thank the other ITAA members who were willing to have their names placed on the ballot. We look forward to their continued engagement in the organization and will be pleased to have them consider a nomination in the future.

2012 Conference Registration will open in May. Members will be notified via email.

2012 ITAA COUNCIL

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ITAA 2012 ANNUAL CONFERENCE

Did you know:

- The Mai Tai cocktail was invented at the Royal Hawaiian Hotel on Waikiki?
- The Shirley Temple was invented at the Royal Hawaiian Hotel when the child star visited the Islands in the 1930s?
- Hawai'i is the widest state in the US (measured east to west)
- The Hawaiian Islands are the most isolated populated place on the earth? The nearest populated landmass is California at 2390 miles
- There are only 12 letters in the Hawaiian alphabet: A E H I K L M N O P U W
- Hawai'i has its own time zone—with no daylight savings
- Hawai'i is extremely diverse—there are no ethnic or racial majority populations but the majority of people are non-white
- The city of Honolulu is the largest city in the world when measured by its borders
- Hawai'i has over 100 famous beaches
- Mauna Kea is the largest mountain in the world, when measured from its base in the sea
- Hawaii is the only state in the US whose land is growing, due to volcanic activity
- Honolulu contains the only royal palace on US soil—the Iolani Palace



Find out more fun facts when you attend the annual conference in November 2012!

—Andrew Reilly

Are you ready for sun and fun?

Keep thinking about the 2012 Annual Conference in Honolulu, Hawaii! While the abstracts were just submitted, there's still time for the design competitions, and on the ITAA website there are resources to help you with Hawaiian inspiration. We're working on getting good airfare deals and will make sure to have them detailed in the summer newsletter!

I'm working on getting deals for airfare- American Airlines is coming up with something and so will Hawaiian Airlines (they often have deals of about \$350 RT from the West Coast when they run specials). It's a bit too soon to book because the summer deals aren't out yet, but here's what you can do right now. The VERY BEST deal is to get an Alaska Airlines credit card- it's through Bank of America. I fly back and forth to Hawaii several times a year and this is how I do it and save money. With the Alaska Airlines credit card there's a wonderful coupon that you can use to save money and you get one a year. So my husband and I each have an Alaska Airlines credit card, and can then do this twice a year. Here's how it works. You purchase a ticket to go wherever they fly (you'll need to book to HNL) and your companion flies for \$100. So you split the cost. Mike and I do this every year to Honolulu (HNL) and it's about \$500-\$600 from Seattle. I'd apply for the card right now...

—Linda Arthur Bradley

We also have received airfare discount codes for conference travel to Hawaii with American Airlines and United/Continental/USAir.

President's Message

By Kathleen Rees

It's almost time for spring commencement! I hope everyone has had a great spring semester.

Our congratulations go to individuals newly elected to serve on Executive Council. We look forward to the innovative approaches, new ideas and enthusiasm Mary Lynn Damhorst, Jaeil Lee, and Rinn Cloud bring to the leadership roles they will assume in January 2013.

Spring has been an exciting and productive time for ITAA. While flying to Hawaii seemed very appealing in early March, Council chose to be fiscally responsible and held the spring meeting in centrally-located Dallas. Andy Reilly and Linda Bradley shared plans for the 2012 Annual Conference via GoToMeeting. There are amazing speakers and activities planned for the conference, and viewing videos and photos of the fabulous venue have us all ready to complete our plans of work, pack our bags, and head to the airport!

Committees continue to be active in completing the work of the association. We're very excited about progress made regarding development of electronic means of sharing teaching resources, ideas, and best practices. Elena Karpova and the Teaching Innovation and Resources Committee are to be commended for moving forward with the ITAA Teaching Sharing Network Proposal approved by Council during the March meeting.

In response to discussions regarding the need to explore accreditation of programs in textiles and apparel, Council has created an ad hoc task force charged with investigating options and opportunities associated with program accreditation. Gwen O'Neal has agreed to lead this task force. We appreciate Gwen's willingness to serve ITAA's efforts in this arena and look forward to a progress report by the fall conference.

Work on converting proceedings to electronic format and uploading proceedings to the ITAA web site continues. This has been an interesting process. We appreciate the many hours Jana Hawley and Nancy Rutherford have invested in this process – and thank them for their perseverance when systems have gone down and links have mysteriously disappeared. Plans are in place to ultimately have proceedings available online going all the way back to 1980!

Membership in ITAA remains strong, and the number of submissions for the 2012 conference, to date, has been good. We look forward to incorporating joint sessions with the Korean Society of Clothing and Textiles at this year's conference, as well as welcoming new, international corporate members of ITAA.

We appreciate all of the contributions you make as members of ITAA. It's the outstanding and amazing membership that makes ITAA the premier association in our field!



Bloomsbury Publishing Acquires Fairchild Books

Bloomsbury Publishing has completed the acquisition of Fairchild Books. Fairchild Books, based in New York, is the market-leading publisher of textbooks and educational resources for students of fashion, merchandising, retailing, and interior design. The Fairchild list complements Bloomsbury's existing academic list in the Visual Arts, which was bolstered by the acquisition of Berg Publishers in 2008 and the launch of the award-winning Berg Fashion Library in 2010. With this acquisition, Bloomsbury will significantly expand its US presence and raise its profile through an association with a leading brand in a market niche where it is already well established. Fairchild's renown as a textbook publisher will create synergies with complementary products published under the Berg imprint that are aimed at more advanced students and researchers, but are sold to the same institutions. The combined business provides significant opportunities for new digital initiatives.

Karthryn Earle will oversee Fairchild Books and report to Jonathan Glasspool, managing director of Bloomsbury's academic and professional division. Bloomsbury's chief executive, Nigel Newton, added that this deal is "part of Bloomsbury's long term strategy to increase its academic publishing turnover in the USA, the largest market for English language textbooks."

Design awards are possible only through the generous contributions of our industry partners:

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Paris American Academy

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Patternworks

and members who have made lasting commitments to the discipline through the creation of endowments and donations to specific awards.

Creative Design Awards

Awards are presented at each ITAA Annual Conference to recognize outstanding creative design. Awards are determined by onsite judges at the Annual Conference. Awards for 2012 are listed below. Submission deadline is June 1, and submission links on the ITAA website are open.

Undergraduate Awards

- * ITAA Award for Excellence in Hawaiian Inspired Design
- * ATEXINC Award for Excellence in Marketable Textile Design
- * Paris American Academy Design Award (separate application required)
- * Eden Travel International Award
- * ESRAB (Educators for Socially Responsible Apparel Business) Award for Sustainable Design
- * Patternworks International Award for Best Solution to a Patternmaking problem
- * Blanche Payne Award (separate application required)

Graduate Awards

- * ITAA Award for Excellence in Hawaiian Inspired Design
- * ATEXINC Award for Excellence in Marketable Textile Design
- * ESRAB (Educators for Socially Responsible Apparel Business) Award for Sustainable Design
- * Lectra Outstanding Graduate Student Award (Best Use of Technology)
- * Lectra Outstanding Graduate Student Design Award

Professional Awards

- * Lectra Outstanding Faculty Designer Award
- * ITAA Award for Excellence in Hawaiian Inspired Design
- * ITAA Award for Excellence in Fiber Art Design
- * ITAA Award for Excellence in Target Market Design
- * Paris American Academy Design Award (separate application required)
- * ATEXINC Award for Excellence in Marketable Textile Design, Faculty Level
- * Sandra Hutton Award for Excellence in Fiber Arts
- * ESRAB (Educators for Socially Responsible Apparel Business) Award for Sustainable Design

Honolulu Tours — Professional Development and Cultural Enrichment

The ITAA 2012 Annual Conference planners are developing an outstanding list of tours for professional development and cultural enrichment. Make the most of your trip to Hawai'i through tours arranged specifically for ITAA members.

***Honolulu Museum of Art:** Honolulu's premiere fine arts museum with a large collection of Asian arts

***Iolani Palace:** Original residence of Hawai'i's royal monarchy that has been meticulously restored

***Tori Richards:** Hawai'i's most prestigious apparel manufacturer specializing in luxury resort apparel

***Shangri La:** Honolulu home of American tobacco heiress, Doris Duke, with impressive collection of Islamic art

***Spalding House:** Home and estate built in 1925 that maintains modern art collections and sculpture garden with breathtaking views of Diamond Head

***Bishop Museum:** World's largest collection of Polynesian cultural and scientific artifacts and the Alfred Shaheen collection of aloha ready-to-wear and textiles that originated in the early days of Hawai'i's unique apparel industry

***DFS-Galleria-Hawai'i:** World's leading luxury retailer catering to the international traveler

ITAA/BIFT Joint Symposium Was a Huge Success!

By Jana Hawley



Mary Littrell Delivers Keynote Lecture

On March 25th-30th apparel marketing and design professionals from nine countries arrived at the Beijing Institute of Fashion Technology to learn, share, and network at the 2012 ITAA/BIFT Joint Symposium. Organized against the backdrop of Mercedes-Benz China Fashion Week, attendees were able to not only share scholarship, but also enjoy several China Fashion Week functions. One of the keynote speakers was ITAA member, Dr. Mary Littrell who spoke about her work in fair trade organizations. ITAA Members who helped organize the event include JR Campbell, Mary Littrell and Kim Johnson.

The Symposium included tracks in sustainability, design, marketing, consumer behavior, history and sociology of dress. This broad spectrum of sessions provided opportunity for scholars to share their work and connect with others who conduct similar

scholarship. Nearly 200 scholarship presentations were made, including more than 100 oral papers and 60 designs presentations. Scholars from the conference will be invited to submit full papers to a peer-reviewed book edited by Drs. Mary Littrell and Kim Johnson. Publisher of the book is China Textile & Apparel Press, the leading fashion press in China.

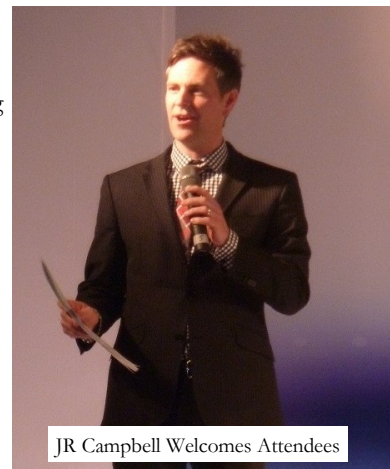
Mercedes-Benz hosted China's Fashion week with a heavy focus on Chinese designers and industry. A flurry of fashion shows occurred throughout the week, but conference

attendees were able to attend three, including a peer-reviewed work of BIFT/ITAA scholars, a student show, and a solo design show at the China Fashion Week event. Cultural events included tours of the Forbidden City, the Birds' Nest at the Olympic Village, and tea shops to experience Chinese tea ceremonies. In addition, attendees toured the corporate offices of Aimer, one of the leading lingerie companies in China. Aimer products are sold all over China, with most boutiques located in department stores.

Attendees agree that the ITAA/BIFT Symposium of 2012 should be the first of many future joint events. The symposium extends the value of connections, keeping in contact, and realizing the international presence of our field. We are grateful to the BIFT organizers and the Chinese community for making us feel at home while we were in China!



Carolyn Schactler's Design on Runway



JR Campbell Welcomes Attendees



Marian O'Rourke-Kaplan Receives Award



Hanbok

New Book in Support of the Apparel Industry

Shaeffer, Claire. (2012). *Sewing for the apparel industry* (2nd ed.). Upper Saddle River, NJ: Pearson.
ISBN 978-0-13-188443-4
569 pp.

Reviewed by Cynthia R. Jasper and Emily Lupton Metrish

As Claire Shaeffer discusses in the preface to the second edition of *Sewing for the Apparel Industry*, despite the rapid pace of technological change over the seventy-five years, and despite the upheaval experienced by the fashion industry generally during that time, the machines and sewing operations used in the apparel industry are still very similar to what they once were. *Sewing for the Apparel Industry* attempts to provide a primer on using this equipment and mastering the skills and operations needed to master production of apparel, textiles, and theatre costumes.

The book is aimed at beginning to intermediate students studying apparel design and construction, textiles, merchandising, and theatre costuming. The author suggests that it may also be valuable as a reference for advanced students and ambitious amateurs. Topics covered include the lockstitch machine and other equipment; finishing techniques such as seams, hems, and darts; techniques for specific garment parts, such as cuffs, sleeves, and

collars; and all of these areas with special attention to knits. Step-by-step instructions and a full set of patterns are also included. The book is fully indexed and includes a bibliography, a glossary, and several appendices covering safety rules, forms, and different techniques such as hand sewing and pressing.

Sewing for the Apparel Industry is set up for classroom use. Each part begins with a page describing objectives for the section and offering a summary of each chapter. Chapters also contain specific objectives and vocabulary is bolded for reference; these words are collected at the end of each chapter, along with a summary and review questions. Each chapter is illustrated with a wide variety of photographs, drawings, and diagrams.

This updated edition of *Sewing for the Apparel Industry* is well-written and clear, with precise and easy-to-understand diagrams. It would be appropriate for basic clothing construction courses.

Call for Submissions: FASHION and Social Responsibility

April 19-21, 2013 at the University of Minnesota, St. Paul, Minnesota, USA

Symposium Co-Chairs: Kim K. P. Johnson and Brad Hokanson

This symposium is the second in a series of events entitled "**Fashion And ...**" connecting fashion with other themes of importance in today's world. Members attending the symposia of Fashion And... examine the interconnections and intersections of fashion in today's world. For our second symposium we focus on relationships between fashion and social responsibility. We are interested in how the many aspects of social responsibility intersect with fashion. As there are many phases to fashion from ideation, design, production, distribution, sale, consumption, and ultimately disposal, there are many instances where decisions can reflect socially responsible views and sensibilities.

Symposium Participation: You are invited to participate in this symposium by submitting a written abstract or a design, or a proposal for a panel of speakers addressing some aspect of fashion and social responsibility. The official conference language is **English**. All accepted abstract submissions will be published in the conference proceedings. Symposium formats include poster sessions, design work, concurrent design/research/teaching presentations [20 minutes], and panel sessions [60 minutes]. Panel or collaborative presentations are encouraged.

Submission Deadline – December 14, 2012. Please see [full announcement](#) for details.

Sustainability-related Marketing Claims and Consumer Behavior:

Special Issue of *Clothing and Textiles Research Journal*

Special Issue, 30 (1), 2012

We are extremely happy to announce that the special issue of *Clothing and Textiles Research Journal* titled, "Sustainability-related Marketing Claims and Consumer Behavior," Volume 30, Issue 1, 2012. The Call for Papers was issued in February 2011. By the end of September 2011, we received 18 manuscripts and, among those, five manuscripts have been accepted for publication with an acceptance rate of 27.8%. All of these manuscripts were blind reviewed by two reviewers and both co-editors. The manuscript authored by one of the co-editors was handled by the other co-editor to ensure blind reviews. Over 30 reviewers were involved in this review process and we appreciate every one of them who spent extra time to provide meaningful comments. Authors have also worked diligently to accommodate all the comments and suggestions made by the reviewers. We thank the authors as well.

This issue covers a variety of perspectives on sustainability-related marketing claims and consumer behavior, including:

- Consumers' responses to apparel companies' use of hang tags to emphasize socially responsible business practices, from the theory of reasoned action framework;
- Fashion retailers' social role of encouraging eco-friendly consumption culture as the gatekeeper, using the elaboration likelihood model;
- Effects of social norms, individual environmental concern, and type of environmental marketing claim on the consumer's intent to purchase an environmentally friendly apparel product, through normative conduct theory;
- Relationship among multi-level COO displays, consumer purchase preferences, and perceived price, through the perspectives of country of origin effects and information processing theory of consumer choice; and
- Consumer demand for organic wool products relative to other animal fiber products with sustainability-related labels, such as environmental claims, country of origin, and animal welfare claims, through a conjoint-based choice experimental study.

We hope we all gain deeper and new knowledge about consumers' perceptions, intentions, and behavior for sustainability-related products through these studies and we wish clothing and textile scholars would continue this endeavor in this research area. Please feel free to check out this special issue.

Sincerely,

Jung Ha-Brookshire and Laurel Wilson
Co-Editors of CTRJ Special Issue on
Sustainability-related Marketing Claims and Consumer Behavior

Position Announcements Posted Since Last Newsletter

- Assistant Professor, Fashion Merchandising and Design, North Carolina Agricultural and Technical State University, [click here](#)
- Instructor, Apparel, Textiles, and Merchandising, Mississippi State University, [click here](#)
- Department Head, Department of Textile and Apparel, Technology and Management, North Carolina State University, [click here](#)
- Professor of Fibers, Full-Time Position, Savannah College of Art and Design, [click here](#)
- Director, Ted Rogers School of Retail Management, Tenure-Stream Position, Ryerson University, Toronto, Canada, [click here](#)
- Adjunct Faculty Member - Fashion and Retail Management (exempt), Art Institute of Atlanta, [click here](#)
- Lecturer or Teaching Specialist in Apparel Design, College of Design, University of Minnesota, [click here](#)
- Tenure-Track Openings, School of Business Administration, Philadelphia University, [click here](#)

SOURCING^{online} JOURNAL

Sourcing Journal Online - News As Global As Your Business

Sourcing Journal is the premier global news and information resource for textile and soft goods executives working on the supply chain side of the business. For members, we offer a biweekly newsletter, fiber price sheets, sourcing dictionary, raw materials prices, an international holiday calendar, and a continuously updated website with relevant, hard hitting content.

Sourcing Journal is bridging the gap between theory and practice for students and professors around the world. We have the information you need to parse out the current sourcing landscape. Our blend of up-to-the-minute news and incisive analysis combines historical perspective with relevant contemporary insights. With over 35,000 C-level executives, sourcing directors, production executives, and merchandizing executives relying on us daily, it's clear that Sourcing Journal is a must-have publication for students of the textile and soft goods industry.

Sourcing Journal knows that intelligent decisions are based on strategic, time-sensitive information. With continuous updates on global market conditions, breaking news stories, top-tier investigative journalism, trend reports, and industry white papers, we make sense of an increasingly complex environment. We provide credible, timely coverage of politics, trade policy, natural disasters, and more – so businesses can keep profits up and lead times down. Our resources and reporting are supporting excellence in apparel and textiles, in the market and in the classroom.

Visit us at www.sourcingjournalonline.com. Join today and get a 50% discount on Academic subscriptions. For institutional and group rates, contact edward@sourcingjournalonline.com.

Invitation to the University of Missouri

Textile Products Labeling Summit: Sustainability Labeling Issues

Dear ITAA members,

The Department of Textile and Apparel Management at the University of Missouri is holding a small-group, invitation-only Summit on November 2-3, 2012. The goals of this Summit are to (a) review and share the perspectives of industry, policy makers, educators, and consumers related to today's textile product labeling requirements and practices, and (b) brainstorm better requirements and practices in textile product labeling issues. One of the key participants/speakers is the former Chairman of U.S. Federal Trade Commission (appointed by the President George W. Bush) who hosted the 2008 FTC Green Guide Workshop. There will be approximately 30-40 participants, including 10-15 industry leaders and policy makers, and 10 textile and apparel researchers who could share their expertise in this important discussion. Please contact the Project Leader, Jung Ha-Brookshire, at habrookshirej@missouri.edu, if you are interested. There is no fee required for this Summit. We will be able to provide up to \$500 per person to help support travel/lodging cost if the contacts are made early and the fund is available.

Call for Papers: Non-Western Fashion Conference

20-21 October 2012 at the CJB in Rabat, Morocco

This conference wishes to assemble social scientists who are engaged in creative and critical rethinking of non-western clothing styles/fashion. 300 word abstracts are due by the **1st of June 2012**. If an abstract is accepted for the conference, a full draft paper should be submitted by the **1st of September 2012**. Please see [Full Announcement](#) for details.

FREE 3D APPAREL CAD ON-LINE EDUCATION



CLO Virtual fashion Inc., a provider of cutting edge 3D apparel CAD solutions for the fashion industry, strongly supports apparel education courses and programs. 3D apparel CAD has been attractive to apparel companies and researchers because it can eliminate the often costly and time-consuming process of making samples, and help to visualize ideation efficiently. Due to technological limitations and distrust in new systems, however, 3D CAD solutions have not been quickly or easily adapted to the fashion industry, despite countless benefits. These problems have been encountered in transitional phases, in most cases before new technology is adapted into our lives.

We, CLO Virtual fashion, believe that we can shorten the transitional delay between 2D and 3D environments in the fashion industry with our higher speed and more accurate garment simulation technology. We provide free on-line education to experience new and advanced 3D apparel CAD software. Please fill out the simple registration form below.

Registration Form:

http://211.191.168.213/data/newletter/Online_Training/120409_Application_of_CLO3D_Online_Training_en.doc

Course Curriculum:

http://211.191.168.213/data/newletter/Online_Training/120409_CLO3D_Online_Training_Curriculum.docx

See the website for more details about the software. <http://www.clo3d.com/>

If you have any questions, contact Jin Park at 82-2-6405-1283 or qwer@clo3d.com

Call for Participation

Encyclopedia of Ethnic Clothing in the United States

Co-Editors, Dr. Mitchell D. Strauss, University of Northern Iowa and Dr. Annette Lynch, University of Northern Iowa

DESCRIPTION: This A-Z encyclopedia will cover approximately 200 “ethnic” items, from headwear to footwear, that have been worn or are now worn by Americans as everyday clothing, fashion, ethnic or religious identifiers, or style statements. Each narrative entry, ranging from approximately 750 to 1,000 words, will define and describe the item, its origins and its arrival in the United States, how it has been/is worn, and what it has represented over time. Further Reading per entry where possible. X-references. Timeline. Sidebars with quotations, factoids. Selected Bibliography. The encyclopedia is under contract with AltaMira Press, a division of Rowman & Littlefield Publishers, Inc. Publication is expected approximately 2014. Please see [Full Announcement](#) for details.

SUBMISSION PROCEDURE: We invite authors to contact us to indicate interest by the end of May 2012. Earlier contact is encouraged. Authors should indicate general geo/ethnic areas of competence/interest during initial contact. Authors will be notified by July 31, 2012 regarding the status of their involvement. Our goal is to have all written entries submitted for review by mid-December 2012. If interested please contact: mitchell.strauss@uni.edu



한국의류학회
The Korean Society of Clothing and Textiles

Call for Abstracts

2012 ITAA-KSCT Joint Symposium

Enhancing International Collaborations: KSCT and ITAA

In conjunction with the 2012 ITAA Annual Conference

Co-hosts: International Textile and Apparel Association (ITAA)

Korean Society of Clothing and Textiles (KSCT)

Venue: Waikiki Beach Marriott Resort and Spa, Honolulu, Oahu, Hawaii USA

Date: November 14-17, 2012

Symposium Theme: Enhancing International Collaborations: KSCT and ITAA

Session 1: International Collaborations: Curriculum, Undergraduate Programs, and Industry Relations

Session 2: International Collaborations: Innovative Research/Creative Activity in Textiles and Clothing

Symposium Co-Chairs:

Dr. Cheunsoon Ahn, Department of Fashion Industry, University of Incheon, Korea

Dr. Leslie Davis Burns, Department of Design and Human Environment, Oregon State University, USA

Submission Deadline: June 15, 2012

Submission Guidelines:

Cover Page: title of paper and name and contact information (address, phone number, email) for all authors.

Abstract: in English, 2 pages, single spaced, Word.docx. Include the title (single spaced, maximum 30 words) but no identifying information about author(s) or professional affiliation(s). Tables and other graphics should be incorporated within the body of the abstract.

Submit your Cover Page and Abstract via email to:

1. Authors from USA: Dr. Leslie Davis Burns; Email: Leslie.Burns@oregonstate.edu
2. Authors from Korea: Korean Society of Clothing and Textiles; E-mail: ksct@chol.com

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Email newsletter copy to Vanessa Jackson by the following dates: October 15 (for November issue), December 15 (for January issue), February 15 (for March issue), April 15 (for May issue), June 15 (for July issue), and August 15 (for September issue). Article, book, thesis, and dissertation titles can be submitted to Editor for each newsletter.