Experiential Learning in Textiles and Apparel

TAM 4998/7998, New York Study Trip, exposes students to various facets of the fashion industry in New York City. Students visit several textile apparel businesses in NY including, Trunk Club, Aerie, Jennifer Ouellette Millinery, and Good Housekeeping. Students also have the opportunity to meet TAM alumni, visit Museums, Broadway shows, and many other cultural excursions to learn business, make connections, and explore the lives of New Yorkers.

Field Training in Textiles and Apparel Management

The primary objective of TAM 4949– Field Training is to coordinate the practical aspects of work experience in a career choice with a university education. Students have the opportunity to enrich their curriculum with intensive experience at the employer of their choice. On-the-job experiences parallel those of an entry-level position for university graduates.

“I walked away from my internship with a new set of skills and knowledge about the industry that I can apply towards my future career.”

Pictured above: TAM Alumna (19) and current MS student Anna Moritz, who interned at Weissman, St. Louis, MO, as a Sourcing Assistant.
The TAM department hosted its annual Career Fair organized by Dr. Jaime Mestres in September. This year companies came to recruit for both permanent positions and internships. These included Career Group Inc.—Fourth Floor, Buckle Stores, Caleres, Design Resources Inc (DRI), Dillard’s, Glik’s Bass Pro Shops/Cabela’s, Kohl’s Stores, Maurices, Target Stores, McBride Homes, Von Maur, MU International Center, Rally House, Randa Accessories, Scrubs and Beyond, The Normal Brand, UNIQLO USA, and Walmart Corporate.

Our Career Fair continues to grow, and provide excellent opportunities for students and employers alike!

The Young Alumni Event featured seven alumni representing many segments of the textile, apparel, and retailing field who shared their career path and lessons learned along the way.

This year, the panel members were: Liz Schroer, Account Executive, Arch Apparel; Sydney Nieder Associate Product Manager, Hallmark Cards; Colleen Crutsinger Production Assistant, The Normal Brand; Derrick Kang Client Account Coordinator, Premium Retail Service; Reshma Danak Sourcing & Merchandising Associate, Elan-Polo; Lia Milazzo Specialist: Retail Training & Communications, Columbia Sportswear; Morgan Kilmer Assistant Events Manager, Kendra Scott.
**ARTS AND CRAFTS DESIGN (RE)FORMS**

Exhibition and Opening Reception; June – September 2019

For its summer exhibition, the MHCTC explored associations among Arts and Crafts design/reform, dress, and dress reform of the period with an exhibition of decorative art, clothing and textiles of the late 19th and early 20th centuries. For the opening reception on June 20th, TAM graduate student Lida Aflatoony demonstrated hand embroidery techniques with stencils created from objects in the exhibition. Kelli Hansen of MU Ellis Special Collections and Rare Books displayed period manuscripts printed at Kelmscott Press and Roycroft Press while sharing her knowledge of the period’s hand-blocked printing methods. Guests were also invited to browse the online component of the exhibition which includes over 100 related artifacts from the MHCTC, the Museum of Art and Archaeology, MU Ellis Special Collections and Rare Books, the Missouri State Capitol building, the Victoria and Albert Museum in London, and individual contributors. [http://tam.missouri.edu/MHCTC/exhibit_artsandcrafts.html](http://tam.missouri.edu/MHCTC/exhibit_artsandcrafts.html)

**TAM REPRESENTED IN MISSOURI STATE CAPITOL! Missouri State Museum Rotating Exhibition Partnership**

In fall 2019 the Missouri Historic Costume and Textile Collection began a rotating exhibition partnership with the Missouri State Museum in the Missouri capital building in Jefferson City, Missouri. MHCTC military artifacts exhibited in the Veterans Gallery will be rotated in the spring and fall each year. The current exhibit features Women’s Army Corps (WAC) uniforms designed by fashion entrepreneur Hattie Carnegie and worn by Elizabeth S. Carloss, Medical Specialist and Officer from 1942 to 1960. Carloss graduated from the University of Missouri in 1930 with a degree from the College of Home Economics (now College of Human Environmental Sciences.) Her collection includes twenty-six apparel and accessory objects.
Flora and Fashion by the Missouri Historic Costume and Textile Collection explores the use of plants as textile fibers and dyes, as well as environmental concerns that arise during the mass manufacturing process. Today, the majority of the 150 billion pieces of apparel produced every year is made of synthetic materials or a combination of synthetic and natural fibers. Most of these apparel items are not biodegradable and end up in landfills. Additional pressure on natural resources continues to emerge as global populations are predicted to reach up to nine billion people by 2030, thereby increasing consumer demand and pressure on the earth’s natural resources. Flora and Fashion highlights over twenty kinds of natural plant fibers and dyes while the online exhibit includes over 180 objects from the TAM collection, Museum of Art and Archaeology, Museum of Anthropology and the Victor and Albert Museum.

TAM students in 2380 Integrated Apparel Design and Production and 4480 Creativity and Problem Solving were invited to participate in the second installation of the Origins – Dress and Textiles Exhibition Series by creating designs inspired by the exhibition; see all designs on the exhibit’s webpage. On September 13th Collection staff and TAM students Jenny Wu and Chance Zacheis were invited to speak about the exhibit and their plant-inspired designs on the KOPN radio show Speaking of the Arts with Diana Moxon. The exhibit was also featured in the November 6th issue of the Columbia Missourian in a three-page article by MU student Lauren Polanski!

From left to right: “Blown Away” by Stephanie Graviett “Chaos” by Molly Wainscott “Mother Nature: Organized Chaos” by Hope Beykirch “Everlasting Oasis” by Alli Phaup

“Fragile” by Jenny Wu
MU students in TAM 3380 Integrated Apparel Studio II, TAM 4480 Creativity and Problem Solving, and Plant Science 3220 Special Occasion Floral Design were invited to participate in F.A.M.E.: Fashion.Art.Museum.Experience at the Museum of Art and Archaeology (MAA). The joint fundraising event for the MAA and MHCTC included students from three colleges and over 15 apparel, scarf and floral designs. TAM students drew inspiration for their designs from Museum artwork while CAFNR students created floral designs inspired by the event’s 17th-century theme. Guests spoke with students about their creative processes during the Meet-the-Designer Reception and enjoyed historic clothing from the MHCTC inspired by fashions of the 17th century. Photos by Thomas Sharenborg, Rocheport, Missouri.
The Graduate Student Association of Textile and Apparel Management (GSATAM) is both a professional and philanthropic organization for Textile and Apparel Management graduate students. The organization works to enhance the professional development of its members by providing resources for conference participation and independent research that promotes textile and apparel education. Each fall many of the GSA-TAM members attend the International Textile and Apparel Association (ITAA) conference, the premier conference for the Textile and Apparel Management discipline.

On Saturday, Sept. 14, Mizzou Athletics welcomed middle-school students from urban areas of Kansas City and St. Louis to campus for the Mizzou Youth Experience. The goal of the experience is to expose students, at a young age, to campus life and the myriad academic possibilities that Mizzou offers. With the help of GSA-TAM members, the students were able to get a taste of what the MU Textile and Apparel Management (TAM) program has to offer.

Students visited the department and participated in a supply chain web activity, were given a tour of the apparel lab, and were briefly introduced to the TAM program.

On October 19, 2019 GSA-TAM members also volunteered with the annual 4-H Fashion Revue hosted by the University of Missouri by facilitating a workshop for school-aged 4-H kids on sustainability and the supply chain. During the fun and educational workshop, the kids learned about clothing construction, consumerism, appearance, grooming habits, clothing selections and more.
This month we are highlighting Dr. Song-yi Youn, who is a new faculty member in the Department of Textiles and Apparel Management. Before joining the TAM faculty, she was an adjunct research assistant professor at the University of Arkansas. She completed her PhD in Consumer Behavior from Purdue University. She also finished her second PhD in Clothing and Textiles from Hanyang University, South Korea. She holds a bachelor’s degree and master’s degree in Clothing and Textiles from Hanyang University. Between her master’s and PhD degrees, she worked as a market researcher in the government agency, Korea Color and Fashion Trend Center. Dr. Youn proposed upcoming fashion trends based on analyzing consumer behavior, and industries, in global fashion cities including New York, London, Paris, Milan, Tokyo, Beijing, and Seoul. She also participated in product development strategy programs for luxury fashion brands.

While working as a market and consumer researcher, Dr. Youn gained extensive insight into digital-savvy consumers who are adopting new technologies, and are virtually connected with services, experiences and brands. Globally, emerging technology is transforming the fashion industry faster than ever before. Simultaneously, consumers may take risks associated with potential social problems and exhibit addictive behaviors or social isolation. Dr. Youn believes that it is important for companies and society to understand connected consumers.

Dr. Youn’s research program approaches connected consumers from three perspectives. First, her research focuses on the self-concept of connected consumers that motivates consumers to express their identity to others. Research topics include body-image, social-identity, and cultural expressions. Second, she investigates a market perspective of connected consumers by researching consumers’ social network activities and fashion brands’ social network communication. Finally, she explores a social perspective of understanding connected, or possibly disconnected, consumers. Connected consumers may take risks associated with potential social problems and exhibit addictive behavior, social isolation, and/or mental health issues. By exploring these three perspectives of connected, or possibly disconnected, consumers, Dr. Youn’s ultimate research goal is to improve our knowledge about consumer behavior in the technology-driven fashion market and global society.

Dr. Youn uses an experimental design method for her research projects. When she was at Purdue University, she developed an experimental design detecting hormonal changes of information technology users. She received Purdue Research Foundation Research Grants for this project, and conducted the experiment using a sample of 360 participants. She collected saliva samples to detect their hormonal changes on cortisol and testosterone levels. For her ongoing projects, she develops stimuli of social media marketing and examines consumer experiences and engagement according to different settings.
The University of Missouri has been welcoming alumni home since 1911. Through the 108 years since the world’s first homecoming, we have continued to change and grow … to build on our traditions and form new and lasting ones. Students, faculty, staff and alumni are the reason Mizzou’s traditions both stand forever and evolve.

The University of Missouri stands strong today because of the foundation laid by our alumni and where our students continue to take us. Once again, we welcome alumni, students and friends home to celebrate Mizzou’s most honored tradition.

“Let these columns stand; let them stand a thousand years.”

HES Pizza Party

A football game, a parade, house decorations… and the HES Pizza Party. These are just a few of the many annual events or traditions that take place on campus each fall that remind us Mizzou Homecoming is here.

On October 11, the College of Human Environmental Science hosted a jam packed crowd, having one of our most well attended pizza parties to date. HES students, faculty, staff, and friends as well as many alumni who traveled from long distances joined us for this year’s pizza party.

Homecoming Parade
The MU TAM faculty, graduate students, and undergraduate students were well represented at the 2019 annual conference of the International Textile and Apparel Association (ITAA) held in Las Vegas, Nevada from October 25th to October 29th. Faculty and graduate students participated in a range of activities including, exhibiting original designs, presenting research through talks and poster presentations, and receiving awards.

The Department of Textile and Apparel Management faculty and students were awarded 8 out of 47 award titles at the ITAA conference. The ITAA conference has an international audience, and the awards are highly competitive.

**Awards Earned at ITAA 2019**

**Student Best Paper Awards**

**Doctoral Level 1st Place: Kim Johnson Best Doctoral Student Paper Award**
Angela Uriyo, West Virginia University
Advisor: Dr. Pamela Norum, University of Missouri
“Cases of Resiliency: Exploring Experiences of Refugee Women Participating in U.S. Textile and Apparel Nonprofit Organizations' Skills Training Programs”

**Master Level 1st place:**
Md. Rafiqul Islam Rana, University of Missouri
Advisor: Jung Ha-Brookshire, University of Missouri
“Relationships between Apparel Buyers’ Mediated Power and Bangladeshi Suppliers’ Psychologically Defensive Workplace Behavior”

**Research and Teaching Awards**

**Rising Star**
Dr. Kristen Morris, now at Colorado State University

**Educators for Socially Responsible Apparel Practices (ESRAP) Award for Sustainable Design-Professional**
Dr. Kristen Morris, now at Colorado State University
“Adoptive Active– Embedding inclusion into Activewear”

**Sustainability/Social Responsibility Track**
Sonjin Jung, Kyung Hee Unversity; Gargi Bhaduri, Kent State University; and Jung Ha-Brookshire, University of Missouri
“What to Say and What to Do: Determinants of Corporate Hypocrisy and its Negative Consequence for Customer Retention Intentions”

**Paper of Distinction**

**Paper of Distinction Textile and Apparel Industries Track**
Dr. Li Zhao and Xintong Li, University of Missouri; Stacy Lee, Hong Kong Polytechnic University
“Measuring User Experiences of E-sourcing Platforms in the Apparel Industry: Development of the Apparel E-sourcing Experience Index”
Graduate Student Fellowships
Sara Douglas Fellowship for Professional Promise—Doctoral
Md. Rafiqul Islam Rana,
University of Missouri

Design Awards
2016 CTRJ Award
Jessica L. Ridgway, Florida State University; Dr. Jean Parsons, University of Missouri; and Myunghee Sohn California State University—Long Beach
“Creating a More Ideal Self through the Use of Clothing: An Exploratory Study of Women’s Perceptions of Optical Illusion Garments”

Top right: TAM professor Dr. Jean Parsons (right) and TAM alum Dr. Jessica L. Ridgway (left)
Top left: TAM graduate student Md. Rafiqul Islam Rana

December Graduates

The Department of Textiles and Apparel Management has 14 candidates for degrees this semester. These future TAM alums are ready to make an impact on the fashion industry. We wish them the best as they move forward with exciting careers!

December 2019 TAM Candidates for Degrees

Sean Clemmons
Kasey Gall
Madeline Koerner
John Le*
Jennifer Levin
Donellia Levy*
Brianna Moore
Sarah Newman*
Ireland Reeves
Evan Scherder
Madeline Sinn
Andrew Wakeman
Sierra Weber
Grant Weiner
*=Outstanding Seniors
Textile and Apparel Management

RANKED

#7 out of 47 programs in the nation and #1 in the state of

Missouri

College Factual ranks programs offered by 4-year U.S. Colleges and Universities and recently updated their 2020 rankings.

#16 by Fashionista

Fashionista’s 2018 fashion school rankings place TAM in the top 25 at #16. Rankings were assigned based on tuition, famous and successfully placed alumni, and student/alumni feedback.

Apparel Marketing and Merchandising Program

RANKED

TOP 8% RANKING

Fashion-Schools.org compiles a list each year of the top Fashion Merchandising Schools and Colleges in the United States. Rankings are based on factors like the schools’ admission data, graduation success, reputation and an extensive proprietary survey conducted with school & industry stakeholders.

1 of 17 Ph.D. Programs

The Department of Textile and Apparel Management at the University of Missouri is 1 of 17 programs in the United States that has a Ph.D. program in our field.
AWARDS:


McBee-Black, K. (2019). Outstanding Online Course Design Award. Mizzou Online

Mestres, J. (2019). Excellence in Advising Awards Winner, Jaime Mestres, TAM Senior Academic Advisor


GRANTS:


INVITED PRESENTATIONS:


BOOKS OR BOOK CHAPTERS:


Ha-Brookshire, J. Moral Dilemmas in the Fashion Business.


Marcketti, S.B., Parsons, J., & Erdahl, H. Stealing Fashion Designs.


PRESENTATIONS:


McBee-Black, K., & LoMonaco-Benzing, R. (2019). Collaborative adaptation of the “Who Made My Clothes” project to develop students’ supply chain transparency awareness and critical thinking skills. ITAA Conference, Las Vegas, NV.


PEER REVIEWED PUBLICATIONS


McBee-Black, K., & Ha-Brookshire, J. (In Review). Words matter: A content analysis of the definitions and usage of the terms for clothing marketed to people living with disability. Clothing and Textile Research Journal. (Accepted for Publication)


DESIGN EXHIBITION

Aflatoony, L. & Parsons, J. (2019) Tech and Craft Synergy and Boostan Costume Society of America (CSA) Annual Juried Exhibition held in junction with the National Symposium in Seattle, WA.


MEDIA COVERAGE:


PANEL PARTICIPATION


Holiday Cheer and Happy New Year!