

Locating Menswear

Locating Menswear Forum 2024

Thursday 4th July, The Institute of Sport, Manchester Metropolitan University, 99 Oxford Rd, Manchester M1 7EL

	Track A Room 3.07/3.08	Track B Room 3.09/3.10
11.00	Arrival and Coffee	
11.15	Welcome – Andrew Groves and Jo Jenkinson. Room 3.09/3.10	
11.30 3 X 20 mins, plus 15 mins Qs	<p>Biographical Menswear Chair: Jo Jenkinson</p> <p>Mairi MacKenzie – <i>Dressing Above Your Station: Steven Campbell, Comme des Garçons and Exhibiting Menswear beyond the Museum.</i></p> <p>Iain R Webb – <i>RE-MAKE/RE-MODEL: Creating personal identity through the act of customization.</i></p> <p>Ania Sadkowska & Katherine Townsend – <i>Points of continuity and change in the social performance of older male bodies through fashion and clothing.</i></p>	<p>Menswear Design Practices Chair: Andrew Groves</p> <p>Emma Grain – <i>Menswear and the Obsession with Function and Tech in Outerwear.</i></p> <p>Isabella Volpe – <i>The Fashion Prototype: The Case of Massimo Osti's C.P. Company.</i></p> <p>Morolake Dairo – <i>The Reconstruction of British Sartorial Fashion: Looking Through the Lens of Joe Casely-Hayford.</i></p>
12.45	Lunch	
1.45	<p>Reflecting on One Hundred Years of British Sportswear Neil Summers in conversation with Helene Hope, Head of Global Brand Marketing, Umbro <i>30 mins plus 15 mins Q&A</i></p>	
2.30	Break	
2.50 3 X 20 mins, plus 15 mins Qs	<p>Dialects of Menswear Chair: Danielle Sprecher</p> <p>Claire Day – <i>Mapping masculinities: Tracing the labour, (sub)cultural style and travels of Hull's trawlermen.</i></p> <p>Hannah Rumball - <i>An Ulster Ulster.</i></p> <p>Christine Chęcinska – <i>Tidialectic Encounters (performance).</i></p>	<p>Menswear and Obsession Chair: Paul Sweetman</p> <p>Di Downs – <i>A taxonomy of pants: making sense of one man's collection.</i></p> <p>Joshua Bluteau – <i>A fashion anthropologist on eBay: bidding, collecting and wearing second-hand menswear as a research method.</i></p> <p>Liam Maher – <i>20 minutes, 20 impressions from a mythical militant guild of rural tailors.</i></p>
4.05	Break	
4.30 3 X 20 mins, plus 15 mins Qs	<p>Menswear and Heritage Chair: Susan Atkin</p> <p>Nathaniel Weiner – <i>Locating Menswear in an Old Country: Craft, Place and Nostalgia in British Heritage Menswear Instagram.</i></p> <p>Julian Randall – <i>William H. Stratton's Burberry Coat.</i></p> <p>Jane Cameron – <i>Where does value lie? A story of a jacket.</i></p>	<p>Menswear Subcultures Chair: Paul Owen</p> <p>Pauline Rushton – <i>Scallies, Perry Boys and Dressers: Displaying the clothes of British football Casuals.</i></p> <p>Elizabeth Kealy-Morris – <i>The Migration in Meaning of the Polo Shirt: From British sportswear to the uniform of the American alt-right.</i></p> <p>Paul Sweetman – <i>Association, dissociation, location, and dislocation: subcultural connections and iconic UK brands.</i></p>
5.45	Closing statements	
6.00	Social - Sand Bar Manchester, 120 Grosvenor St, Manchester M1 7HL	

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Friday 5th July, Space Liverpool, 41 Stanhope Street, Liverpool L8 5RE.

11.00	Arrival and Coffee
11.15	Welcome – Andrew Groves and Jo Jenkinson
11.30	Exhibiting Menswear Ben Whyman in conversation with Tory Turk, Neil McDonald, Andrew Ibi, and Danielle Sprecher. <i>40 mins plus 15 mins Q&A.</i>
12.30	Menswear and Identity Chair: Andrew Groves Anthony Campbell – <i>Crap Zine Oxford Blue.</i> Jo Jenkinson – <i>Absent Youth.</i> Tony Rivers & James Burnett – <i>Magnetic</i> – C.P. Company/Boneville/Stone Island – <i>An Anthology: 986-993.</i> Belinda Naylor – <i>FashionMista.</i>
1.30	Lunch and viewing of the Locating Menswear Exhibition
2.15	Menswear and the Leisure Economy Chair: Susan Atkin Jacqueline McAssey – <i>Male Order – Football Merchandise Catalogues 1989-2007.</i> Danny Orwin – <i>Cricket Kit Boundaries.</i> Becky De Lacy & Richard Kelly – <i>Berghaus and a Beer by M.M.F.C.</i>
3.00	Break
3.15	Liverpool's Cultural Exchange Chair: Daniel Milne Carolina Davalli & Marta Franceschini – <i>Tradizione / Traduzione / Tradimento - Tradition / Translation / Betrayal.</i> Paul Owen & Kayla Owen – <i>Volume 09. Sole-Zine x The Block P: The Liverpool Style Protagonists Representing the Culture of 110's.</i> PJ Smith – <i>Le Croc Monsieur.</i>
4.15	Closing statement
4.30-6.00	Drinks at Baltic Market, Liverpool L8 5RE
6.30 – 8.00	SEVENSTORE & Massimo Osti Studio Panel talk with Lorenzo Osti, Robert Newman, Andrew Groves and guests This event will take place at SEVENSTORE, 26 Norfolk St, Liverpool L1 0BE

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