

# Re-Imagining Global Fashion Business: *New Models, Values, and Ideas*

An Interdisciplinary Conference (Online)  
22nd-23rd July 2021

Coventry University London in association with the  
Fashion Research Network

## *Keynote Speakers:*

Dr Patsy Perry, Manchester Metropolitan University, UK

Dr Marco Pedroni, University of Ferrara, Italy

Dr Socrates Karidis, Coventry University London

## *Website:*

<https://reimaginingglobalfashionbusiness.webnode.com/>



# Re-Imagining Global Fashion Business: New Models, Values and Ideas

*Interdisciplinary Online Conference 22nd-23rd July 2021 #RGFB2021*

*Coventry University London in association with Fashion Research Network*

**Full details and booking via:** <https://reimaginingglobalfashionbusiness.webnode.com/>

**Ticket Reservation (free) via:** <https://www.eventbrite.co.uk/e/re-imagining-global-fashion-business-new-models-values-and-ideas-tickets-161551626263>

## **Keynote Speakers:**

Dr Patsy Perry (Manchester Metropolitan University)

Dr Marco Pedroni (University of Ferrara)

## **Opening Speech:**

Pro-Vice Chancellor and CEO Dr Socrates Karidis (Coventry University London)

## **Additional Speakers at this event include:**

Milena Amaral, ESCP Business School, Paris, (France), Rubab Ashiq, De Montfort University Leicester (UK), Ghalia Boustani, Paris 1 Panthéon Sorbonne (France), Dr Tony Cooper, London College of Fashion, University of the Arts London (UK), Dr Hilde Heim and Caitlan Hopper, Queensland University of Technology (Australia), Claudia Huxtable, Birmingham City University (UK), Dr Şölen Kipöz, İzmir University of Economics (Turkey), Juliana Luna Mora, Monash University (Australia), Dr Mark Joseph O'Connell, Seneca College (Canada), Dr Mariette Strydom, University of South Africa (South Africa), Dr Zofija Tupikovskaja-Omovie and Prof David J. Tyler, Manchester Metropolitan University (UK)

*Re-Imagining Global Fashion Business: New Models, Values, and Ideas* is an interdisciplinary conference bringing together fashion business, entrepreneurs, academics, researchers, and disrupters who seek to ask critical questions including: What are the drivers behind fashion's challenges and opportunities? Does there need to be a full re-think of the processes and systems, which support the fashion sector? What new business models need to be evolved? What role does technology and sustainability play within this? Who are the new leaders and mentors to guide us in this?

Plus, this event also includes two special fashion industry panels organised and curated by students from the MSc International Fashion Marketing and MSc International Fashion Marketing with Extended Professional Practice courses at Coventry University London on: *Backstage with Luxury's Take on Sustainability* and *Sharing the Vision: The Evolution and Future of Influencers*.

## **Contact:**

## **Conference Co-Organisers**

Nathaniel Dafydd Beard, Senior Lecturer

[nathaniel.beard@coventry.ac.uk](mailto:nathaniel.beard@coventry.ac.uk)

Ranjit Thind, Lecturer

[Ranjit.thind@coventry.ac.uk](mailto:Ranjit.thind@coventry.ac.uk)

Coventry University London, University House, 109-117 Middlesex Street, London. E1 7JF

## About Coventry University London

Website: <https://www.coventry.ac.uk/london/>

As a member of The Chartered Association of Business Schools (CABS) Coventry University London is a rapidly growing, dynamic institution located in the heart of the City of London Business District, a short walk from Liverpool Street Station, and the bustle of London's creative industries and the Silicone Roundabout in Shoreditch.

The courses at Coventry University London include MBA International Fashion Management, MSc International Fashion Marketing, MSc International Fashion Marketing with Extended Professional Practice, BA and BA (Top-Up) International Fashion Management and Marketing. Attracting a cohort of aspiring fashion professionals from Belgium, Bangladesh, China, Estonia, France, Germany, India, Indonesia, Italy, Japan, Kazakhstan, Kenya, Lithuania, Morocco, Norway, Nigeria, Poland, Portugal, Romania, Russia, Spain, Taiwan, Thailand, Vietnam, Ukraine, UK, USA, and Uzbekistan the highly-experienced, industry-facing Fashion Academic Team at Coventry University London seek to develop and challenge the skills of the next generation of global fashion managers and digital communications specialists. Alumni from the courses can be found working at firms and brands including *Ananas Anam*, *Annoushka*, *Beyman* (Turkey), *Boden*, *C&A*, *Chanel*, *Comme Des Garçons*, *Emporium* (Thailand), *Louis Vuitton*, *New Flag GmbH* (Germany), *Net-A-Porter*, and *Uniqlo* as well as founding their own businesses.



## About Fashion Research Network

Website: <https://www.fashionresearchnetwork.com/>

The Fashion Research Network (FRN) is a collaborative venture set up to promote and share the work of PhD and early career researchers in fashion and dress studies. Since 2013 the FRN has hosted more than 50 events in the UK and USA collaborating with a range of organisations and institutions including: Bard Graduate Center, Courtauld Institute of Art, Centre for Fashion Curation (London College of Fashion), Coventry University London, De Montfort University, Fashion Institute of Technology, ICA, INIVA, Museum at FIT, New York, Parsons New School for Design, Royal College of Art, Somerset House, Tate Modern, V&A Museum, University of Cape Town, and University of Hong Kong. In 2018/19 the FRN published *Hair Revisited* a special edition of *Fashion Theory: Journal of Dress, Body and Culture*.



## About the Keynote Speakers



### Dr Patsy Perry, Manchester Metropolitan University, UK

Dr Patsy Perry is a Reader in Fashion Marketing at Manchester Metropolitan University. She gained her PhD, a qualitative study of Corporate Social Responsibility in garment supply chains, from Heriot-Watt University in 2012 and has published her work in academic journals such as the *Journal of Business Ethics* and the *Journal of Business Research*. Her expertise includes the environmental and social impacts of fashion and she is regularly featured in the media. She has appeared on BBC Breakfast, BBC Radio 4, BBC Radio 2, BBC Radio 5 Live, TalkRadio, BBC Newsbeat and quoted in *The Telegraph*, *The Independent* and *The Observer*, CNN and the *South China Morning Post* amongst others. She is an Associate Editor of the *Journal of Fashion Marketing and Management* and an Editorial Advisory Board member of the *International Journal of Physical Distribution and Logistics Management*.



### Università degli Studi di Ferrara

### Dr Marco Pedroni, University of Ferrara, Italy

**Marco Pedroni** is an Associate Professor at the University of Ferrara (Italy). He obtained his PhD in Sociology and social research methodology from the Università Cattolica of Milan, with a thesis on coolhunting, and conducted post-doctoral research at the same institution and at the University of Bergamo. He takes regularly part in the research activities of ModaCult Centre at the Università Cattolica di Milan.

He has taught as an Adjunct Professor at the Politecnico di Milan and as a Guest Lecturer for several courses and institutions, including the London College of Fashion, the Milano Fashion Institute, the Marangoni Institute, the University of Seville, the Izmir University of Economics, the Winchester School of Art, Southampton Solent University, Aalto University and the Jagiellonian University in Krakow.

He is the author of *Coolhunting* (FrancoAngeli, 2010), a co-editor of *Moda e arte [Fashion and Art]* (FrancoAngeli, 2012) and *Fashion Tales: Feeding the Imaginary* (Peter Lang, 2017), and the editor of *From Production to Consumption: The Cultural Industry of Fashion* (Interdisciplinary, 2013). His works have been published in international peer-reviewed journals like *Fashion Theory* and *Poetics*.

He is a Co-Editor of the *International Journal of Fashion Studies* published by Intellect Books.

As a fashion scholar, his research interests range from trendwatching to digital media, creative professions and cultural intermediaries.

## Opening Speech Speaker



### **Dr Socrates Karidis, Pro-Vice-Chancellor and CEO of Coventry University London**

Dr Socrates Karidis joined Coventry University Group in 2017 and was appointed Pro-Vice-Chancellor and CEO of Coventry University London in September 2020 after having served as Deputy and acting Chief Executive Officer.

Socrates holds a PhD in Economics from Clark University (Massachusetts, USA). He joined the Faculty of Economics at Bentley University in Boston in 1998 where he spent eight years as a Lecturer, Assistant Professor and Director of the Economics and Finance Learning Centre.

Upon his relocation to Greece, he joined the Business College Athens and went on to become Head of the Business School. In 2013, Socrates joined Leeds Beckett University and later that year he moved to the University of Bedfordshire Business School with the responsibility to develop the Economics provision. Following the successful development and launch of a number of Economics courses, Socrates became Head of Law and Finance and served on a number of committees including the Business School's Executive Group and the University's Strategic Planning Group.

Socrates has published in the areas of Foreign Direct Investment, economically induced migration, institutional trust, public finance and economic policy. He has participated in a number of conferences, workshops and other events as presenter, discussant or panel member and has a number of PhD completions and examinations.

## About the Conference Organisers

### Nathaniel Dafydd Beard

Nathaniel is Senior Lecturer and Course Director for MSc International Fashion Marketing and MSc International Fashion Marketing with Extended Professional Practice. A Co-Founder of the Fashion Research Network established in 2013 to support and promote the work of Early Career Fashion Researchers collaborators have included: *Bard Graduate Center, Courtauld Institute of Art, Centre for Fashion Curation (London College of Fashion), Coventry University London, De Montfort University, Fashion Institute of Technology, ICA, INIVA, Museum at FIT, New York, Parsons New School for Design, Royal College of Art, Somerset House, Tate Modern, V&A Museum, University of Cape Town, and University of Hong Kong.*

A Senior Fellow of the Higher Education Academy (SFHEA), at Coventry University London Nathaniel teaches and supports students at both postgraduate and undergraduate level teaching modules focusing on Fashion Marketing and Management, Luxury, History and Culture of Fashion, and Research Methods.

His work has been published in *Fashion Theory: Journal of Dress, Body & Culture*, *Address: Journal of Fashion Writing & Criticism*, *BIAS: Journal of Dress Practice*, *Sexymachinery* and *Arc*, and in book chapters in Germany, Italy, UK, and USA, as well as presented at conferences at the universities of Bologna, Brighton, Helsinki, Huddersfield, London, Oxford, Sheffield and Warwick, Institut Français de la Mode (Paris), Università Cattolica del Sacro Cuore (Milan), London College of Fashion, Royal College of Art and for the Costume Society.

### Ranjit Thind

Ranjit is Lecturer in International Fashion Marketing and Management. He has over 20 years' experience in the global fashion and luxury industry in senior product, planning and business management roles. He has worked internationally for firms such as *Nike, Asprey* and *Ralph Lauren*.

At Coventry University London Ranjit teaches and supports students on a range of fashion marketing and management modules across undergraduate and postgraduate courses.

### Professional and Industry Memberships

- Chartered Management Institute - Member
- Harvard Business School Club & Alumni Angels - Member

### Publications and Scholarship Activities (Selected)

- Thind, R. (2017), *Strategic Fashion Management: Concepts, Models and Strategies For Competitive Advantage*, Routledge: London.
- Thind, R. (2016), Reinventing Retail: Going Global, 12th Annual Retail & Luxury Goods Conference, Harvard Business School: Boston
- Bearne, S. and Thind, R. (2012), Global Careers: Setting Sail, Drapers: UK
- Mallick, S. and Thind, R. (2002), Dynamics of ICT-Based Supply Chain, 4th Annual International Foundation of Fashion Technology Institute Conference, IFFTI: Hong Kong