

# History And Future Of Fashion

## Prediction: University Meets Industry

### Erasmus University (Rotterdam)

17 October 9 am – 6 pm  
Forumzaal M-Building

#### PROGRAMME (up to date, Sept. 11)

9H-9H15	Welcome Coffee and Tea
9H15-9H25	Opening by <i>Mr. P.F.M. van der Meer Mohr</i> (Chair Board of the Erasmus University)
9H25-9H35	Introduction of the Conference Theme by <i>Dr. Ben Wubs and Dr. Thierry Maillet</i> (Erasmus University)
SESSION 1	WAS FASHION PREDICTION BORN IN NY DURING THE INTERWAR PERIOD?
9H35-10H00	“Diversity vs. Distinction: Fashion Prediction for the American Mass Market”, <i>Prof.Dr. Regina Blaszczyk (Univ. of Leeds/Hera)</i>
10H00-10H20	“Creation, prediction, and the question of intellectual property rights in the Paris-New York fashion networks (1930s-1950s)”, <i>Dr. Véronique Pouillard-Maliks (Univ. of Oslo)</i>
10H20-10H35	Questions & Discussions
10H35-10H50	COFFEE & TEA BREAK
SESSION 2	HOW FASHION PREDICTION WORKED FOR THE FASHION INDUSTRY AFTER WWII: A PARISIAN BUREAU DE STYLE AND WITHIN TRADE-FAIRS?

- 10H50-11H10** “A vision of forecasts”, *Nelly Rodi (founder of NR Agency, Paris)*
- 11H10-11H30** “The role of trade fairs in the shaping of fashion trends”, *Prof. Dr. Francesca Golfetto (Bocconi, Milano) and Dr. Diego Rinallo (Kedge, Marseille)*
- 11H30-11H50** “WGSN: An On-Line model for fashion prediction, 1997-2014 (on-going)”, *Cher Potter (V&A, London)*.
- 11H50-12H05** Questions & Discussions
- 12H05-13H00** **LUNCH**
- SESSION 3** **CAN FASHION PREDICTION BENEFIT FROM AN HISTORICAL APPROACH?**
- 13H00-13H20** “The role of Museums in Fashion Prediction: The Europeana Project”, *Ninke Bloemberg, Fashion Curator (Centraal Museum, Utrecht)*
- 13H20-13H40** “Fashion’s Future via Fashion’s History: Touching on the Tobé Fashion Report and Introducing FIT Library’s Special Collections and Archives”, *Karen Trivette Cannell Ma. (FIT, New York)*
- 13H40-13H55** Questions & Discussions
- SESSION 4** **WHAT IS THE ROLE OF FASHION PREDICTION IN THE DUTCH FASHION SCENE?**
- 14H00-14H20** “The House of Denim as the result the growth of Amsterdam as a hub/cluster for the world wide denim industry”, *Mariette Hoitink, (Director HTNK, Amsterdam)*
- 14H20-14H30** Questions & Discussions

<b>SESSION 5</b>	<b>THE FUTURE OF FASHION PREDICTION: IS IT A WESTERN APPROACH?</b>
<b>14H30-14H50</b>	“Globalisation and the fashion industries: hard facts and soft power”, <i>Prof. Dr. Dominique Jacomet, (IFM, Paris)</i>
<b>14H50-15H10</b>	“Uniqlo’s alternative approach to global fast fashion: An emphasis on quality instead of trend prediction”, <i>Tets Kimura Ma. (Flinders University, Adelaide, Australia)</i>
<b>15H10-15H30</b>	“Vlisco’s success in West-Africa beyond prediction”, <i>Roger Gerards (Creative Director at Vlisco Netherlands B.V.)</i>
<b>15H30-15H400</b>	<b>Questions &amp; Discussions</b>
<b>15H40-16H10</b>	<b>COFFEE &amp; TEA BREAK</b>
<b>16H10-16H50</b>	<p><b>“ROUND-TABLE ON THE FUTURE OF FASHION PREDICTION”</b></p> <p><b>Chair: Ingrid Giertz-Mårtenson, Ma. (CEO Swedish Vision AB)</b></p> <ul style="list-style-type: none"> <li>- Nelly Rodi, (NR Agency, Paris)</li> <li>- Mariette Hoitink, (HTNK, Amsterdam)</li> <li>- Dr. Dominique Jacomet, (IFM, Paris)</li> <li>- Cher Potter, (V&amp;A, London).</li> </ul>
<b>16H50-17H00</b>	<b>Concluding remarks: Dr. Ben Wubs and Dr. Thierry Maillet.</b>
<b>17H00-18H00</b>	<b>DRINKS.</b>

**Information:** <http://www.eshcc.eur.nl/fashionpredictionconference/>

**Mail:** [erasmusfashion@gmail.com](mailto:erasmusfashion@gmail.com)

**Registration:** <https://www.eventbrite.com/e/the-history-and-the-future-of-fashion-prediction-tickets-12410003655>



This conference is organised by Erasmus University Rotterdam on behalf of [The Enterprise of Culture: international structures and connections in the fashion industry since 1945.](#)

[The Enterprise of Culture](#) (EOC) is a three year pan-European collaborative research project funded by [HERA II](#) (Humanities in the European Research Area II). It is comprised of a team of researchers from the universities of Leeds, Erasmus Rotterdam, Oslo, Newcastle, St Andrews and Heriot-Watt, alongside the V&A, London, and the Centre for Business History, Stockholm.



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 291827.



**Humanities in the European Research Area**

The project (*The Enterprise of Culture*) is financially supported by the HERA Joint Research Programme ([www.heranet.info](http://www.heranet.info)) which is co-funded by AHRC, AKA, BMBF via PT-DLR, DASTI, ETAG, FCT, FNR, FNRS, FWF, FWO, HAZU, IRC, LMT, MHEST, NWO, NCN, RANNÍS, RCN, VR and The European Community FP7 2007-2013, under the Socio-economic Sciences and Humanities programme.