

**16.00-16.45**

*Mona Abaza*

*(The American University in Cairo, Egypt)*

Ethnic Chic, Islamic Fashion and the Globalisation of Fashion in Egypt

**17.00-18.30**

Reception and Performance of Oriental Dance

**Saturday, November 7, 2009**

3. Re-Orientalizing

**9.00-9.45**

*Maxine Berg*

*(University of Warwick, United Kingdom)*

Trading Asian Export Ware 1650-1800

**9.45-10.30**

*Reina Lewis*

*(University of East London, United Kingdom)*

Mixing and Matching: Fashion and the Politics of Cultural Exchange

**10:30-11.00**

Coffee Break

**11.00-11.45**

*Emma Tarlo*

*(Goldsmiths University of London, United Kingdom)*

Dis-Orientalizing Fashion: Islamic Fashion Trends in the West

**11.45-12.30**

*Oly Firsching-Torvar*

*(Technische Universität Dortmund, Germany)*

Reviving Kimono: Fashion as Memory at the Turn of the Century

**12.30-13.15**

Final Discussion

**The Conference is organized by:**

Prof. Dr. Gertrud Lehnert

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Lehrstuhl für Allgemeine und Vergleichende Literaturwissenschaft

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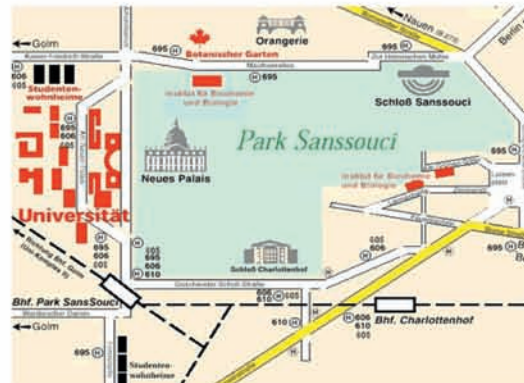
We would like to thank the Volkswagen Stiftung for their support.



**Arriving by public transport:**

Bus 605 and 606 to Neues Palais

Regional train in the direction Brandenburg or Wustermark to Potsdam Park Sanssouci (6 minutes walking distance to the conference venue)



**University of Potsdam**

Am Neuen Palais, house 8, rooms 0.60/0.61

International Conference

November 5-7, 2009

**Fusion Culture**

Fashion beyond Orientalism and Occidentalism



## **Fusion Culture**

### **Fashion beyond Orientalism and Occidentalism**

University of Potsdam, November 5-7, 2009

**Thursday, November 5, 2009**

**9.00**

Welcoming Address:

*Prof. Dr.-Ing. habil. Dr. phil. Sabine Kunst*  
(President of the University of Potsdam)

*Prof. Dr. Rüdiger Kunow*  
(Head of the Research and Study Program  
“Cultures in/of Mobility”)

Introduction:

Prof. Dr. Gertrud Lehnert  
Prof. Dr. Gabriele Mentges

#### **Section I: Orientalism as Sensual Fantasy of “Other“ and “Self”**

**10.00-10.45**

*Ina McCabe (Tufts University, USA)*  
Orientalism in France: Shaping Fashion through  
Resisting the Exotic

**10.45 – 11.30**

*Gabriele Mentges*  
(*Technische Universität Dortmund, Germany*)  
Positions and Demarcations. The Oriental Othering  
in the Costume Books of the Renaissance

**11.30-12.00**

Coffee Break

**12.00-12.45**

*Nicole Pellegrin (Institut d'Histoire Moderne et  
Contemporaine, France)*  
Être (dés)habillé en Turc: habits de parade et  
vêtements d'intérieur. Pour une histoire de la robe  
de chambre masculine (XVIe-XIXe siècles)

**12.45 -14.15**

Lunch

**14.15-15.00**

*Nina Trauth (Univerität Trier, Germany)*  
“As favoured by Europeans”: Oriental Clothing in  
Portraiture

**15.00 – 15.45**

*Marianne Koos (Université de Fribourg, Germany)*  
Artists and Garments in Transfer. The Case of the  
Genevan 'Peintre Turc' and 'Peintre de la vérité' Jean-  
Étienne Liotard

**15.45-16.15**

Coffee Break

#### **Section II: Practices of Fragmentation and Assimilation of the „Other“**

**16.15 -17.00**

*Gertrud Lehnert (Universität Potsdam, Germany)*  
Orientalism in 18th and 19th Century Fashion Journals

**17.00-17.45**

*Daniel Devoucoux*  
(*Technische Universität Dortmund, Germany*)  
Orientalisme plus occidentalisme, ou les nouvelles  
strategies vestimentaires dans le cinéma de Bollywood

**Friday, November 6, 2009**

#### **Continuation of Section II**

**9.00-9.45**

*Simona Segre Reinach (Università IUAV di Venezia,  
Università IULM di Milano, Italy )*  
From “Made in China” to “Made for China”

**9.45-10.30**

*Yuniya Kawamura (State University of New York, USA)*  
The Globalization of Japanese Lolita Fashion

**10.30-11.00**

Coffee Break

#### **Section III: Re-Orientalizing, Re-Occidentalizing: Cross Cultural Consumption, Cultural Self-Reflexion and the Return of the Local**

1. Transcultural Concepts of Fashion

**11.00-11.45**

*Giorgio Riello (University of Warwick, United Kingdom)*  
Fashion and the Four Parts of the World: Historical  
Interpretations of Fashion as Concept and Practice in the  
Early Modern Period

**11.45-12.30**

*Dorothy Ko (Columbia University, USA)*  
Fashion in the Orient: Toward a Definition of Non-  
Western Fashion

**12.30-13.15**

*Pravina Shukla (Indiana University, Bloomington, USA)*  
The System of Fashion in the East – Dress in Modern  
India

**13.15-14.00**

Lunch

2. Transculture, Fusion Culture

**14.00-14.45**

*Lise Skov (Copenhagen Business School, Denmark)*  
How Orientalism/Occidentalism in Fashion Design is  
Produced, Discovered and Valued across Cultures

**14.45-15.30**

*Heike Jenß (Parsons The New School for Design, USA)*  
Hybrid Wardrobes: Fashioning Trans-Cultural Identities

**15.30-16.00**

Coffee Break