

Locating Menswear

Locating Menswear Forum - Call for Papers (and other interventions)

Thursday 4th July 2024 (Manchester) and Friday 5th July 2024 (Liverpool)



Scholarship on British menswear has tended to focus on tailoring and tradition; spectacular and dandy style; and London. Menswear, relative to womenswear, is still underexplored in fashion research, despite an increasing number of menswear exhibitions such as *Reigning Men* (Los Angeles County Museum, 2016), *Invisible Men* (University of Westminster, 2019), *Fashioning Masculinities* (V&A Museum, 2022), and *Dandy Style* (Manchester Art Gallery, 2022). The Locating Menswear forum seeks to challenge preconceptions and extend the menswear conversation beyond key fashion cities and high fashion, with academic expertise and lived experience coming together for a non-hierarchical conversation.

Launched in 2022, Locating Menswear is an international network funded by the AHRC designed to investigate the cultural and industrial connections between menswear in the UK and Italy. Following on from a series of workshops in London, Liverpool, Manchester, and Italy, the Locating Menswear forum in July 2024 will engage with previously overlooked menswear communities and creators. We welcome submissions from academic and non-academic practitioners, including those outside the fashion industry. The forum will bring together multidisciplinary academics with curators, designers, retailers, fashion industry professionals and the public to examine the connections, relationships, and interactions between local, national, and international menswear industries and communities.

Call for contributions

We are looking for contributions that consider British and/or Italian menswear in relation to place and community. Although this is by no means an exhaustive list, potential topics may include:

- Menswear and the leisure economy
- Collecting and archiving menswear
- Menswear exhibitions and audiences
- Grails and the quest of menswear
- Sites of menswear pilgrimage

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- Hidden knowledge communities
- Marginalised menswear communities
- Menswear subcultures
- New menswear narratives
- Menswear, identity and belonging
- Menswear and myth
- Locations of menswear consumption and display
- Menswear beyond the fashion capitals
- Research methods for menswear
- The migration and displacement of menswear
- The regional dialects of menswear

We invite proposals and contributions in different formats:

- Academic conference papers (20 mins)
- Exhibits (required to join in person for set up in Liverpool on Wednesday 3rd July)
- Panel discussions or Q&A sessions (45 minutes)
- Pecha Kucha (20 images, 20 seconds each)
- Other (please feel free to suggest formats)

Please send a title and abstract (max. 300 words) and a brief biography of no more than 100 words to: locatingmenswear@westminster.ac.uk by 25 January 2024. For more information, please visit the conference website at <https://www.mensweararchive.com/locatingmenswear>

Submissions will be blind peer-reviewed and ranked according to their relevance to the conference themes. There will be no keynotes, there will be no hierarchy. Allocation of sessions will be thematic, at the discretion of the forum committee and may take place in Manchester or Liverpool. We ask that all submissions be accessible and enjoyable to both academic and general audiences.

There will be the opportunity to submit to a special issue of the peer-reviewed academic journal *Critical Studies in Men's Fashion*, as well as to Archipelago magazine, and the planned Locating Menswear exhibition.

Venue, dates, travel information and costs

The 2024 forum will take place over two days in two cities in Northwest England: Manchester and Liverpool.

Day one Thursday 4th July 2024

Manchester Metropolitan University, Institute of Sport, 99 Oxford Rd, Manchester M1 7EL

Day two Friday 5th July 2024

SEVENSTORE, 26 Norfolk St, Liverpool L1 0BE

Both days will begin at 11 a.m. to allow affordable travel between cities. We recommend that participants stay in Manchester Thursday night, and we will travel to Liverpool Friday morning; there will be informal socials on both evenings following the day's events. We hope to keep prices low to cover basic catering costs.

Locating Menswear is funded by the Arts and Humanities Research Council [grant number AH/X001431/1]. Industry partners including the British Fashion Council, C.P. Company and SEVENSTORE support the network.

email: locatingmenswear@westminster.ac.uk website: <https://www.mensweararchive.com/locating-menswear>