

International Conference

... Fashion as a concept refers
to much more than the way we dress ...

Global Fashion Marketing

"Creative and Innovative contexts"

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COMUNE
DI FIRENZE



PROVINCIA
DI FIRENZE



ENTE CASSA
DI RISPARMIO
DI FIRENZE

Florence

9-10-11 November 2009

Monday, November 9

Auditorium University of Florence
Piazza San Marco n. 4

14.30-15.15

**Registration and distribution of
conference materials**

15.15-15.30

Welcome

Ente Cassa di Risparmio
Provincia di Firenze
Dipartimento di Scienze Aziendali

15.30-16.00

Introduction

Prof.Cristiano Ciappei

Full Professor in Business
Economics and Management
University of Florence.

Prof.Simone Guercini

Full Professor in Business
Economics and Management
University of Florence.

16.00-16.30

**Journal of Fashion Marketing and
Management**

Prof.Ian Malcolm Taplin

Professor of Sociology Management and
International Studies
Wake Forest University, USA.

16.30- 16.45

Coffee Break

16.45-17.15

Plenary Session 1

*Design, Creativity and Innovation in
Fashion*

Prof.Paloma Diaz Soloaga

Director of the Area of Fashion
Communication, ISEM Madrid.

17.15-17.45

Plenary Session 2

*Global Fashion Marketing.
The Journal of Fashion Marketing and
Management's Perspective.*

Prof.Steven George Hayes

Editor of the Journal of Fashion Marketing
and Management.

17.45-18.00

**Introduction to the main topics of
the following day**

Prof.Simone Guercini

Professor of Business Economics and
Management
University of Florence.

TUESDAY, NOVEMBER 10

Opera di Santa Maria del Fiore
Piazza San Giovanni n.7

9.00-9.30

Plenary Session 3

Luxury and Distinction.

Prof.Cristiano Ciappei

Full professor in Business Economics
and Management
University of Florence.

9.30-10.00

Plenary Session 4

*The Evolution of the manufacturer retailer
interface in textile and clothing.*

Prof.Simone Guercini

Professor of Business Economics
and Management
University of Florence.

10.00-10.30

Plenary Session 5

*Searching for Luxury amidst a
global recession.*

Prof. Ian Malcolm Taplin

Professor of Sociology, Management
and International
Wake Forest University, USA.

10.30-10.45

Coffee break

11.00-12.30

Parallel Sessions A

12.30-14.00

Light Lunch

14.00-15.30

Parallel Sessions B

15.45-17.15

Parallel Sessions C

17.15-17.30

Coffee Break

17.30-18.30

General Discussion and Round Table

21.00

Social Dinner

WEDNESDAY, November 11

10.00

GUIDED CULTURAL VISIT

Prof.Cristina Giorgetti

Accademia delle Belle Arti, Firenze.

For further information:

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www.cce.unifi.it

www.modaemodi.org

www.attex.org