Welcome to Our Newest Faculty Member! - Kristen Morris

This month we are highlighting Dr. Kristen Morris, who is a new faculty member in the Department of Textiles and Apparel Management. This past August, Dr. Morris received her Ph.D. in Apparel Design from Cornell University. Dr. Morris is a Colorado native, growing up on the eastern plains. She received both her bachelor’s and master’s degrees in Design and Merchandising from Colorado State University. Between her bachelor’s and master’s degrees, she worked as an in-house graphic designer for a sporting goods company while simultaneously working as a freelance designer and product developer. Her interests in functional apparel design came to fruition through her freelance experience where she developed activewear for pregnant women and new mothers. While gaining experience in the field as a design professional, she gradually sought a better way to enhance the apparel product development process. Her experiences with the maternity activewear company strongly influenced her research direction.

Dr. Morris’ research efforts focus on three primary areas: 1) functional apparel products, 2) collaborations with users and 3) technology enhanced design processes. Dr. Morris has been particularly interested in research for a variety of technical apparel products. Some of her past functional design research projects have included the development of a sports bra for nursing women, the effect of firefighters’ personal protective equipment on gait, glove fit analysis of firefighter gloves, an electrically heated wetsuit, and thermal considerations of runners who run in temperatures below 30 degrees Fahrenheit.

The underlying theme of Dr. Morris’ research is to develop processes that enhance the performance and aesthetics of functional apparel products by involving consumers, or users, as active participants in the product development process. She considers collaborations with users as the primary way for designers to move away from abstract representations of perceived use to concrete ideas and solutions that are grounded in insightful understandings of users’ needs. She uses economic theories (e.g., Lead User Theory) as the underlying framework to identify types of users who may be successful collaborators who can make valuable contributions to the design and development process.

Additionally, Dr. Morris explores advanced apparel technologies to assist in developing functional apparel products and working with users. Some of the apparel technologies she has utilized in her work include 3D body scanning, 3D apparel design software, laser cutting, and digital textile printing. The technologies are used to enhance the product development process and the process of working with users as collaborators. Overall, her research aims to develop systematized design methods, which can thoughtfully improve the performance and aesthetics of functional garments.

For the past four years, Dr. Morris has helped develop and implement a National Science Foundation supported youth program aimed at engaging girls in STEM through functional apparel design. Dr. Morris has been actively involved with the International Textile and Apparel Association (ITAA), the primary professional association for the apparel field. Through ITAA, she has received awards for research papers and the functional apparel products she develops. She received the Lois Dickey Fellowship from ITAA in 2014, and her design research has won multiple awards. She has twice been awarded the Innovative Design Award at ITAA in 2013 and 2012. And, she has also been twice awarded the Lectra Graduate Student Award for Use of Technology at ITAA in 2013 and 2010.
New York Field Trip

This past May, 20 TAM students and two faculty members, Drs. Ha-Brookshire and Mestres, spent a week in New York City. The group visited BMF Media, Cotton Incorporated, Arie, Macy’s headquarters, Bendon Group, Good Housekeeping Institute, Jennifer Ouellette, First2Print, Calvin Klein, Chaus, Joni B, and Metropolitan Museum of Arts. Students were able to see diverse aspects of the fashion industry, from online marketing to fabric design and global sourcing. Students also learned from fashion executives and experts. Job and internship opportunities were explored and students networked with TAM alumni. Over 40 alumni and friends mingled and shared their business cards and experiences during the TAM Alumni gathering session. Thanks to TAM alumni’s success and generosity, the TAM NY Study Tour class is going strong and we plan to continue this opportunities for years to come.

2015 YMA Award Winners!

The TAM department has been involved with the YMA Scholarship program for several years now. This year, 7 students were awarded an YMA scholarship and we are very proud of them. The guidelines for the YMA competition changed this year, and we were able to submit as many qualified case studies as we wished. In addition, the TAM department welcomed a new YMA ambassador to the department. Paul Annunziata is the VP for North America Wholesale at Coach. While on campus interviewing potential YMA recipients, Paul also took time to speak to a TAM class about his experiences in the fashion industry. This year the case study focused on the Birch Box subscription beauty company.

The YMA Scholarship Fund is a national non-profit association consisting of influential members of the fashion community, dedicated to promoting education of fashion arts and business by granting scholarships to talented students and facilitating internships, mentorships, and career programs.

The national competition provides $5,000 scholarships to the competition winners, with an additional four $30,000 awards to applicants chosen for the Geoffrey Beene award. This year 200 students from schools across the nation will each receive $5,000.

Each year the recipients attend a gala in New York City, work with their mentor for internship opportunities, and get insider information about the industry. The Gala event is scheduled for January 12th at the Marriott Marquis in New York City.

This year’s recipients were just announced. They are:

- Lindsay Archibeque
- Rebecca Bogle
- Katie Class
- Taylor Coats
- Allison Dameron
- Kathleen Kowalsky
- Courtney Norris

Congratulations to each of you!
Young Alums Panel

We were delighted to have several recent alums participate in the Young Alumni event which is designed to educate current TAM students! The event kicked off with a keynote presentation by Jenna Mason BS’ 07. Jenna is a Senior Designer for Boombah, an athletic apparel company in Yorkville, IL. In addition to receiving her BS degree from our department, Jenna earned a master’s degree from Oklahoma State University. After graduate school, Jenna accepted a position as Product Manager for Uniforms with Lion Apparel in Dayton, OH. After two years she moved to Indianapolis, IN to take on the position of Lead Dance Manager then Design Manager for Motionwear, LLC. Jenna has also taught fashion courses at the Art Institute of Indianapolis.

The event also featured a panel of TAM alums who discussed a range of topics including internships, interviewing, and negotiating skills. This year, the panel members were: Melissa Lumley-Visual Merchandising, Famous Footwear Caleras; Stephanie Johnson-Assistant Merchandiser at Design Resources, Inc; Megan Jackovich-International Order Management Specialist at Caleras; and Kaylyn Stoll-Recently graduated from an International Commercial Law program at the University of Nottingham.

Congratulations Fall 2015 TAM Graduates

The Department of Textiles and Apparel Management graduates students this semester. We are graduating 13 students this semester. We wish them the best as they move forward with exciting careers!

December, 2015 Graduates include:
Chloe Adcock
Margaret Armstrong*
Donovan Charleston
Annalise Fitzjames*
Alyssa Gutkin
Kathryn Holmen
Weiwei Hong*
Courtney King*
Devon Lipe
Katie Marino*
Weston Moore
Elizabeth Schoeffel
Grace Ward

Congratulations Class of 2015!

* Denotes Outstanding Seniors

~Thanks Dr. Suess!
In conjunction with the Smithsonian Magazine’s National Museum Day, the Missouri Historic Costume and Textile Collection participated in the Museum of Art and Archaeology’s annual event at Mizzou North with a museum-wide costume scavenger hunt. Other participants included characters like Thomas Hart Benton interpreting Museum objects, the Museum of Civilization exhibition (in connection with Daniel Boone Regional Library’s One Read program), Folk Arts, the Museum of Anthropology, Classical Studies, the State Historical Society of Missouri, the Mizzou Botanic Garden, the Confucius Institute, Ellis Library Special Collection and Rare Books, and the Campus Writing Program.

**Gallery Crawl Event!**

The Missouri Historic Costume and Textile Collection celebrated 2015 as the United Nation’s “Year of Light and Light Technologies” through an exhibition titled “REFLECT,” highlighting reflective properties of clothing and accessories from MHCTC collections. While the artifacts in the exhibit were not embedded with light producing technologies, they still act to reflect light to the viewer in a variety of ways. The use of specific fabrics, trims and surface decoration offers fashion designers many opportunities to create reflection. In addition, the garment itself can reflect not only literal light to the viewer; it can also reflect the wearer’s personality, social status, gender or personal style. As part of MU’s 10th Annual Art-i-Fact Gallery and Museum Crawl, visitors to the MHCTC exhibit enjoyed an evening of art, music, food and reflective foil fun in Gwynn Lounge!
Hello TAM family and friends! This year, I received a Fulbright Scholarship from the J. William Fulbright Scholarship Board. It is the flagship international educational exchange program sponsored by the U.S. government to increase mutual understanding between the people of the United States and the people of other countries. (By the way, did you know that the former senator Fulbright was born in Sumner, MO, just about 100 miles northwest from Columbia, MO?). With this scholarship, I spent the fall semester of 2015 at Hong Kong Polytechnic University (HKPU) teaching Retail Operations Management to 80 undergraduate students (see Photo 1). In addition to teaching, I met many faculty, artists, and industry professionals here in Hong Kong, China, Macau, and Korea. In September, I visited Beijing Institute of Fashion Technology (BIFT) to meet with faculty and students in the department of Fashion Merchandising. (Thank you, Li Zhao, a former TAM doctoral student, for making connections with these wonderful people). I shared my research interests and latest research findings related to sustainability in the global fashion supply chain. I also talked about career opportunities in the global supply chain to over 40 senior undergraduate students. In early October, I visited Seoul National University and discussed potential research projects with faculty and students, after I delivered a speech on how to search ideal jobs was valuable for their career development. I really enjoyed the experience!

Besides visiting universities, I also met many industry professionals. I met Sean Looram, Executive Vice President of Li & Fung Sourcing, and Gladys Yu, Vice President of Sourcing at PVH here in Hong Kong. This connection with Gladys was made by our TAM Alum Rachel Ripley who is working for PVH in NYC (Thank you, Rachel!). Both of them are 25+ year industry veterans who know all the ins and outs of our industry. Sean is an American but has been living in Hong Kong for almost 20 years and Gladys is a native Hong Konger. I toured their facilities and saw really interesting new retail technology that Li & Fung is trying to develop and commercialize soon (see Photo 3)! These trips/visits were fun and inspiring! In addition, I met many other professionals, from policy makers, investors, and sourcing personnel, at the Cotton Summit organized by Cotton Council International in October. By the way, I had lunch and breakfast with two TAM advisory board members in Hong Kong—Laura Brookshire and Jason Krakow. Our advisory board members travel all over the world and they happened to find me in Hong Kong! The world is indeed very small.

Another fun activity was to have a live session through HKPU’s MOOC (Massive Open Online Class) program. They have free online classes ready, what to prepare for interviews, and how to search ideal jobs was valuable for their career development. I really enjoyed the experience!

Lastly but not the least, I had a chance to see many manufacturers and vendors at the Global Sources Fashion Apparel & Fabric Show at AsiaWorld-Expo in Hong Kong (see Photo 4). There were mostly Chinese manufacturers trying to sell their products to buyers from other countries. I was able to see the manufacturing capabilities that the vendors could offer.

Overall, it has been a busy fall semester, meeting many different people and visiting many different places. Although I missed home and football games dearly, it has been an amazing opportunity to get to know more about the world. I can’t wait to share all of these stories and experiences with TAM students!
Scholarly works: An Amazing List of Research, Scholarly Activity, and Awards

The Annual Meeting of the International Textile and Apparel Association was held in Santa Fe, N.M. in November 2015. Each year, the TAM presence has grown. This year faculty and graduate students presented more than 20 research or scholarly works. Other scholarly works are also included on this list:

Peer Review Published Papers:


Invited Show (4 designs shown):


International Textile and Apparel Association Annual Conference, November 2015, Sante Fe, NM, USA Design.


**Shikles, C. N.** (2015, November). Water Prism. Apparel design exhibited at the International Textile and Apparel Association Annual Meeting, Santa Fe, NM.

Research Presentations.


**Southworth, S.** Preparing our students for the multichannel retailing world.

**King, C. & Norum, P.** Too much stuff: Motivators of overconsumption.

**Bubna, J. & Norum, P.** A Qualitative Study of Women’s Apparel Disposal Decision Making

**Bhaduri, G., & Ha-Brookshire, J.** I “heart” you: The effects of consumers’ schema congruity/incongruity on attention, recognition and evaluation of fair labor messages from apparel brands.

**McAndrews, L., & Ha-Brookshire, J.** An analysis of emotional intelligence in the global apparel supply chain.

**Zhao, L., & Ha-Brookshire, J.** Importance of guanxi in Chinese apparel new venture success: Mixed method approach.

**Zhao, L., & Ha-Brookshire, J.** How to succeed? An analysis of the impact of women founders’ personality traits on Chinese apparel new venture success.

**Boyd, K., Lee, S., & Ha-Brookshire, J.** Student and instructor attitudes toward responsibility of learning and teaching essential programs.
Lee, S., & Ha-Brookshire, J. How to reduce employee turnover intention in retail environment? Role of off-the-job embeddedness.

Raj, D., & Ha-Brookshire, J. The needs for interdisciplinary collaborations for preparing future fashion technocrats.

Raj, D., & Ha-Brookshire, J. Exploration of knowledge creation processes and work environments in the wearable technology industry.

Goswami, S., & Ha-Brookshire, J. Conflict of values: Effect on employee behavior in the US retail industry.

Goswami, S., & Ha-Brookshire, J. Perceived corporate hypocrisy: Management inconsistencies in the US retail industry.

Islam Molla, M.T., & Ha-Brookshire, J. Job responsibilities of textile and apparel supply chain managers: From Mentzer’s key drivers of competitive advantage perspective

The Blanche Payne Scholarship for Textile & Apparel Design

Amanda K Smith is a senior in the Product Development Track of the Textile and Apparel Management program. Born in Kansas City, Missouri, Amanda always had her sights set on Mizzou. However, it was not until her sophomore year that she found her true home in the TAM department. During the summer of 2015, Amanda pursued her love of travel through a study abroad program in Florence, Italy. In the fall of 2015, Amanda was a recipient of the P.U.R.E (Program for Undergraduate Research Experiences) Grant. She used the P.U.R.E grant to work with Dr. Jean Parsons to explore the methods, uses, and benefits of pleating throughout history and in the apparel industry. After graduation Amanda is looking forward to diving into the fashion industry by relocating to Fort Myers, Florida where she will be working as an Assistant Merchant for CHICO’S FAS.

The Blanche Payne Scholarship for Textile & Apparel Design is a $5,000 award given by the International Textile and Apparel Association for outstanding design scholarship and professional promise. Named after Payne, author of the classic textbook, History of Costume: From the Ancient Egyptians to the Twentieth Century, students who have had either a design or research presentation accepted for the annual meeting may choose to submit an additional proposal based on their design process.

2015 ITAA Awards

Undergraduate Award
Blanche Payne Award Amanda Smith, University of Missouri

Graduate Student Fellowship
Sara Douglas Fellowship for Professional Promise - Masters Md. Tahmidul Islam Molla, University of Missouri

Teaching Award
Rutherford Teaching Challenge - 3rd Place Kerri McBee-Black and Saheli Goswami, University of Missouri (Science of Textiles)

Research Award
Lectra Innovation Award for Research-Deepika Raj and Jung Ha-Brookshire, University of Missouri (The Needs for Interdisciplinary Collaborations for Preparing Future Fashion Technocrats)

Design Award
Lectra Outstanding Graduate Student Award Best of Show - Graduate Level Lushan (Sarina) Sun, University of Missouri (Renascence)

TAM-Alumni meet at ITAA conference held at Santa Fe, New Mexico.

Mizzou: Our Time to Lead

The University of Missouri has announced a new campaign, Mizzou: Our Time to Lead, with a $1.3 billion campus fundraising goal. The College of Human Environmental Sciences has a goal of raising $15.3 million during this campaign. Textile and Apparel Management has set funding priorities for the campaign that will enhance our department. More details will be forthcoming.