



# INTERNATIONAL CONFERENCE ON AUGMENTED FASHION

16-18 NOVEMBER 2022

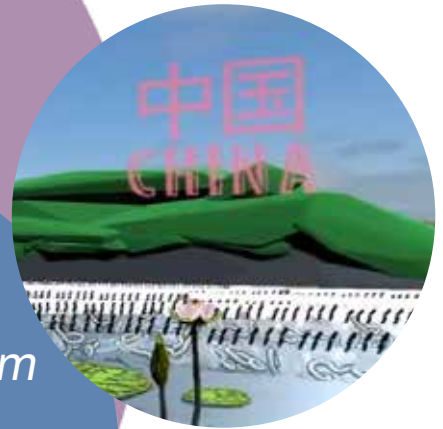
Sir Ian Wood Building, Robert Gordon University, ABERDEEN

*CONFERENCE SCHEDULE*



# INTERNATIONAL TIMES

*UK TIME: 9am*  
*=NIGERIA TIME: 10am*  
*=CHINA TIME: 5pm*  
*=USA TIME: 4am*  
*=VIETNAM TIME: 4pm*  
*=INDIA TIME: 2.30pm*



The International Conference on Augmented Fashion is funded by the Arts and Humanities Research Council, as part of the Augmented Fashion project, a 36-month interdisciplinary project exploring the possibilities of immersive technologies for the communication and preservation of heritage fashion and textile brands with a slow fashion ethos, to encourage more sustainable fashion production processes and reduce consumption of fast fashion products, aligning with UN SDG 12. If you have any queries, please contact the project PI: Dr Yang Jiang, [y.jiang2@rgu.ac.uk](mailto:y.jiang2@rgu.ac.uk)



The Connected Threads, Telling Tales of Engagement content is funded by the Engineering and Physical Sciences Research Council, as part of an 18-month project that seeks to increase the impact of the Augmented Fashion project by highlighting the project to the public, researchers, school pupils and students, and to address the specific diversity issue of fewer females undertaking computing science study. If you have any queries, please contact the project PI: Dr Karen Cross, [k.a.cross@rgu.ac.uk](mailto:k.a.cross@rgu.ac.uk)

# DAY 1

*16 NOVEMBER 2022*

*Sir Ian Wood Building, Rear Atrium, Robert Gordon University*

## *EXHIBITION 12-7pm*

### **LAYERS UNSEEN**

Ciorstaidh Monk, Fashion Interrupted

### **Connected Threads: Telling Tales of Engagement**

Karen Cross, Yang Jiang, Josie Steed, RGU

### **Outer Shell**

Beth Davidson, RGU Alumni

### **Augmented Fashion**

Scotland/Shanghai virtual worlds by Dr John Walter

Lightform projection by the Augmented Fashion team

Harris Tweed Hebrides virtual mill tour by Lateral North

### **DISTANCE project**

Steve Colmer, Lateral North

**12pm: Exhibition opening, Rear Atrium, Sir Ian Wood Building**

*(For those joining online, Zoom goes live at 1pm UK time)*

*Zoom link: <https://rgu-ac-uk.zoom.us/j/86794366928>*

**1pm: Connected Threads, Telling Tales of Engagement. The Augmented Fashion Project, Karen Cross, Room N342 (and online)**

**2pm: Connected Threads, From Artist to Coder. A presentation by artist John Walter reflecting on his experience incorporating digital skills and computer coding into his art practice, Room N342 (and online)**

**5-7pm: Exhibition and immersive technology demonstrations in the Rear Atrium, refreshments provided, all welcome**

# DAY 2

[Register for Day 2 \(online\) here: ICAF 22](#)  
[Thu 17 Nov 2022 at 09:00 | Eventbrite](#)

**17 NOVEMBER 2022**

*Online presentations on Zoom (Zoom goes live at 9am UK time)*

*Zoom link: <https://rgu-ac-uk.zoom.us/j/83685318136>*

**9.10** Dr Yang Jiang & Professor Nick Fyfe, VP Research & Community Engagement  
**Welcome and introduction to the day**

**9.20 Augmented Fashion panel discussion** with Professor Rong Zheng from Donghua University, China

**9.40** Dr Majo George, RMIT University, Vietnam  
**Sustainable fashion manufacturing by the use of RFID technology in Vietnam**

**10.00** Pen Jing, Donghua University, China  
**Design and research of automatic garment pattern generation system based on parameterized design**

**10.20** Mingyang Li, RGU  
**Use of VTON as a sizing advice tool in online shopping versus traditional size charts**

**10.40** Dr Swati Jaywant Rao Bute, Jagran Lakecity University, India  
**Study of patterns adopted for virtual fashion events organised by fashion designers of India during lockdown in 2020-21**

**11.00 break**

**11.10** Rishab Manocha, School of Fashion and Textiles, Pearl Academy, India  
**Augmented reality virtual mirrors: The innovative drivers for consumer purchase decision-making**

**11.30** Dr Kevin Almond, University of Leeds  
**Virtual 3D garment draping as a service**

**11.50** DO Adedeji & Dr BE Adiji, Federal University of Technology, Nigeria  
**Design and Production of interior decoration for children using fabric waste**

**12.10** Professor Jill Carey & Professor Vladimir Zimakov, Lasell University, USA  
**It's gone to your head: Hats as an expression of personal and collective identity**

**12.30 close**

# DAY 3

[Register for Day 3 \(online\) here: ICAF 22  
Fri 18 Nov 2022 at 09:30 | Eventbrite](#)

[Register for Day 3 \(in-person\) here: ICAF  
22 Fri 18 Nov 2022 at 09:10 | Eventbrite](#)

**18 NOVEMBER 2022**

*(For those joining online, Zoom goes live at 9.40am UK time)*

*Zoom link: <https://rgu-ac-uk.zoom.us/j/82817656822>*

**9.10-9.40 Coffee, pastries & networking in the exhibition space, rear atrium, Sir Ian Wood Building**

*Lecture theatre N242, Sir Ian Wood Building (and online)*

**9.45-10 Professor Steve Olivier, Principal, RGU  
Welcome**

**10.00 Dr Yang Jiang, Josie Steed and Dr Karen Cross, RGU  
Augmented Fashion: Immersive interactions for sustainable heritage in fashion and textiles, a project overview**

**10.20 Regan Kyle, RGU  
Consumer behaviour and the future of fashion: The strategic impact of the Metaverse on fast fashion and sustainability, understanding generational attitudes**

**10.40 Ciorstaidh Monk & Maria Oliver-Smith, Fashion Interrupted  
Exploring the community experience of luxury fashion with the metaverse**

**11.00 Dr Madeleine Marcella-Hood, RGU  
Augmenting sustainable fashion on Instagram**

**11.20 Tyla Stevenson, Victoria University, New Zealand  
Virtual Fashion: Digital representation of materiality and time**

**11.40 Lyndsay Mesjar, RGU  
The intersection of fashion, immersive technology and sustainability: a review of current literature**

**12-1 Lunch & networking in the exhibition space, rear atrium, Sir Ian Wood Building**



@augmented\_fashion



*1.00 Guests at Gray's Keynote speaker:  
Lynne Craig, Edinburgh College of Art  
Imagining Possibilities: Fashion Frontiers*

**2.00** Xinyi Huang, University of Edinburgh  
**Designing digital transformable fashion and textiles for emotional durability**

**2.20** Steve Colmer, Head of Heritage and Digital Creativity, Lateral North  
**Harris Tweed immersive experience**

**2.40** Fi Loveday, RGU  
**The potentialities for the application of immersive technologies withing small scale textile craft practices in Scotland**

**3.00** Dr Zhe Wang, Manchester Fashion Institute  
**Re-imagining Chinese artisan fashion in the digital age: New creative cultural preservation and globalisation**

**3.20** Dr Yang Jiang, Josie Steed and Dr Karen Cross, RGU  
**Questions/plenary**

**3.45** **Conference close, thank you for coming!**



[www.augmentedfashion.co.uk](http://www.augmentedfashion.co.uk)