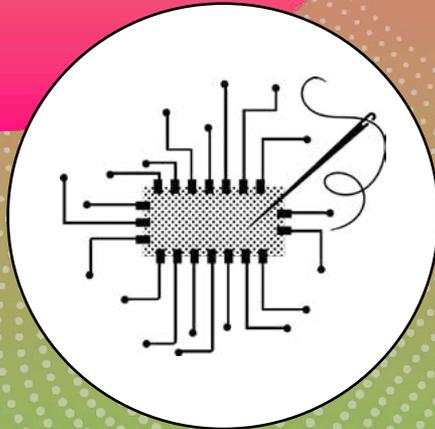


Symposium on Fashion Communication for Socio- Ecological Transformation



PROGRAM

PARIS / HYBRID 20 APRIL 2024

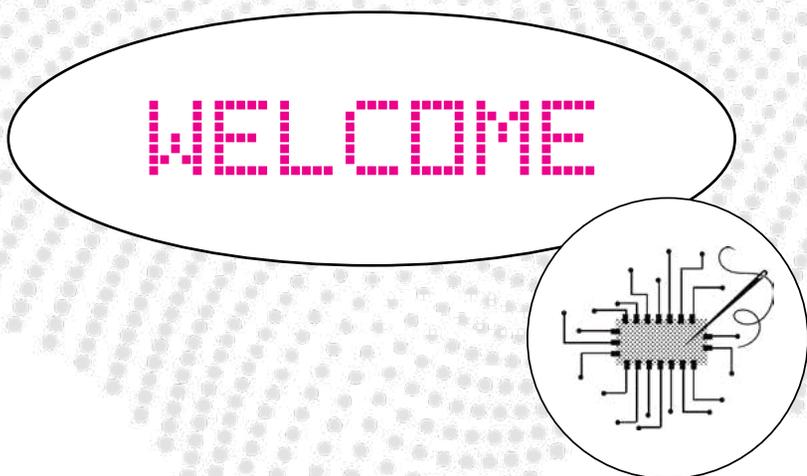
AUP The American
University of Paris
Fashion Studies at AUP

ual: london college
of fashion

The Symposium on Fashion Communication for Socio-Ecological Transformation is a first-of-its-kind event, bringing together diverse voices across education, the fashion industry, civil society, and more.

Together, we will share work to inspire, provoke, and lead practice in this urgent, emerging field. During this day of community and exchange, we invite you into a dynamic and de-hierarchized atmosphere of co-learning and critical thinking to collectively develop practices that redefine the future of fashion communication.

The symposium is free and open to all.



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**WHAT CAN
FASHION
COMMUNICATION
REALLY DO?**

**HOW CAN
WE HARNESS
FASHION'S
IMMENSE
CULTURAL
STORYTELLING
POWER FOR
WELLBEING,
DIGNITY, AND
EQUITY?**

**WHAT DO
FASHION SYSTEMS
WITHOUT
HIERARCHY LOOK
LIKE, AND WHAT
DOORS COULD
THIS OPEN?**

**HOW CAN COMMUNICATIONS CATALYZE OUR UNDERSTANDING
OF TEXTILES AS BOTH OBJECT AND PROCESS?**

**IN WHAT WAYS CAN COMMUNICATION LEAD THE SHIFT FROM A
DESTRUCTIVE AND DISCRIMINATORY FASHION SYSTEM TO ONE
THAT HARMS NEITHER PEOPLE NOR PLANET?**

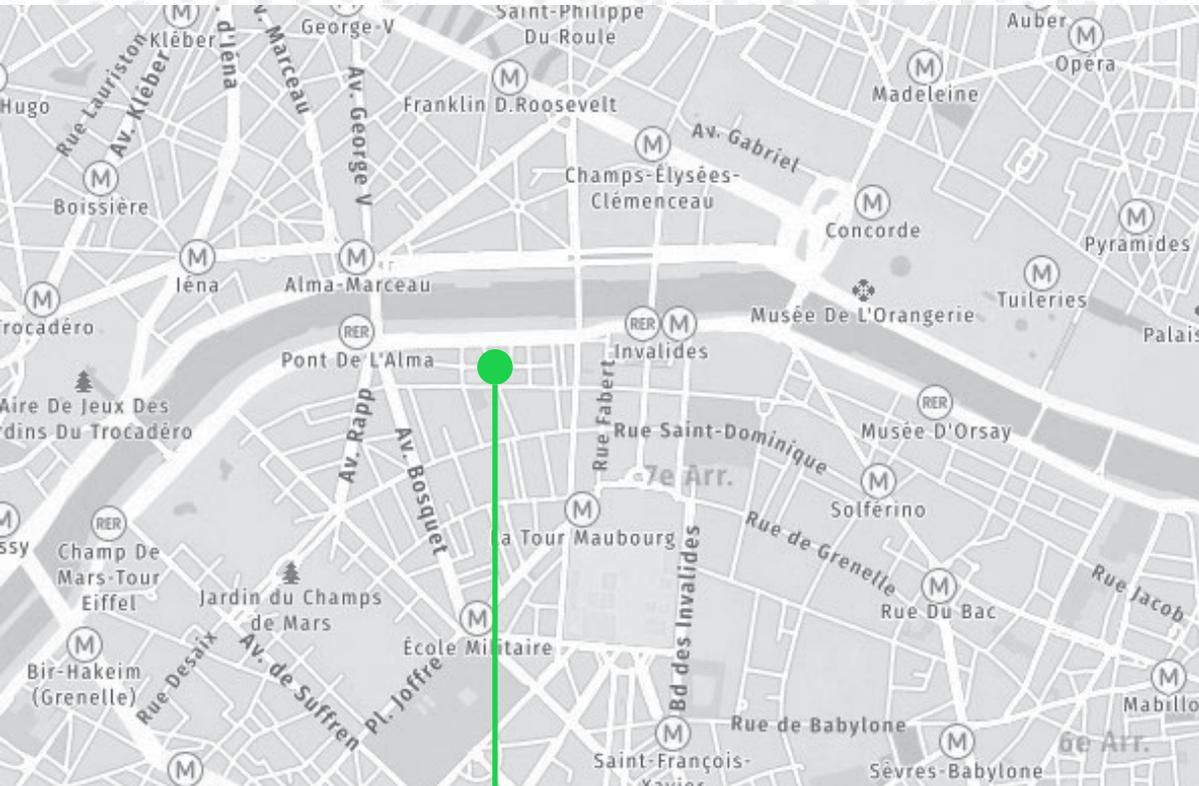
**WHICH FORMS
OF FASHION
COMMUNICATION
HAVE THE POTENTIAL
TO DEEPLY CONNECT
US TO EACH OTHER,
BOTH LOCALLY AND
GLOBALLY?**

**HOW CAN CRITICAL
AND LIBERATORY
LANGUAGE OFFER
POSSIBILITIES
BEYOND THE
CONFINES OF
SELLING STUFF?**

**HOW CAN WE
SITUATE CULTURAL
SUSTAINABILITY
AS AN ESSENTIAL
ELEMENT TO THE
CONVERSATION
AROUND
SUSTAINABILITY?**

**WHAT COLLECTIVE
SKILLS AND TOOLS
ARE CONCRETELY
AVAILABLE TO US
TO (RE)DEVELOP
OUR RELATIONSHIP
TO GARMENTS?**

WHERE TO FIND US



**The American University of Paris
Combes Building
6 rue du Colonel Combes, 75007**

Please bring a piece of ID to enter the building.

FIND US
ONLINE



PUBLIC TRANSPORTATION NEAR CAMPUS

Buses: 28, 42, 49, 63, 69, 80, 92

Métro: La Tour-Maubourg, Ecole Militaire,
Alma-Marceau, Invalides

R.E.R: C - Pont de l'Alma-Marceau, Invalides

SYMPOSIUM

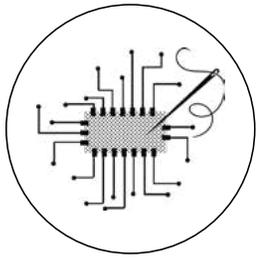
SCHEDULE

MORNING

TIME	EVENT	LOCATION	SEE PAGE
9:30-10	Check-In, Coffee + Community	Lobby + Q-801	
10-10:15	Welcome	Q-801 + online	
10:15- 10:30	Connect + Converse	Q-801 + online	
10:30- 11:15	Framing the Field	Q-801 + online	9
11:15- 11:30	Coffee Break	Q-801	
11:30- 13:00	Workshop 1: <i>Sustainable Fashion Communication Playbook</i>	Q-801	13
	Workshop 2: <i>Communication for Cultural Sustainability</i>	Q-609	14
	Workshop 3: <i>Garment Meditation</i>	Q-704	15
	Workshop 4: <i>Towards an Anti-Racist Lexicon of Fashion</i>	Online	16
13:00- 14:30	Community Luncheon	C-103	

AFTERNOON

TIME	EVENT	LOCATION	SEE PAGE
14:30- 14:45	Meditation + Re-Centering	Q-801 + online	
14:45- 15:20	Student Innovation Showcase	Q-801 + online	17
15:30- 17:00	Workshop 5: <i>Becoming an Eco- Conscious Fashion Influencer</i>	Q-709	23
	Workshop 6: <i>Queer Semiotics in Fashion & DIY Eleganza Extravaganza</i>	Q-609	24
	Workshop 7: <i>Embroidery As A Language</i>	Q-704	25
	Workshop 8: <i>The Power of Policy and Honest Communication in the Age of Greenwashing</i>	Online	26
17:00- 17:15	Coffee Break		
17:15- 18:00	Possibilities in Practice: Exploratory Sessions	C-103 + online	27
18:00- 19:00	Reflections + Apéro	C-103	



FRAMING THE FIELD

10:30-11:15, Q-801 + online

This opening panel will situate the central themes of our Symposium within their contemporary context, and ground the day ahead in the current Fashion Communications landscape.

The *Framing the Field* panel will bring together pioneering voices and thought leaders from education, storytelling, activism, and sustainability advocacy, to unpack the present state of fashion communication for socio-ecological transformation.

How do we presently understand and see fashion communication operating for socio-ecological good, and bad? What are the current pitfalls and obstacles of successful fashion communication, and what can it do when used to its full potential?

MODERATED BY
ELSA DARLINGTON



RACHEL ARTHUR

Writer, Sustainability Strategist and Advocacy Lead for Sustainable Fashion at the United Nations Environment Programme (UNEP)



STEPHANIE BARKER-FRY

Senior Lecturer and Knowledge Exchange Lead at London College of Fashion's School of Media and Communication



LOUISE XIN

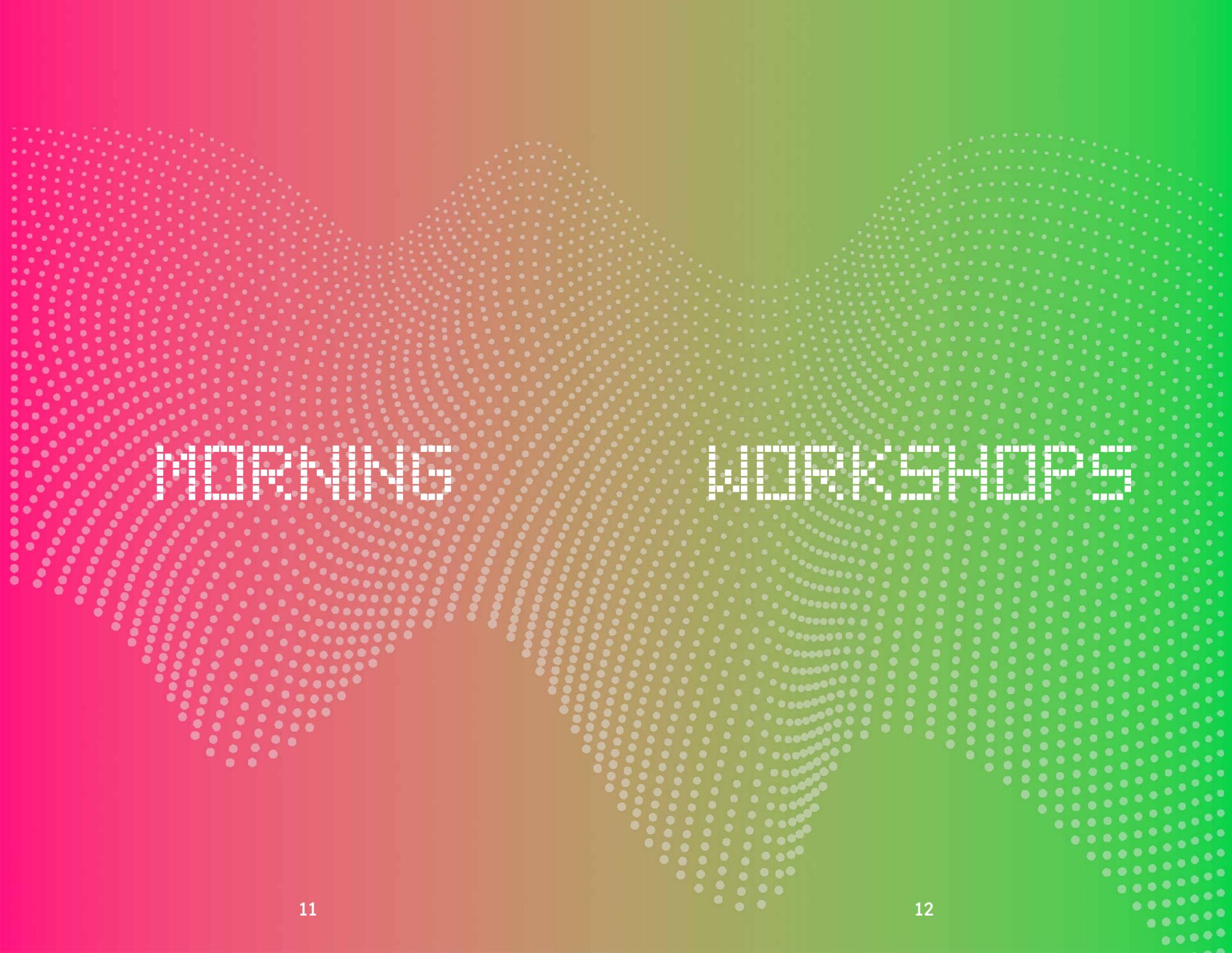
Fashion Designer and Activist, Creative Director and Founder of Scandinavia's first rental-only, non-sale couture brand, Louise Xin Couture



ADITI MAYER

Multi-Hyphenated Storyteller, whose mediums include film, photography, journalism, and creative direction

For full bios, please see page 29



MORNING



WORKSHOPS



SUSTAINABLE FASHION COMMUNICATION PLAYBOOK

11:30-13:00 Q-801

FACILITATED BY:
RACHEL ARTHUR
AND SOPHIE BARR



For systems change within the fashion sector, addressing production impacts alone will not be enough. Shifting patterns of excess consumption must also be a priority, which means confronting the dominant linear economic model and its accompanying narrative of newness, immediacy and disposability. Join this workshop for a deep dive on The Sustainable Fashion Communication Playbook published by UNEP and UN Climate Change.

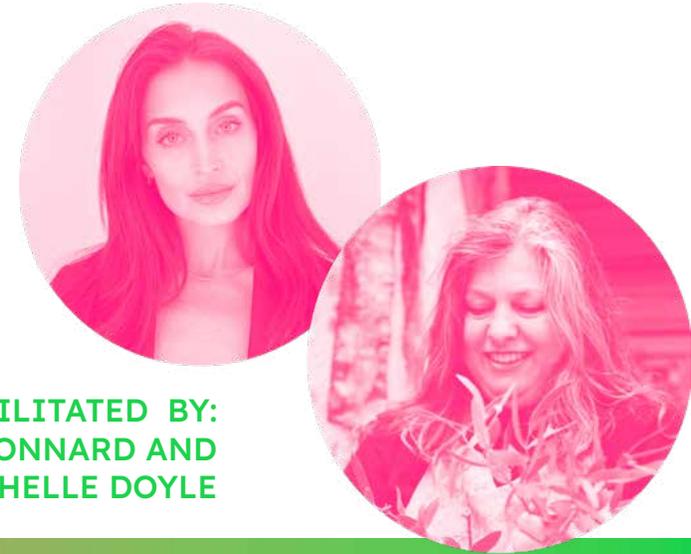
We will explore the power of fashion's marketing engine, and the responsibility and opportunity that lies with consumer-facing communicators to align efforts to sustainability targets, incorporating both environmental and social factors. The workshop will explore how to take action through 1) countering misinformation, 2) reducing messages perpetuating overconsumption, 3) redirecting aspiration to more sustainable lifestyles, and 4) empowering consumers to demand greater action from businesses and policymakers.

COMMUNICATION FOR CULTURAL SUSTAINABILITY

11:30-13:00 Q-609



FACILITATED BY:
BESTE BONNARD AND
MICHELLE DOYLE



This experiential, interactive workshop, led by acclaimed French plant-based dye artist, designer, and author Beste Bonnard explores the intersection of cultural sustainability in fashion and material impact. The workshop begins with a thought-provoking discussion framing the need for diverse and engaging modes of communications conveying the socio-ecological impact of reviving and conserving culturally significant design practices and materials with ethical considerations.

Afterwards, we'll transition into a creative session where participants will craft their own tote bag by eco-printing with local plants. Through this process, we'll connect to the impact, meaning and cultural heritage embedded within the practice, witnessing the experience as a conduit of communication.

This workshop offers a unique opportunity to collectively develop communication practices that effectively convey the complexities of sustainability in fashion. By examining the connections we have to our garments through the lens of culture, craft, and material awareness, we can foster meaningful dialogue and advocacy, equipping ourselves with the tools and knowledge to become agents of conscious and intentional communication.

3

GARMENT MEDITATION

11:30-13:00, Q-704



**FACILITATED BY:
FIONA
SCHLUMBERGER**

What skills and tools are concretely available to us to (re)develop our relationship to our clothes? This workshop invites you to consider mindfulness and meditation as a skill and communications approach to seeing deeply into how we relate to our wardrobes. You'll be guided in a tactile garment meditation and group discussions to get in touch with how our wardrobes connect us to the earth, to people, and to our personal histories. Together, we can take this opportunity to slow down and look deeply into what we have, how it can relate us to each other, and how we might develop new forms of agency in our fashion use. This workshop has been developed as part of an in-progress Master's thesis entitled "The Cosmos in Our Closets: Examining Buddhist Approaches to Repairing the Broken Connection Between Us and Our Clothes".

TOWARDS AN ANTI-RACIST LEXICON OF FASHION

11:30-13:00, online

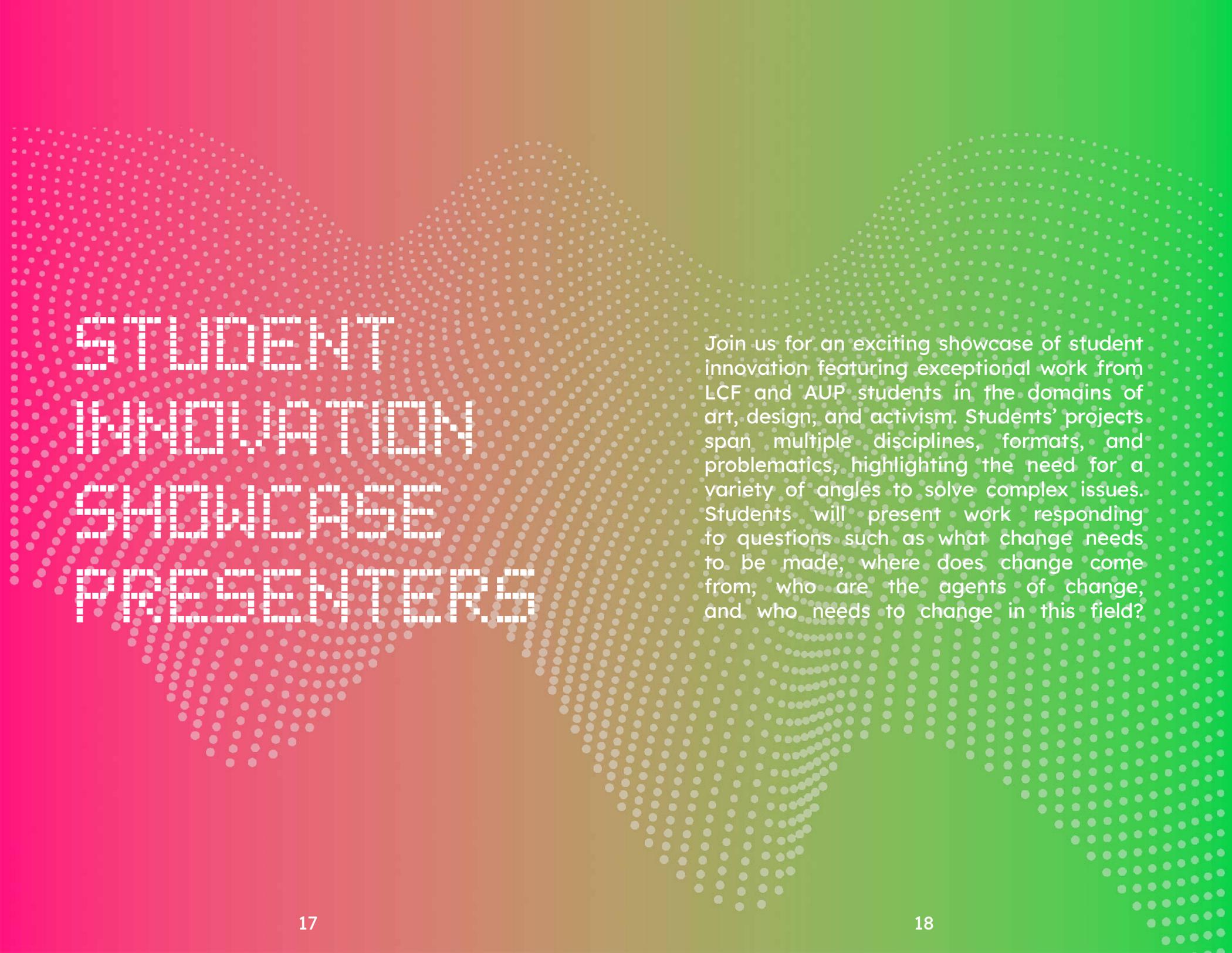
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**FACILITATED BY:
TANVEER AHMED**

Can we re-imagine a liberatory, global majority centered fashion system based on current fashion terms and vocabulary or is it time for a new lexicon of fashion?

In this workshop we will deconstruct dominant fashion terminology that is often underpinned by dominant Eurocentric and Westernized knowledge systems and histories based on body sizing, wasteful resources and profit based on human exploitation. Instead, we will question what language is needed for a more emancipatory, inclusive and anti-racist fashion system and collectively co-create and re-invent new words to shape and re-generate a more equitable fashion system that works for everyone.



STUDENT
INNOVATION
SHOWCASE
PRESENTERS

Join us for an exciting showcase of student innovation featuring exceptional work from LCF and AUP students in the domains of art, design, and activism. Students' projects span multiple disciplines, formats, and problematics, highlighting the need for a variety of angles to solve complex issues. Students will present work responding to questions such as what change needs to be made, where does change come from, who are the agents of change, and who needs to change in this field?



CLOUD DARE

LONDON COLLEGE OF FASHION

Cloud is a Queer multidisciplinary creative working from London in community organization regarding climate emergency. Their history as a professional tailor provided unique insight into human-object relationships whilst undertaking Critical Practice for Fashion Media and Communications at London College of Fashion for their undergraduate study. The culmination of their BA research is in scavenger-crafting as an actionable methodology for forging relationship-oriented modes of living within a dying planet. Their work activating this field branches broadly, seeping into as many access points as possible, including performance art, academic text, primary school teaching, Queer event organization, poetry, film and drag.



CHARLOTTE JENKINS

THE AMERICAN UNIVERSITY OF PARIS

Charlotte Jenkins is a graduate student in Global Communications at AUP. She is interested in fashion sustainability and worked with About A Worker, a French design studio that artistically engages with social issues and imagines new creation, production, and distribution systems. Charlotte's work with the studio this semester focused on online and offline B2B workshop marketing.



CONSTANÇA DIAS GOULART DE MENEZES COELHO

LONDON COLLEGE OF FASHION

Constança is a fashion media practitioner and a current student in Critical Practice in Fashion Media at the University of the Arts London, London College of Fashion. Her work centers around exploring the intersection of fashion and localism. Through artistic direction and performative pieces, she strives to ignite public consciousness about the need for decentralization and the establishment of local fashion ecosystems.



LUNA QUINTANILLA

LONDON COLLEGE OF FASHION

Luna is a dedicated critical practitioner and creative, currently pursuing a BA in Critical Practice in Fashion Media at London College of Fashion. Since her youth, Luna has harbored a fervent commitment to activism, particularly in support of immigrant communities, organizing charitable events even during her high school years. Over the years, her endeavors have been centered around themes of culture, community, and integration. Drawing inspiration from her Hispanic heritage, Luna channels her passion into various projects, utilizing them not only as creative outlets but also as a means of personal introspection and healing.



KATHRYN GALLOWAY

THE AMERICAN UNIVERSITY OF PARIS

Kathryn Galloway is currently finishing her MA in Global Communications at AUP. She holds a BA in professional journalism and fashion studies from the University of Minnesota and has worked extensively in fashion communication and digital marketing. At present, she is working to produce a fashion storytelling publication that seeks to improve the way individuals perceive, engage with, and communicate about clothing. In a world where fashion is too often synonymous with disposability and conformity, the publication will stand as an alternative narrative by empowering individuals to become active participants in the fashion chain; to view themselves not as consumers of cloth, but as storytellers, historians, and stewards of the garments they wear.



AJA RENAYE WILLIAMS

THE AMERICAN UNIVERSITY OF PARIS

Aja Renaye Williams is an alumna of AUP and holds a MSc in International Management with a focus on Sustainable Systems and a BA in Cosmetics and Fragrance Marketing from the Fashion Institute of Technology. She aims to work at the intersection of diversity, inclusion, beauty, sustainability, and corporate accountability for transformative change. She has worked in marketing, project management, and consulting for various brands including Estée Lauder, Bath & Body Works, Revlon, and L'Oréal.



AFTERNOON

WORKSHOPS

5

BECOMING AN ECO-CONSCIOUS FASHION INFLUENCER

15:30-17:00, Q-709

FACILITATED BY:
AMELIE DELOCHE AND
MADELINE CZARNIK



We will delve into strategies for promoting sustainability authentically, explore influencer case studies, navigate the pitfalls of greenwashing, and learn to monetize ethical communication. Gain insights into effective storytelling and eco-friendly styling while maintaining authenticity.

Whether you're a seasoned influencer or just starting out in the field, this workshop equips you to advocate for sustainable fashion practices. Don't miss this opportunity to align your passion for fashion with ethical responsibility!

QUEER SEMIOTICS IN FASHION & DIY ELEGANZA EXTRAVAGANZA

15:30-17:00, Q-609

6



FACILITATED BY:
THEODOOR ADRIAANS
AND SYED ZAMAN

As queer people, we choose deliberately to be visible or invisible via our often idiosyncratic clothing styles. But what are the symbols that we affiliate ourselves with? Symbols that are maybe invisible, but that can reveal a lot about our identity.

In this workshop you'll be introduced to historical and contemporary Queer Semiotics in fashion. All are invited to join in designing and crafting a wearable quilted talisman. Select your own fabrics, threads, paints and stamps, fabric markers, and other materials with which to embellish your piece. Using words, symbols, and imagery, design your talisman to speak about your individual and community values, your theory of change, or your alignment within activism(s).



EMBROIDERY AS A LANGUAGE: EXPLORING SUSTAINABLE FASHION THROUGH STITCHING

15:30-17:00, Q-704



**FACILITATED BY:
SARA WYNN**

Embroidery, an ancient art form, serves not only as a means of decoration but also as a form of communication, telling stories, preserving traditions, and conveying messages. In this workshop, participants will delve into the rich history of embroidery and its relevance to sustainable fashion and sociological discourse within the industry.

The workshop will begin with introducing participants to the historical significance of embroidery as a form of communication, and an exploration of the role of embroidery in sustainable fashion practices. Afterwards, there will be a guided embroidery session where participants will have the opportunity to practice basic embroidery stitches and reflect on themes of sustainability and communication within the fashion industry.

This workshop will impart practical embroidery skills and encourage participants to critically examine the role of embroidery in sustainable fashion and social communication. By understanding the language of stitching, participants can contribute to the ongoing dialogue surrounding ethical fashion practices and societal change within the fashion industry.

THE POWER OF POLICY AND HONEST COMMUNICATION IN THE AGE OF GREENWASHING

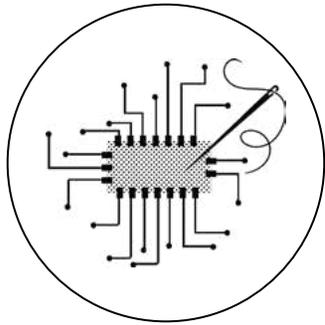
15:30-17:00, online



**FACILITATED BY:
MUCHANETA
TEN NAPEL**

The Power of Policy and Honest Communication in the Age of Greenwashing is not your average workshop. In this session, we will cut through the noise to show you the real deal behind fashion communication in a world filled with greenwashing. We will deep dive into how policy shapes the truth we hear and the claims we see.

Our goal? To equip you with the insight to spot and support real sustainability. Expect to leave not just informed, but transformed and ready to decode the messages and motives behind the communication tactics of the fashion industry. Prepare to dive into the exciting intersection of fashion, policy, and truth.



POSSIBILITIES IN PRACTICE: EXPLORATORY SESSIONS

17:15-18:00, C-103 + online

This session opens with introductions from leading professionals in the emerging field of fashion communications for socio-ecological transformation. Our distinguished contributors come from diverse backgrounds, ranging from communication agencies to fashion design, creative storytelling, academia, journalism, and beyond.

Join us to explore the multifaceted pathways and opportunities within the field as our speakers share their insights, experiences, and visions for the future of fashion communication.

The opening introductions are followed by 30 minutes of breakout sessions designed to cultivate meaningful engagement between audience and speakers in their unique areas of expertise.

MODERATED BY
MICHELLE DOYLE



VICTOIRE SATTO
Founder & CEO of The Good Goods



MATTHEW YARBOROUGH
PR Manager at PR Consulting Paris
specializing in luxury and fashion
communication



SOPHIE BARR
Course Leader for the BA (Hons)
Critical Practice in Fashion Media at
London College of Fashion



NAYDELINE MEJIA
Journalist, copywriter, and
current MA student in Global
Communications at AUP with a focus
on fashion communications



MUCHANETA TEN NAPEL
Chair at CCI Task Force UNFCCC,
Associate Lecturer at London College of
Fashion, contributor at The Interline &
Founder at Shape Innovate

For full bios, please see page 29

AMELIE DELOCHE
Co-Founder of Paye ton Influence &
working on the ecological influencer
marketing sector

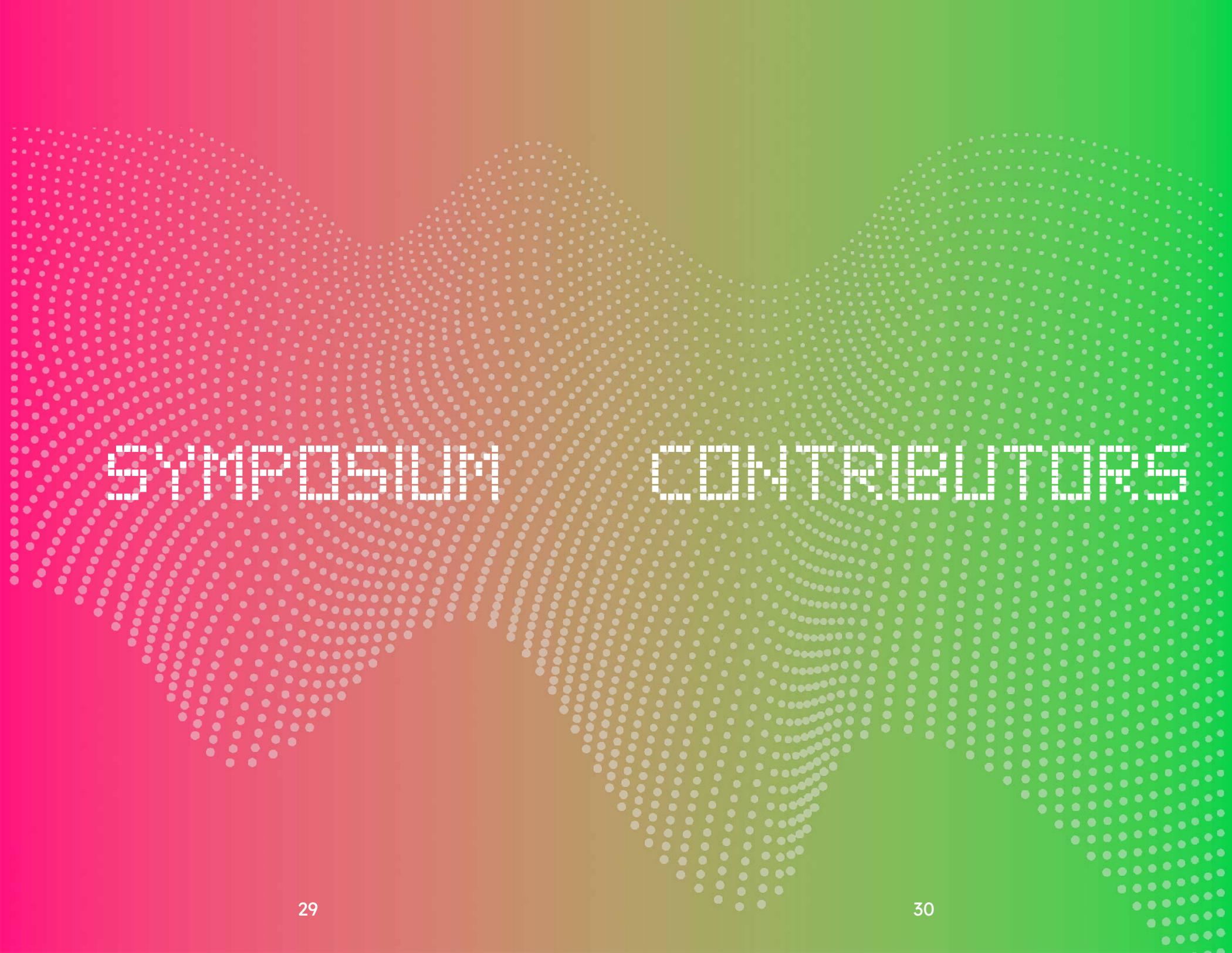


THEODOOR ADRIAANS
A storyteller, filmmaker, researcher,
& co-facilitator of the Queer
Needlework Circle



ADITI MAYER
A multi-hyphenated storyteller whose
mediums include film, photography,
journalism, and creative direction





SYMPOSIUM

CONTRIBUTORS



TANVEER AHMED

WORKSHOP FACILITATOR

Tanveer Ahmed (she/her) has taught fashion design for over 20 years and is a Senior Lecturer in Fashion and Race at Central Saint Martins, as well as Course Development Lead for a new MA in Fashion and Anthropology at London College of Fashion. Tanveer’s research recognizes the urgent need to explore alternative, justice-oriented forms of fashion design by centering plural fashion narratives inspired by anti-racism, pre-colonial dress forms, and anti-capitalist concepts of fashion. Tanveer’s PhD titled, ‘Pluriversal Fashions: Towards an Anti- Racist Fashion Design Pedagogy’, investigated how white normativity works to racially hierarchise fashion design epistemologies and used alternative de-colonial feminist frameworks to counter dominant, exclusionary definitions of fashion design.



RACHEL ARTHUR

PANELIST + WORKSHOP FACILITATOR

Rachel Arthur is a sustainability strategist and writer driving systems change within the fashion industry. She has dedicated her career to transformation, tracking and interpreting signals of change, and working with businesses on implementation. As UNEP’s Advocacy Lead for Sustainable Fashion, she focuses on narrative shift as a lever for reducing overconsumption; exploring greenwashing, redirecting aspiration, and the power of citizen action. She has also worked with Textile Exchange, the British Fashion Council and Google, and by background is an award-winning business journalist. In 2023, Rachel was named a sustainability thought leader in the Vogue Business 100 Innovator list.



THEODOOR ADRIAANS

PANELIST + WORKSHOP FACILITATOR

Theodorus Johannes (they/them) is a storyteller, filmmaker, and researcher with a focus on fashion and textiles as a powerful form of communication. Their work explores themes of identity and authenticity, often centering around community, folklore, and needlework. Since the onset of the Covid-19 pandemic, Theodoor has co-facilitated the Queer Needlework Circle, an independent group of LGBTQIA+ textile-needleworkers who gather in incidental crafting circles.



STEPHANIE BARKER-FRY

PANELIST + FACULTY ADVISOR

Stephanie Barker-Fry is a Senior Lecturer and Knowledge Exchange Lead at London College of Fashion’s School of Media and Communication, where she oversees academic partnerships with global organizations that generate co-created knowledge and outcomes that benefit people and planet. With a strategic approach to PR and communication across the fashion industry, she has worked as a consultant for almost two decades, establishing luxury brands, start-up platforms, media groups and non-profit organizations. Both as a practitioner and in her academic work, Stephanie has explored fashion public relations from an inclusive perspective by evaluating the impact and benefits of global communities through fashion strategies for both brands and society.



SOPHIE BARR

PANELIST + WORKSHOP FACILITATOR + FACULTY ADVISOR

Sophie Barr is the Course Leader for the BA (Hons) Critical Practice in Fashion Media at London College of Fashion. With over a decade of experience in creative higher education in the UK, she brings a wealth of expertise cultivated during her previous career in film and media. Sophie is committed to reshaping the landscape of fashion communication in higher education through her teaching, scholarship and knowledge exchange projects that center racial, social and climate justice.



BESTE BONNARD

WORKSHOP FACILITATOR

Beste Pekoz Bonnard transitioned from law to pursue her passion for sustainable living and plant-based practices. Trained in natural dyeing and eco-printing through ethnobotanical classes at Lille University, she refined her craft under grandmasters, before establishing her marque, ‘Beste’. Today, she conducts workshops across Europe that revitalize natural dye traditions. She teaches at Mimar Sinan Fine Arts University in Istanbul, in Normandy high schools, and manages ‘La Micro Ferme des 1000 Couleurs’, a natural dye farm. Author of a Rustica-published book on natural dye & eco-print, Beste operates from her studio in Cherbourg/ Normandy, hosting workshops and research endeavours in natural dyeing and eco-printing.



AMELIE DELOCHE

PANELIST + WORKSHOP FACILITATOR

Amélie Deloche is co-founder of the Paye ton Influence collective and is working on the ecological transition of the influencer marketing sector. She is committed on a daily basis to changing the imaginations and narratives conveyed by commercial influencers, with the aim of anchoring them in the current context of ecological urgency.



ALEXANDRA JONES

AUP STUDENT + MEDITATION & RE-CENTERING FACILITATOR

Alexandra is a meditation guide and yoga instructor rooted in Tibetan Buddhism, holding an MA in Yoga Studies from Loyola Marymount University. Her extensive training, which spans from India to California, includes Yoga Therapy and Mindfulness for Social Change. Alexandra cultivates inclusive spaces, from private and group sessions to university courses, blending her teaching expertise with a professional background in wellness communication and visual design. She's passionate about making spirituality accessible using art and language as entry points into present moment awareness. She is currently pursuing an MA in Global Communications at AUP, exploring innovative ways to translate ancient practices for modern life. Her research delves into integrating Buddhist philosophies into fashion for enhanced personal and collective wellbeing.



ADITI MAYER

PANELIST

Invited with the generous support of AUP's Fashion Club

Aditi Mayer is a multi-hyphenated storyteller whose mediums include film, photography, journalism, and creative direction. Her work has blossomed into a storytelling studio, weaving narratives that span climate, craft, and culture, producing editorial to branded content. Since 2014, Aditi's thought leadership has examined the fashion industry through the lens of social and environmental justice and she has a robust speaking resume that ranges from academic settings to global fashion weeks. From features in Vogue to National Geographic, Aditi is known for marrying the worlds of art, industry, and education, all with a socially conscious slant.



NAYDELINE MEJIA

AUP STUDENT + PANELIST

Naydeline Mejia is a journalist, copywriter, and current MA student in Global Communications at AUP with a focus on fashion communications. She holds a BA in Journalism and Creative Writing from CUNY, Baruch College, and has a professional background in fashion retail, marketing, brand consulting, and magazine journalism. Naydeline has contributed to publications such as Women's Health, Cosmopolitan, Teen Vogue, MISSION, and NPR. Her research interests include the relationship between urban communities, hip hop, and high fashion, the practice of aspirational dressing, fashion as a social or group identifier, and fashion activism. Originally from New York City, she now calls Paris her home.



VICTOIRE SATTO

PANELIST

Victoire Satto is the Founder and CEO of The Good Goods, a leading French media organization specializing in evidence-based sustainable transformation of the fashion industry and our consumer habits. Victoire works with fashion and textile brands to monitor impacts and solutions that transform value chains, making this information accessible to consumers. She is passionate about building bridges between disciplines and connections between human beings. Satto formally held a career as a radiologist and is also a podcaster, speaker, collage artist, and founding member of the Circular Fashion Federation.



MUCHANETA TEN NAPEL

WORKSHOP FACILITATOR + PANELIST

Muchaneta ten Napel, University of the Arts London alumna, brings over 20 years of fashion industry expertise. As founder of Shape Innovate and *FashNerd.com*, she fosters collaboration between policy and fashion and explores the convergence of fashion and technology. Notable for authoring comprehensive papers with LVMH Atelier and speaking at the Global Fashion Summit, she is presently Senior Contributor at *The Interline*. She actively collaborates with UNFCCC (United Nations Framework Convention on Climate Change) and EIT Climate KIC, has spoken at COP27/28, and chairs the Culture and Creative Industries Taskforce within the UN Climate Change Global Innovation Hub.



LOUISE XIN

PANELIST

Invited with the generous support of AUP's Center for Critical Democracy Studies

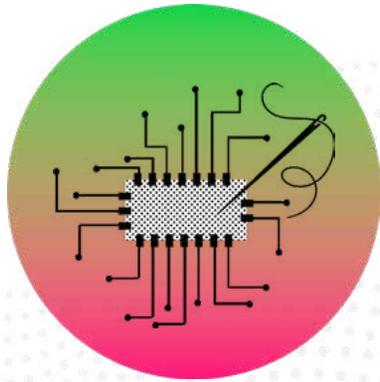
Born in China, raised in Sweden, and currently based in Paris, Louise Xin is a self-taught, award-winning fashion designer, creative director and the founder of Scandinavia's first rental-only, non-sale couture brand, Louise Xin Couture. She was selected by the European Parliament as a Sakharov fellow for her linking of humanitarian work and fashion design and made history by hosting the first-ever fashion show inside the Parliament in March 2023, raising awareness about forced labour in the fashion industry. Xin has delivered lectures and speeches for the UN, TEDx, and Spotify, and has participated in exhibitions held in museums, art galleries, and luxury malls.



MATTHEW YARBOROUGH

PANELIST

Matthew Yarborough is a PR Manager at PR Consulting Paris, specializing in luxury and fashion strategic communications and events. Matthew graduated from the University of Alabama at Birmingham with a degree in Art History. After a brief stint working in styling and events, he moved to Paris to pursue a master's degree in Global Communications from the American University of Paris. Following graduation, Matthew began working at PR Consulting Paris. For the last seven years, he has worked with clients such as LVMH Prize, Auralee, Mykita, Studio Olivier Saillard, J.M. Weston, *ICON Magazine*, Thom Browne, S.R. Studio L.A. C.A., Yeezy, Theory and more.



SYMPOSIUM ORGANIZERS

The Symposium on Fashion Communication for Socio-Ecological Transformation is a student- and alumni-led and organized event, with support from faculty at The American University of Paris and London College of Fashion.



MADÉLINE CZARNIK

AUP ALUMNA, ORGANIZATION COMMITTEE MEMBER

Maddie Czarnik is a Creative Project Manager specializing in Sustainable Phygital Marketing and Consulting based in Paris for the last seven years. She is a recent Masters graduate at l'Institut Supérieur des Arts Appliquées with a double degree in Luxury Management and Marketing and Écoresponsibility. Maddie is also a graduate from the American University of Paris with a bachelors in Fashion Activism, encompassing the environment, anthropology, business, and fashion under one degree; with one semester spent at London College of Fashion studying Media and Communications in Fashion.



ELSA DARLINGTON

MA STUDENT AT AUP, PANEL MODERATOR, ORGANIZATION COMMITTEE MEMBER

Elsa Darlington is a current graduate student, completing her MA in Global Communications at AUP, with a Bachelor of Arts in English Literature from The University of Edinburgh. She has a professional background in public relations, strategic communications, journalism, and fashion media editorship. Elsa's research interests include the intersection of gender and online cultures, and her thesis centers on taste expression and aesthetics as a means of community construction and belonging in the digital public sphere. She has produced writing on topics including de-growing the fashion industry, slow design, and an extended multimedia project; 'Signs of Wear: Fashioning Memory', exploring the relationship between recollection and 'worn' clothing.



MICHELLE DOYLE

AUP ALUMNA, PANEL MODERATOR, WORKSHOP FACILITATOR, ORGANIZATION COMMITTEE MEMBER

Michelle Doyle earned her MA in Global Communications from AUP in 2023, focusing on textile impact and cultural sustainability. Conducting her thesis research in India, she collaborated with designers and educators in Auroville and Jaipur, exploring communication practices for the social, ecological, and cultural impact of fashion materials. Currently, Michelle is collaborating with organizations focused on driving change in the fashion industry and beyond. She serves as the Sustainability Programme Manager for the Council on Sustainable Fashion and Design of Grenada, and contributes as a Communications Associate and Project Coordinator with the Cultural Sustainability Academy in Romania.



KATHRYN GALLOWAY

**MA STUDENT AT AUP, STUDENT PRESENTER,
ORGANIZATION COMMITTEE MEMBER**

Kathryn Galloway is currently finishing her MA in Global Communications at AUP. She holds a BA in professional journalism and fashion studies from the University of Minnesota and has worked extensively in fashion communication and digital marketing. At present, she is working to produce a fashion storytelling publication that seeks to improve the way individuals perceive, engage with, and communicate about clothing. In a world where fashion is too often synonymous with disposability and conformity, the publication will stand as an alternative narrative by empowering individuals to become active participants in the fashion chain; to view themselves not as consumers of cloth, but as storytellers, historians, and stewards of the garments they wear.



FIONA SCHLUMBERGER

**MA STUDENT AT AUP, WORKSHOP FACILITATOR,
ORGANIZATION COMMITTEE MEMBER**

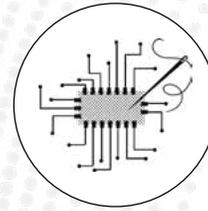
Fiona Schlumberger is a communications specialist and current MA student in Global Communications at AUP. She holds a BA in Political Science from Concordia University and has a professional background in education, journalism, and strategic communications for international development. In her work with international civil society organizations, she has developed locally-adapted community engagement strategies and communication campaigns for social change. Her past research projects include identity-building in digital media, visualizing war on social media, and building socio-political infrastructures for the secondhand clothing market. She is currently writing a thesis on applying Buddhist ethics to behavior change communications for ethical and sustainable fashion consumption.



SARA WYNN

**AUP ALUMNA, WORKSHOP FACILITATOR,
ORGANIZATION COMMITTEE MEMBER**

Sara Wynn holds a Bachelor of Fine Arts in Textile Design from Savannah College of Art and Design, complemented by a Master of Arts in Global Communications in Fashion from The American University of Paris. With a solid foundation in woven textiles, design, and craftsmanship, Sara is driven by a desire to redefine and innovate various modes of thinking and communication within the realm of fashion. Her passion for education and advocacy in the field is evident in her dedication to promoting sustainability and ethical practices within the textile industry.



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SOPHIE BARR

**PANELIST, WORKSHOP FACILITATOR,
FACULTY ADVISOR**

Sophie Barr is the Course Leader for the BA (Hons) Critical Practice in Fashion Media at London College of Fashion. With over a decade of experience in creative higher education in the UK, she brings a wealth of expertise cultivated during her previous career in film and media. Sophie is committed to reshaping the landscape of fashion communication in higher education through her teaching, scholarship and knowledge exchange projects that center racial, social and climate justice.



STEPHANIE BARKER-FRY

PANELIST, FACULTY ADVISOR

Stephanie Barker-Fry is a Senior Lecturer and Knowledge Exchange Lead at London College of Fashion's School of Media and Communication, where she oversees academic partnerships with global organizations that generate co-created knowledge and outcomes that benefit people and planet. With a strategic approach to PR and communication across the fashion industry, she has worked as a consultant for almost two decades, establishing luxury brands, start-up platforms, media groups and non-profit organizations. Both as a practitioner and in her academic work, Barker-Fry has explored fashion public relations from an inclusive perspective by evaluating the impact and benefits of global communities through fashion strategies for both brands and society.



MARINE CHALEROUX

FACULTY ADVISOR

Marine Chaleroux is a guest lecturer at AUP since September 2023. She is a PhD student at the University of Angers, working on women's emancipation in the fashion press during the 1920's and 1960's. She teaches fashion history in several other schools like Modspe or EFAP and supervises final projects for Master's degree at IFM (Institut français de la Mode) and École nationale des arts décoratifs.



RENATE STAUSS

FACULTY ADVISOR

Dr Renate Stauss is assistant professor and program coordinator of Fashion Studies at The American University of Paris in the Department of Communication, Media and Culture. As a lecturer in fashion theory and cultural and critical studies, she has been working at several universities in London and Berlin since 2003: Central Saint Martins, Goldsmiths College, and the Berlin University of the Arts, where she remains an associate lecturer. She was part of the faculty at the Royal College of Art in London in the Department of Critical Studies for ten years. The focus of her teaching and scholarship lies on the sociology and politics of fashion and dress. Renate has published in the areas of fashion studies and pedagogy. Research interests include fashion and protest, dress as therapy (PhD, 2017) the perception and potential of fashion, the emergence of fashion theory, and fashion education – how we learn and teach fashion. She is the co-founder of The Multilogues on Fashion Education, and Fashion is a Great Teacher – The fashion education podcast and platform.



SOPHIE KURKDIJAN

FACULTY ADVISOR

Dr Sophie Kurkdjian has been teaching the cultural and social history of clothing and fashion at AUP since September 2020. In 2018, she created the research network Culture(s) de Mode in collaboration with the Ministry of Cultural Affairs of France. This network of more than 350 members brings together various fashion players (researchers, designers, museum curators, archivists, journalists, students, etc.) and aims to develop research around fashion in France. Kurkdjian completed her PhD in 2013 on the history of fashion press and publishers in the early 20th century. She is currently working on the history of work and female workers in the clothing and fashion industry between 1880 and 1940.



SYED ZAMAN

MA STUDENT AT AUP, WORKSHOP FACILITATOR, STUDENT COORDINATOR

Syed Zaman is a graduate student in Global Communications at the American University of Paris, currently pursuing studies in various facets of the global fashion industry—encompassing historical, curatorial, psychological, social, and environmental dimensions. Drawing from his experience as an academic, creativity, and wellness coach, he immerses himself in research and practice with a commitment to exploring the boundless realms of expression and human potential—integrating elements of expressive therapies into his scholarly pursuits. Passionate about conscious living and consumption, he seeks to understand and promote sustainable practices within the fashion landscape.



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