



The business history of fashion is a recent but fast developing topic. In the past few years, thanks to the HERA Enterprise of Culture: International Structures and Connections in the Fashion Industry since 1945 project, a number of key publications have appeared. These address the regional markets, intermediaries and sectors of the apparel industry. This seminar will bring together both the authors involved in the project and recent doctoral graduates to present perspectives on the state of research upon the business history of fashion.

- The morning session, **The State of the Art: Emerging Scholarship** will comprise of three presentations by recent doctoral recipients. It will explore developments in the analysis of fashion capitals, emerging consumer markets and key institutions to fashion business. This will be followed by a presentation of the new **Erasmus+ Strategic Partnership RE-FRAME FASHION**.
- Following lunch the innovative French **Culture[s] de Mode** network will be presented by its founders.
- The afternoon session **The Business History of Fashion Published** will celebrate recent publications. It is the official book launch of two major Enterprise of Culture publications, **The Fashion Forecasters: A Hidden History of Color and Trend Prediction** with Bloomsbury and **European Fashion: The Creation of a Global Industry** with Manchester University Press. The session will address ongoing research and question how the field is developing.

Due to limited space, please register by emailing be-finance-secr@ese.eur.nl

Business History of Fashion: The State of the Art

November 30, 2018

Erasmus University Rotterdam, H17-02