Keynote Presentations and Opening Reception

**Time:** 6:00—8:30  
**Location:** 33 McNeal

**Welcome:** Brad Hokanson, Symposium Co-Chair, Professor in the Graphic Design Program and Director of Educational Futures within the College of Design

**Presider:** Elizabeth (Missy) Bye, Department Head, Design, Housing, and Apparel

**Keynote Speaker:** “Idealization, Performativity, and the Project of Gender”  
Mary Lynn Damhorst, Ph.D. Professor, Department of Apparel, Events, and Hospitality Management, Iowa State University

Reception for speakers and symposium attendees to follow immediately after the presentations in Room 22 McNeal
SESSION 1A
Looking Back on Masculinity and Femininity

Time: 9:30—10:30
Location: 144 McNeal Hall
Presider: Marilyn R. DeLong, University of Minnesota, USA

Gender and Dress Etiquette: A Comparison of 1950s Guidelines for Men and Women
Mary Alice Casto and Marilyn R. DeLong, University of Minnesota, USA

Bustles and Buttons: A Freudian Analysis of Clothing of the Late Victorian Era
Sara Jablon, Iowa State University, USA

Defining Femininity: A Material Culture Study of a Corselet Situated Between Two Eras
Laureen Gibson, University of Minnesota, USA, University of Delaware, USA

SESSION 1B
Design, Fashion and Gender

Time: 9:30—10:30
Location: 10 McNeal Hall
Presider: Elizabeth (Missy) Bye, University of Minnesota, USA

D E _______ S I G N
Gabriel Ann Maher, Design Academy Eindhoven, The Netherlands

Superhero Girl Scientist
Kelly L. Reddy-Best, San Francisco State University, USA
Susana Saez-Aguyo, Universidad Andres Bello, Chile

Expressing Joseon Dynasty Korean Noble Women’s Identity through Modern Fashion
Ju-yeon Kim (Visiting Scholar) and Minjeong Kang
California State University, Sacramento, USA

SESSION 2A
Constructing Gendered Identities

Time: 10:45—11:45
Location: 144 McNeal Hall
Presider: Hyunjoo Im, University of Minnesota

Dress, Music, Gender and Emotion: Methods for exploring lived experience of women in post-war youth culture
Jo Jenkinson, Manchester Metropolitan University, UK

The Sartorial Construction of Gender in Transsexual Pornography
Christine Callaghan, University of Rhode Island, USA

Definitions and Dimensions of the Concept of Self-Sexualization
Dooyoung Choi and Kim K. P. Johnson, University of Minnesota, USA

Lunch Break
Time: 11:45—1:00
Location: 274 McNeal

SESSION 2B
Gender and Identity

Time: 10:45—11:45
Location: 10 McNeal Hall
Presider: Nancy Ann Rudd, The Ohio State University

Personal Touch: Making Gender Identity a First Hand Experience
Liliana Sanguino, James Pegg, Marilyn Rainey, SheeFun Chan, London College of Fashion, UK

Gender, Ethnicity, and Personality as Determinants in Personal Brand Identity Choice
Nancy Ann Rudd and Chelsea Blackwell, The Ohio State University, USA

Fashion: Forms of Consumption, Identity and Avoidances in College Men
Meng Li, Kaleb Martin, Joseph Purpura, and Mijeong Noh, Ohio University, USA

Goldstein Museum of Design
Gallery: 241 McNeal
Exhibition: “Design Cycles: A Bike Show”
SESSION 3A
Dress, Gender and the Body

Time: 10:00—2:00
Location: 144 McNeal
Presider: Kelly Reddy-Best, San Francisco State University

'A Good Fit': Menswear, Male Bodies and Material Culture
Ben Barry, Ryerson University, Canada

Overweight Children's Experiences with and Perception of Athletic Clothing and its Relationship to Physical Activity Participation
Kelly Reddy-Best, San Francisco State University, USA

Professional Glamour and Feminine Mystique
Myriam Couturier, Ryerson University, Canada

SESSION 3B
Designing Gender

Time: 10:00—2:00
Location: 10 McNeal
Presider: Belinda Orzada, University of Delaware

GENESIS: Look 3
Lauren Kacher, University of Minnesota, USA

L’Arco: An Eveningwear Collection
Brooke Ross and Belinda T. Orzada, University of Delaware, USA

Apparel Fit Related to Perception of Movement Among Male and Female Young Adults
Crystal Compton, Robin Carufel and Kira Erickson
University of Minnesota, USA

SESSION 4A
Fashion, Gender and Consumption

Time: 2:15—3:15
Location: 144 McNeal
Presider: Jennifer Yurchisin, University of North Carolina-Greensboro, USA

The Impact of Salesperson Gender and Apparel Product Type on Females' Purchase Intention
Jennifer Yurchisin, LaShaun Collins, Seoha Min, and Kittichai Watchavesringkan
University of North Carolina-Greensboro, USA

Effects of LGBT-Inclusive Advertising on a Fashion Brand
Yoon Chae, Yumin Kim, and Kim K. P. Johnson
University of Minnesota, USA

SESSION 4B
Fashion and Gender: Production, Consumption, and Corporate Social Responsibility

Time: 2:15—3:15
Location: 10 McNeal
Presider: Sharron Lennon, Indiana University, USA

Goal Blockage, Personality, and Demographics: What Drives Consumer Affect on Black Friday?
Sharron J. Lennon, Indiana University, USA
Minjeong Kim, Oregon State University, USA
Jaeha Lee, North Dakota State University, USA
Kim K. P. Johnson, University of Minnesota, USA

Corporate Social Responsibility Information as an Influence on Consumer Purchase Decisions
Gabrielle Clowdus, Hyojung Cho, Shuruq Nathras, and Smita Rakshit
University of Minnesota, USA
Mary Lynn Damhorst, Ph.D. is a professor in the Department of Apparel, Events, and Hospitality Management and serves as the Equity Advisor for the College of Human Sciences at Iowa State University. She received her doctorate from the University of Texas, her Masters from the University of California at Davis, and her Bachelor of Science from the University of Illinois. She studies appearance as social discourse, with current emphasis on obesity stereotypes, body image, body scanning in healthy behavior programs, social support systems for bariatric patients, and consumer responses to advertising images. Dr. Damhorst has published in a wide array of scholarly journals and was co-editor of The Meanings of Dress, 1st and 2nd editions. She served three terms in various vice president roles for the International Textile and Apparel Association (ITAA) and was President in 2014. Dr. Damhorst is also a Fellow of ITAA.
Brad Hokanson, Ph.D. Professor

Brad Hokanson, Ph.D. is a professor in the Graphic Design Program and Director of Educational Futures within the College of Design. He has a diverse academic record, including degrees in art, architecture, and urban design. He was awarded the College of Design’s award for Outstanding Teaching in 2008.

He has published his research in Educational Technology Research & Development, Computers in Human Behavior, Interactions with Media, Educational Technology, and the Handbook of Visual Languages in Instructional Design among others.

He teaches in the areas of interactive media, critical thinking and creative problem solving. His research focuses on creativity and design thinking. He is a registered architect with a number of award winning projects, although no longer in active practice.

Visits to Buenos Aires support his Argentine tango habit.

Kim K. P. Johnson, Ph.D. Professor

Kim K. P. Johnson, Ph.D. is a professor in the Retail Merchandising Program. She has a social science background with degrees in psychology, sociology, education, and clothing and textiles. She is a Past-President and Fellow of the International Textiles and Apparel Association (ITAA). She is former editor of the Clothing and Textiles Research Journal. In 2012, she was recognized as a Distinguished Scholar of ITAA and received the University of Minnesota’s Award for Outstanding Contributions to Postbaccalaureate, Graduate, and Professional Education.

She has co-authored research publications in a range of journals including the Journal of Business Ethics, European Journal of Marketing, Psychology & Marketing, the Clothing and Textiles Research Journal, and Journal of Relationship Marketing among others. She has co-edited three books and co-authored one textbook.

Her teaching and research interests are in the areas of the social psychology of dress, social responsibility within the fashion industry, and consumer behavior as it applies to apparel.

Thank you to the following individuals who served as judges for the symposium awards.

Julie Chang, Texas Tech University, USA
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