

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	Locating Menswear Exhibition
13.00	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>
2.00	Lunch
2.45	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>
3.30	Break
3.45	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>
4.45	Closing statement
5.00-6.30	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

Locating Menswear is funded by the Arts and Humanities Research Council [grant number AH/X001431/1]

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