

INSTITUTE for CULTURE and SOCIETY GRADUATE SEMINAR

FASHION and IDENTITY in a CULTURAL KEY

Aula Empresa | Biblioteca Antigua | Universidad de Navarra

Friday | April 19

10.30 | 11.00

An **Introduction** to Emotional Culture
Ana Marta González & Ambrogia Cereda
Universidad de Navarra

11.00 | 12.15

Session 1

**Between Islam and Modernity: Veil-chic
Women and Islamic Fashion**
Neslihan Cevik | University of Virginia

12.15 | 12.45

Coffee Break

12.45 | 14.00

Session 2

Cultural Anthropology of Fashion
Gabriele Mentges | Institut für Kunst und
Materielle Kultur

14.00 | 16.00

Lunch Break | Campus Tour

16.00 | 17.15

Session 3

**From Orientalism to Global Fashion: The
Chinese Case**
Simona Segre Reinach | Università di
Bologna

Saturday | April 20

10.30 | 11.45

Session 4

**Visual Identity and Embodiment:
Cultural Variables Reconsidered**
Efrat Tseëlon | University of Leeds

11.45 | 12.15

Coffee Break

12.15 | 13.45

Session 5

Closing Discussion

13.45 | 15.30

Lunch

COSPONSORS



ics
Universidad
de Navarra



Social Trends Institute

SEMINAR SPEAKERS



Neslihan Cevik is a Postdoctoral Fellow at the Institute for Advanced Studies in Culture, University of Virginia. She studies how religions respond to global-modernity and associated changes. In a current book project, she identifies the rise of a new Islamic orthodoxy in Turkey, and terms this form Muslimism. Muslimism presents itself through new Islamic institutions, ranging from Islamic fashion shows to political formations, where Muslims engage modernity by using Islam. Extensions of this work include a project on Muslimist women's role in religious innovation and change. Neslihan has published in academic and policy, and major American and Turkish papers.



Gabriele Mentges is Professor of the Cultural History of Clothing/Fashion/Textiles at the Institute for Arts and Material Culture, Technische Universität Dortmund. She has also served as a curator at the State museum of Württemberg. Prof. Mentges has lead several international projects, among which the most recent focused on *Modernity of Traditions. Uzbek textile heritage as a cultural and economic resource* (2010-2012), carried out in collaboration with many Uzbek Universities and research centers. Her research interests include the history of clothing and body, the discourse on fashion, museology, every day and industrial culture, with a particular concern for clothing.



Simona Segre Reinach is Professor of Fashion Theory and Fashion Design at Università di Bologna. She has written from a global perspective about fashion theory in publications such as *The Fashion History Reader and Fashion Theory*. She is on the Board of Advisors of *Fashion Theory and Dress Cultures* (Tauris, London). She is a member of MIC (Moda Immagine Consumi), a research center at Università degli Studi of Milan. In Italian she has written four books: *Mode in Italy. Una lettura antropologica* (1999), *La Moda. Un'introduzione* (2005, 2010), *Orientalismi. La moda nel mercato globale. Manuale di sociologia, comunicazione e cultura della moda* (2006), *Un mondo di mode. Il vestire globalizzato* (2011).



Efrat Tseëlon is Professor of Fashion Theory at the School of Design of the University of Leeds. She has published widely on the theory of fashion as masquerade, ethics and fashion, fashion communication (visual language and ideology), and critique of methodology. Her publications include *The Masque of Femininity* (Sage 1995) and *Masquerade and Identities: Gender, Sexuality & Marginality* (Routledge 2001) and she is the founder and editor of the journal *Critical Studies in Fashion and Beauty*.