

TI News

Around the world with The Textile Institute



Letter to Members

Welcome to Issue 1 2009 of *textiles*. I would like to send a personal message to all in this issue, to answer questions that a number of you have asked and to wish members a peaceful and prosperous New Year.

2009 will be a significant year in the history of The Textile Institute with the proposed merger of the Institute with the SCI (Society of Chemical Industries). Many members have asked for clarification on the SCI and what it stands for. A brief summary follows with a web link for members to view.

SCI 'Society of Chemical Industries' is a unique international forum where science meets business on independent, impartial ground. Anyone can join where they can share and exchange information, ideas, new innovations and research and access SCI's growing database of member specialists between sectors as diverse as food and agriculture, pharmaceuticals, biotechnology, environmental science and safety. Originally established in 1881, SCI is a registered charity with members in over 70 countries. For more information on SCI activities and publications, go to www.soci.org.

The input, help and advice regarding the proposed merger has been appreciated, so many thanks on behalf of your Board and Council. My telephone line and email is always open to members and in particular our representatives from around the world. As many already know I rely a great deal on your advice and input on industry and academia and enjoy the communication and relationships that have developed.

The Textile Institute World Conference held in Hong Kong 2008 was a complete success. This is thanks to a number of people, Prof Tao, Textile Institute World President, Chair Professor and Head of the Institute of Textiles and Clothing at the Hong Kong Polytechnic University, Dr Kin-fan Au and team and the various Chairs and Committees involved.

Thanks to the local Hong Kong Section Chair Mr Arkin Ng Ping-kin and the many Committee members who were active in the organising of the World Conference. Mr Arkin Ng Ping-kin was also host to a visit and Section

Meeting at the Clothing Industry Training Authority in Hong Kong. (A corporate profile can be viewed in this issue.)

Section, National Offices and Special Interest Groups representatives are crucial to the success of the international activity and stability of the Institute making it a truly global membership organisation. A thank you to the Sections and SIGs that support me at TIIHQ, provide an excellent programme of events annually but most importantly a local network for textile, clothing and footwear professionals around the world.

A call to members to raise the profile of The Textile Institute closes this message. If you would like to get involved with the *member get member* campaign please contact me directly for information.

Below are a number of useful links to distribute to your friends and colleagues worldwide.

With Kind Regards

Stephanie Dick
Director of Operations and Membership

Join as a Member: http://www.textileinstitute.org/Personal_Memb.asp

Corporate Member: http://www.textileinstitute.org/Patron_Memb.asp

Textile Institute World Conference Sponsors

<http://www.itc.polyu.edu.hk/TIWC08/general/sponsors.aspx>

Textile Institute World Conference Supporters

<http://www.itc.polyu.edu.hk/TIWC08/general/supporters.aspx>

EXTRAORDINARY GENERAL MEETING

IMPORTANT NOTICE to the Membership of The Textile Institute

Together with this edition of *textiles* magazine is the resolution and voting form for the proposed merger of The Textile Institute and the SCI (Society of Chemical Industries). There are also details of the EGM to be held at the Friends' Meeting House, 6 Mount Street, Manchester, M2 5NS, UK on Thursday 16 April, 2009 at 1400h.

A summary of the information gathered from the due diligence process will be available on the members-only section of the website when the process is complete. This will allow all members to make an informed decision on the future of the Institute.

It is important that all members exercise their right to vote on this most important matter.

My best regards to all members

Professor Subhash Anand *MBE CText FTI*
Chairman of The Council of The Textile Institute

Council Matters

Annual General Meeting

The 2009 Annual General Meeting of The Textile Institute will be held on Thursday, 14 May 2009 at 11.00hrs in the 2nd Floor Board Room, St James's Buildings, Oxford Street, Manchester, M1 6FQ, UK.

Copies of the Calling Notice and Agenda for this meeting are being circulated to all members with this issue of *textiles*. They may also be downloaded from the Members-only section of the Institute's website.

The TI's financial statements will be available via the website by the end of March 2009.

A meeting of Council will take place in the afternoon of Thursday 14 May. Please contact the Institute to confirm your attendance and if you will be attending the buffet at The Textile Institute head office after the meeting.

Members only log-in

To access the Members-only area of the Institute's website, please follow the instructions below. For those of you who do not have internet access, Stephanie Dick will be happy to forward directly to you any documents requested.

www.textileinstitute.org/membersonlylogin.asp

Type in membership number

Type password welcome in lower case

To contact Stephanie:

Tel: +44 (0)161 237 1188

Fax: +44 (0)161 236 1991

Corporate Profile

TÜV SÜD is an independent and impartial technical solution provider in the field of product quality, ecological and safety testing, inspection, auditing, certification, training and expert opinion. With headquarters in Munich, Germany, TÜV SÜD was founded 140 years ago and today, has an office and laboratory network spanning 600 locations worldwide. The soft lines division takes care of textiles, clothing and footwear products.

In addition to ISO 17025 accredited laboratories in various parts of the world (China, Hong Kong and India) the team of qualified and experienced inspectors, auditors and trainers are actively promoting and providing assistance in the global market, offering holistic one-stop services and capabilities across the soft lines supply chain.

TÜV SÜD partners with customers through value added solutions centred on customisable service, competitive pricing, key account management, expert opinion and training on pertinent issues like the use of restricted substances, social compliance, quality and safety management, REACH, CPSIA.

For more information about TÜV SÜD please visit www.tuev-sued.de/bc/cross-sector_services/softline_services.

Elections to Council 2009

Nominations are invited to fill the vacancies that will occur in 2009 for membership of The Textile Institute's Council.

The Council is the Institute's international governing body and is composed of up to 24 nominated members of the duly constituted Sections or Regional Committees and a similar number of elected members. The constitution of Council and the conduct of elections to it are closely governed by the Institute's Charter and Byelaws. Elected members normally serve for a period of three years, after which time they may submit themselves for re-election.

Nominations must be received at The Textile Institute Manchester office by 12 noon on Friday 6 March 2009.

If there are more nominees than places available on The Textile Institute Council, members will be asked to cast a vote after viewing biographical details of the nominated members. Members will be informed of this via email, biographical details and voting forms will be available online on Monday 16 March 2009. If an Election to Council 2009 proceeds, the instructions are available on the Members-only Section of the website, from which nomination forms may be downloaded.

Benevolent Committee

Support offered by The Textile Institute Benevolent Committee

The Textile Institute Benevolent Society was established nearly 50 years ago to help eligible Textile Institute members or their dependants who find themselves in need.

In recent years, this has included assisting TI members of at least three years' standing who have become unemployed, by paying a contribution towards TI membership fees.

If you know of any deserving TI members who need support please contact Stephanie Dick, Director of Operations and Membership, administrator for the Benevolent Committee. Email: sdick@textileinst.org.uk

Medals and Awards

Under the authority of the TI Council, a number of Medals and Awards are conferred upon individuals and companies in recognition of their outstanding contribution to the textile industry and/or the work of The Textile Institute itself.

The Medals & Awards Committee of The Textile Institute is seeking nomination for the awards of Companionship and Honorary Fellowship.

Honorary Fellowship

First awarded in 1928, this is the highest honour within the Institute's gift for creativity and the advancement of knowledge achieved by an individual as a result of ingenuity and application over many years. It covers all occupational areas of the Institute's work including science, technology, marketing and management.

Companionship

Instituted in 1956 and limited to 50 living members. Council may grant the status of Companion Member of the Institute to any member who has attained the age of 40 and who has, in the opinion of the Council, substantially advanced the general interests of the textile industry.

Please visit www.textileinstitute.org to download the information needed to submit nominations for Companionship and Honorary Fellowship of The Textile Institute. The closing date for nominations is 31 May 2009.

Member News

Top Textile Innovation and Commercialisation Award for AgResearch

The Textile Science and Technology Section, based at AgResearch, Lincoln, New Zealand, received the inaugural Textile Institute Product Innovation and Commercialisation Award at the 86th Textile Institute World Conference in Hong Kong. The award, organised in conjunction with the Institute of Textiles and Clothing of the Hong Kong Polytechnic University, recognises organisations that specialise in cutting-edge product design, development and commercialisation.

Lincoln based Senior Textile Scientist, Dr Surinder Tandon and his team, won the Award for the development of an environmentally friendly, natural machine washable and tumble dryable merino wool fabric, developed in a project funded by Australian Wool



Prof Anand, Dr Tandon and Prof Tao

Innovation. The technology developed to make Natural Easy Care (NEC) fabrics for shirts, trousers and suits does not use any chemical shrink-resist process for wool – something that the textile industry has been unable to achieve - until now.

Judging criteria are based on the significance of the technological advancement, the product's commercial success and market potential and the impact on the environment and society. The Textile Institute represents most of the world's major textile industries with individual and corporate members in 80 countries. The aim of the Institute is to facilitate learning, recognise achievement, reward excellence and disseminate information.

History of footwear

The history of the footwear industry in Leicestershire and Northamptonshire has just been completed. David Holmes has been awarded a PhD from Leicester University for the thesis. Seven years ago he retired from his position as world trade director of the British United Shoe Machinery Company and started his studies at Leicester University's Centre for English Local History.

The title of the thesis is 'Development of the East Midlands Boot and Shoe Industry in a National Perspective 1815-1914'. The thesis is a fascinating read and is meticulously researched and referenced. It will be a valuable resource for anyone interested in the progress of the industry in the 19th and early 20th centuries.

It is available for reference in the

Leicester University library. The footwear industry remains important in the East Midlands. Many famous companies are producing high grade shoes in Northamptonshire. Leicestershire is a major centre for the distribution, multiple retailing and importing of footwear, dealing with about half of the UK shoe sales. The International School of Footwear at Leicester College and the Shoe Design School at De Montfort University continue to attract students worldwide.

Corporate Profile

Leicester College is one of the ten largest colleges in the UK and is a major provider of education to young people, adults and employers in Leicestershire. The college joined The Textile Institute in 2005 and has been a valued member since then.



learning for success

For more information please visit their website: www.leicestercollege.ac.uk

Corporate Profile

The Clothing Industry Training Authority (CITA), in Hong Kong, was established in September 1975

according to the Industry Training (Clothing Industry) Ordinance. The functions of the Authority are:

- To provide training courses for the clothing industry
- To establish and maintain industrial training centres
- To assist in the placement of persons completing training courses
- To make recommendations with respect to the rate of levy

With the changing times and the improvement of computers and technology, CITA has evolved its operations to focus more on technology and innovation. In order to face the challenges of the new millennium, CITA are training the apparel industry's most important asset - people, and how to apply the technology in this industry.



製衣業訓練局

Clothing Industry Training Authority

CITA's mission is to assist the clothing industry to enhance its global competitiveness through the adoption of an industry-led approach to effectively strengthen their services in:

- Training and developing management and technical professionals
- Promoting sound commercial practices, as well as productivity and quality improvement programmes
- Facilitating the application of information technology

Centre of Excellence

The Authority established a series of functional centres which effectively support the industry in making use of new technical know-how, materials and facilities which would in turn enhance its efficiency. The full-time trainees also

receive training in these centres to update their knowledge in new technologies.

Industry Support

The Authority offers industry support services to assist it in sustaining its competitive edge in the global market. These services cover: factory management, quality systems, industrial engineering applications, lean process for production and merchandising, and various productivity and efficiency improvement projects.

Various full time and part time courses are available including Bachelor of Business Administration in Fashion Business and many other Professional and Advanced Diplomas.

Clothing Industry Training Authority is a Textile Institute Corporate Member and works closely with the local TI Hong Kong Section and industry leaders. For more information please visit www.clothingtraining.org.hk

Corporate Profile



dmu.ac.uk
**DE MONTFORT
UNIVERSITY
LEICESTER**

De Montfort University has been a valuable member of The Textile Institute since 2004 and their support is greatly appreciated.

For more information regarding the university please visit www.dmu.ac.uk

Contour Technology Professional Short Courses by De Montfort University, Leicester.

De Montfort University's (DMU) professional short courses in intimate apparel have underpinned the fashion industry since 1947, constantly adapting to maintain close relationships with fashion companies and suppliers ensuring that courses delivered are up-to-date and industry led.

The range of short courses are delivered by professionals who have award winning expertise and are highly-respected, skilled industry experts. The proven teaching and learning strategy integrates technical practice with informative and investigative theory, allowing delegates to learn first-hand the skills required for career, business or personal development.

Currently there are six short courses running that will prove invaluable to key retailers, high street brands, independent designers and graduates, the courses are held at the university's city campus.

The courses are (all prices are inclusive of VAT):

Bra Fitting: a two day course, running, April 16 to 17, and June 25 to 26, 2009, costing GBP£595.

Bra Pattern Cutting & Grading: a four and a half day course running January 5 to 9, April 20 to 24 and July 6 to 10, 2009, costing GBP£1,195.

Structured Lingerie & Swimwear Design: a three day course running June 24 to 26, 2009, costing GBP£850.

Bra Making: a four and a half day course running April 6 to 9 and June 29 to July 3, 2009, costing GBP£1,295 per student.

Plus Sized Bra Pattern Cutting & Grading: a four and a half day course running July 13 to 17, 2009, costing GBP£1,195.

Quality Assurance in the Intimate Apparel Industry: a four and a half day course running July 20 to 24, 2009, costing GBP£1,195.

Businesses and individuals interested in attending one or more courses should contact Sarah Allen on +44 (0)116 250 6215, email: shortcourses@dmu.ac.uk or visit www.dmu.ac.uk/dmccc

Events

2nd International Conference on Textile and Clothing - Technical Textiles

4-5 March, 2009, Lahore, Pakistan

The Textile Institute is pleased to be co-badging this event being organised by the University of Management and Technology, Lahore. Many of you will notice that this event was originally planned for November 2008 but was postponed for reasons beyond the organisers control.

Papers will cover a range of subject areas including medical textiles, military textiles, textiles in sport, geotextiles, usages of intelligent fibres, and the future of technical textiles. For a full list of subject areas and further information please visit www.umt.edu.pk/ictc2008/index.html

AATCC 2009 International Conference

10-12 March, 2009, South Carolina, USA

The AATCC are hosting their 2009 International Conference in South Carolina in March 2009. The conference will include 3 tracks which are, Concept 2 Consumer; Chemical Applications and Materials. The full programme, abstracts and registration details can be found on www.aatcc.org

5th Annual Smart Fabrics Conference

10-12 March, 2009, Rome, Italy

The TI is co-badging this event organised by Pira International and as a result all TI members are able to claim a 10% discount on the delegate fee, please quote TI at the time of booking. Presentations during the conference will come from organisations including Puma, Philips, University of the Arts, London, Smartlife Technology Ltd, Smartex plus many others.

Full information is available on the conference website www.smartfabricsconference.com

6th International Conference of Textile Research Division NRC

5-7 April, 2009, Cairo, Egypt

The Textile Research Division of the National Research Centre in Cairo is organising its 6th International Conference. The conference is multidisciplinary and global with the participation of leading international scientists, R&D institutions, top level industrial management, and industrialists as well as business representatives. The conference provides a unique forum to discuss the latest trends, technological advancements and innovations in textile processing and it's impact on business opportunities.

Full information including full subject areas is available on the TI website.

2nd World Conference on 3D Fabrics and their applications

6-7 April, 2009, Greenville, South Carolina, USA

We are delighted to announce the 2nd World Conference on 3D fabrics and their applications which is being organised by TexEng Software Ltd in association with University of Manchester, UK and the Centre for Composite Materials, University of Delaware, USA. The conference will be held in South Carolina in April 2009 and follows on from the success of the first conference held in Manchester early in 2008.

The advances in technology with 3D fabrics are diverse. The scope of the conference will cover woven, braided, knitted, nonwoven, multilayer flat sheets, 3D shaped solids, hollow fabrics, 3D shells, and multiple connections.

Full information is available at www.texeng.co.uk

International Year of Natural Fibres – Natural Fibres in Australasia

15-17 April, 2009, Dunedin, New Zealand

Full information regarding the first joint conference of The Textile Institute Sections in New Zealand and Australia is now available on the new website.

The conference objectives are to recognise and celebrate the United Nations Year of Natural Fibres; examine current issues related to natural fibres in Australasia – production, processing, development of niche products, use, and disposal; and to facilitate discussion among those working with textiles manufactured from natural fibres – such as members of The Textile Institute, and other professionals (academics, technologists, industrialists, curatorial/collections managers of textile collections).

The conference theme and sub-topics are relevant to challenges facing those with diverse interests in natural fibres.

Full information is available on the new conference website www.otago.ac.nz/textiles/naturalfibres09

Going for Gold

30 April, 2009, London, UK

This half day symposium is a joint event between The Textile Institute and the SDC London and SE Regions. It will explore exciting developments in textile technologies and sciences that create the varied materials to enhance and support athletes health, wellbeing and performance.

Speakers from the worlds leading sports brands and organisations will share insights into existing and new developments that make the dream of 'Going for Gold' a reality.

Hear a personal view from one of the UK's Olympic winning team on how materials innovation and development has made a difference to them and their wish list for the future. Does colour have an impact on performance, get a sports psychologists view!

For further information please visit the TI website.

First World Conference on Software for the Textile and Clothing Industries

21-22 May, 2009, Manchester, UK

The conference is organised by TexEng Software Ltd in association with TechniTex Faraday Ltd and the School of Materials, University of Manchester. The conference will be chaired by Professor John W S Hearle and Co-Chaired by Dr Xiaogang Chen.

As in all other activities, the information revolution is changing the operations of the textile and clothing industries with software being as important as hardware. The aim of this conference is to bring together all those who have an interest in the applications of software in the textile and clothing industries.

Full information is available at www.texeng.co.uk

4th WACBE World Congress on Bioengineering

26-29 July, 2009 Hong Kong

The purpose of the WACBE (The World Association for Chinese Biomedical Engineers) World Congress on Bioengineering is to promote a multi-disciplinary approach to creative design innovations whilst addressing the issues of biomedical, healthcare and eco-textiles for a sustainable lifestyle.

Full information is available at www.tbisociety.org/conference.asp

World Conference 2010

The Institute is in the early stages of planning its next World Conference which will be held in Manchester in 2010, the TI's centenary year. Further details will be brought to you as soon as they are available.

If you are planning an event over the coming months that you think other members would be interested in please send details to stinsley@textileinst.org.uk

Accreditation

What is accreditation?

Accreditation is the approval of a programme, giving holders of the programme's award exemption from the academic requirements for a Textile Institute professional qualification.

The value of a professional qualification

The professional qualification of The Textile Institute demonstrates that the holder has obtained a wide knowledge of textile materials at an appropriate depth, can apply that knowledge in a work situation and has demonstrated a high standard of professional competence. There are, therefore, both academic and experience-related components to the professional qualification.

One of the ways in which an applicant can demonstrate that they have acquired the required standard of academic knowledge is by holding a qualification that has been accredited as being of the appropriate level by a committee of academic and industrial experts from around the world.

What are the advantages of accreditation to the educational establishment?

Accreditation of programmes benefits the establishment by:

- setting the department / establishment in the focus of the world textile community
- including the establishment in the listing of leading international textile education bodies
- facilitating the maintenance of educational standards between different countries and specialisations.
- providing an indication of programme quality and excellence of provision by an international peer-assessment process
- promoting parity of esteem between those professionally committed to textiles and those in the other major professions (law, accountancy, engineering, etc)
- providing further opportunities for graduates to take up textiles-based careers
- providing information for maintaining and strengthening the department / establishment against reduction of resources or unwelcome restructuring

What kind of programmes are eligible for accreditation?

Textile and textile-related programmes of appropriate breadth and academic standard may be eligible for accreditation as fulfilling the academic requirements for the Associateship if they lead to qualifications that would normally satisfy entry requirements for higher degrees in educational establishments.

How does an establishment apply for accreditation?

Establishments wishing to submit a programme (or programmes) for accreditation should complete the application form and return it to The Textile Institute with the course documentation, copies of the University/College prospectus and the appropriate fee.

Information regarding Accreditation is available from Emma Scott
Email: escott@textileinst.org.uk

London and SE Section

TI Member Judges AIU Student Fashion Show



Once again the American InterContinental University (AIU) final year fashion and design students demonstrated their talents by producing a dynamic and innovative collection. The energy and excitement of their creations was infectious and wowed the audience.

Sponsors, Vilene, The Session School, Paul Steinlet C P International and Warehouse ensured that the event was produced to the highest possible standards. Vilene this year sponsored a new award of GBP£250 for the most original design. Maggie Stott chair for The Textile Institute London and South East section and senior pattern cutter for Warehouse was delighted to be asked to be one of the judges. The prize was awarded to Eddy Soledad whose white creation demonstrated his complex pattern cutting ability to show a three dimensional structural theme. The Textile Institute has developed an excellent relationship with AIU working closely with Gill Stark the dean and Gordon Message the assistant dean on a number of joint ventures to provide innovative lectures and events to support student study and the needs of the local retail textile industry.

Eastern Cape Section

Professor Lawrance Hunter of CSIR and head of the department of Textile Science, Nelson Mandela Metropolitan University, and Dr Anton Botha senior researcher at the CSIR Material Science and Manufacturing Operating Unit, both addressed the Eastern Cape section of The Textile Institute on: "Textiles: A Boundless World of Progress, Opportunity and Challenge".

The two speakers emphasised the continued growth in global textile fibre consumption to the present level of almost 80 million tonnes, due to the increase in population and the growth in per capital consumption and the continuous development of new applications. Prof Hunter and Dr Botha discussed and illustrated the range of traditional and new



applications of textiles, exciting new developments, such as smart textiles, nano-textiles, bio-mimetics, bio-technology and bio-processing. They identified future areas of textile research and development. The meeting was attended by 20 people.

Manchester & Cheshire Section

Celebrity Lecture Evening

Manchester and Cheshire Section of The Textile Institute has been organising the Celebrity Lecture Evening for many years as part of their popular calendar of events. This year the prestigious event was held on 21 January, 2009 at The Friends' Meeting House, Manchester. The Section was privileged to have two distinguished speakers, Mr Ian Morris, CText FTI, safety and plan A project manager from Marks & Spencer, London, on the topic - Innovation - The Magic Formula, and Phoebe R Apeagyei, CText ATI, from Manchester Metropolitan University, Department of Clothing and Design, speaking on - Impact of Image on Emerging Consumers of Fashion.



The event as always was a grand success breaking all previous records in terms of 40 delegates who attended the evening representing the industry, educational institutes as well The Textile Institute.

Dr Kim Gandhi, CText FTI, FRSA, FTA, chairman of the Section welcomed the delegates and invited Prof Chris Carr from Manchester University, to chair the session.

Ian Morris began his talk indicating that the term 'Magic Formula' is a personal perspective on the process of developing invention and innovation into marketable consumer products, which make for a 'compelling desirable purchase' for the final customer.

Working for a business that has as one of its five core values 'Innovation' is a significant driver to encouraging innovation to be developed, and delivered – indeed it remains one of the key objectives of the technical teams at M&S today.

He then described the four key elements of the 'Magic Formula':



'Invention' – which may be ground breaking – a true leap forward, or taking a 'significant step forward' on current technologies. It frequently involves bringing together existing and new technologies – upgrading to a current product, or developing a new one which offers enhanced performance properties over well established products.

'Development' – into consumer product. The key to making this work is to bring together - under a focused, technically capable project manager - a team of experts, both technical and marketing, for the project. Even where an innovation may appear technically sound, it may fail to reach the final customer at retail if a strong team does not coordinate its work together from the outset. Indeed, Ian indicated he has come across a number of cases that have demonstrated this potential pitfall over the years!

'Commercial realisation' – the importance of identifying a unique selling point, often supported with an attractive and appealing brand name, was emphasised.

'Scalability' – many innovations – whether as fibres, yarns, product, or finishes, begin their life cycle in the laboratory. Early in the development cycle, the capability of the innovation to be scaled up to commercial volumes must be challenged and proven.

The innovation supply chain for clothing was then touched on – emphasising the need to build and maintain strong contacts with machine builders, the fibre and yarn producers, the dyeing and finishing industry, and of course the knitters and weavers.

Ian then presented a wide range of examples of product, including formalwear, knitwear, socks, and hosiery, where the elements of the 'Magic Formula' had been key to the successful delivery – and ongoing success – of these lines. He presented a 'case study' of a trademarked opaque ladies hosiery innovation that he had project managed from its inception, which continues to be a success more than ten years after its introduction – and won a Millennium Award for innovation in 2000.

Ian concluded his talk with a six point 'check list' to delivering successful innovation:

- Technology already developed to commercial – or near commercial – level
- Customer demand – either proven – or strongly believed in
- Project Manager – coordinates all activities against an agreed timeline
- Strong technical teams at all stages of the supply chain
- Scalability – ensure the development can be scaled up to commercial volumes
- Marketing – clarity and communication of product benefits and unique selling features

Phoebe Apeageyi's presentation focused on emerging attitudes towards fashion and trend, highlighting the influence of celebrities on body image and size. These related to men and women and drew data from recent studies. Images of idealised body types in relation to cultural value and self expression were presented; and linked psychological preferences towards consumption.

For decades, the essence of grooming products, clothing and fashion advertisements have been exclusively directed at women, many of whom have been made to feel insecure by image ideals of 'the perfect body'. This has created a strong cultural value placed on thinness and raises health issues and concerns over 'quick-fix' extreme behaviours in diet and fitness regimes that probably take precedence over health and comfort. It has become apparent that there is also a striking increase in body image concerns among men warranting the need for more research to be conducted in this area.

Issues regarding ideal body forms have become significant and synonymous with appearance management; particularly with consumers who seek to conform to the latest trends and fashion. Beyond basic needs and utilitarian value, fashionable clothing is used as a form of self-expression, social status and image projection in the cases of both women and men. It is directly impacted by changing lifestyles and the desire to emulate fashion leaders and trend setters such as celebrities.

Findings from research indicate that today's young fashion consumers are pre-occupied with trend and actively respond to their social environments. Although they seek out good fit in clothing, their perception of ideals vastly impacts acceptance and consumption of clothing. Many disclosed in a study that they are often conscious of their bodies and how clothes fit them. A significant number of women admitted that in addition to diets they particularly select clothes that create illusions by enhancing their body shape and making them appear much slimmer, as this was the status quo. Some men also stated that



they chose close fitted t-shirts that emphasised their toned physique and visually demonstrated lifestyles associated with fitness regimes and physical workouts, referred to by some as 'the chiselled look', denoting angular features. They linked these to celebrities such as David Beckham whom they labelled as 'metrosexual' (indicative of a fashionable urban male with strong aesthetic sense) and claimed had an ideal image. This perhaps rationalises the concept of celebrity endorsement of products considering that marketers view advertising as an integral part of their promotional strategy.

Consumers involved in the study also highlighted the importance of style, involving a combination of personal expression and social norms and influenced by dominant values such as fashion leaders. Many disclosed that they wanted to be considered fashionable and often bought current fashion they knew celebrities (their current conception of fashion leaders) were wearing. They also often updated themselves on fashion and trend by looking at glossy magazines, fashion catalogues, shop window displays and the latest in-store items. This signals that retailers can increase competitiveness and even gain store patronage by closely targeting and fulfilling their customers' needs.

It may be hypothesised that new technologies, fashion icons and changes in lifestyles contribute to the fashion industry in general, as the direction of the industry is mainly dependant on changes in society. Currently, celebrities are the propelling force of good product sales and alongside the media possess great influence on fashion consumers' buying decisions. It is also debatable that the current trend in acquiring 'the ideal image' is either a result of effective marketing strategies or simply owing to changes in society's ideals and perception of these by today's image-conscious fashion consumer.

The presentations concluded with questions and answers from the delegates and finally with a vote of thanks by Helen Rowe, vice-chair of the Section, to delegates and officials representing The Textile Institute for their support to the Section.

Publications



Thames & Hudson
Sixty years of making a splash

The Textile Institute is pleased to announce that we now have available Thames and Hudson books for sale via the TI bookstore. The books cover all aspects of design, textile arts and fashion.

Members are eligible to receive a 20% discount on all titles available through the TI website. To view the titles please visit: www.textileinstitutebooks.com, enter the bookstore and select the Thames & Hudson link in the left hand column

Obituaries

Sarim Khan

Sarim Khan studied for a Masters degree in Textile Technology at the University of Manchester, UK, he often said that his education at Manchester University helped him come up with new ideas everyday and he was extremely proud of his Masters degree. He followed this by completing an MBA from Zabist Karachi, Pakistan.

Sarim then joined Clariant Pakistan Ltd, where he developed good relationships with fellow employees on account of his friendly nature. His next position was with UGI as general manager of marketing. In the first three days of joining UGI, Sarim contacted more than 300 potential buyers worldwide through various means of communication.

A kind and loving person, he had the potential and will to become very successful in his chosen career. He was bubbling with enthusiasm and was always full of hope and new ideas of how to succeed in his professional life. He used to say "there are 24 hours a day and then comes the night, so we have to work day and night to be successful."

Mr Khan joined The Textile Institute in 2005 and was a valued member and will be greatly missed by all who knew him.

