

## Addresses

~ Conference @ l'IFM: 36 Quai d'Austerlitz, 75013

~ Conference Dinner Saturday 20H @ Le Trumilou: 84 Quai de l'Hotel de Ville, 75004 (Metro Hotel de Ville, Line 4)

~ Fashion Mix Exhibition Visit Sunday 15H @ Musée de l'histoire de l'immigration (Metro Porte Dorée, Line 8)



## December Exhibitions in Paris

- ~ *Fashion Mix* @ Musée de l'immigration, Porte Dorée (opens Dec. 11)
- ~ *La Garde Robe de la Comtesse de Greffulbe* @ Palais Galliera (opens Dec. 17)
- ~ *Charley's War, une représentation anglaise de la Grande Guerre* @ Musée de la Grande Guerre de Meaux
- ~ *Vu du front. Représenter la Grande Guerre* @ Musée de l'Armée
- ~ *14-18. Échos, versos et graphies de batailles* @ Archives départementales de la Seine-Saint-Denis
- ~ *Sonia Delaunay, Les couleurs de l'abstraction* @ Musée de l'Art Moderne

## Remerciements // Thank you:

L'Oréal Recherche et Innovation, l'IFM, IHTP/CNRS, Hamilton College, University of Brighton, Mission Centenaire, Staatliche Museen zu Berlin, Goethe Institute, Deutscher Akademischer Austausch Dienst

### Conference Organizers

Maude Bass-Krueger and Sophie Kurkdjian  
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[www.wwifashion.com](http://www.wwifashion.com)



# MODE ET GUERRE EUROPE 1914-1918

**FASHION, DRESS & SOCIETY  
DURING WORLD WAR I**  
**12 ET 13 DÉC 2014**

**INSTITUT FRANÇAIS  
DE LA MODE**  
36 QUAI D'AUSTERLITZ, PARIS  
**INSCRIPTION :**  
[www.wwifashion.com](http://www.wwifashion.com)



## PROGRAMME // PROGRAM

Vendredi 12 décembre, 2014//  
Friday December 12, 2014

### Registration: Foyer IFM

**8:30-9:30:** Accueil et café de bienvenue dans le foyer de l'IFM//Welcome coffee and registration in the hallway of the IFM

### Introduction: Amphithéâtre Yves Saint Laurent

**9:30-9:40:** Welcome by Dominique Jacomet, Director IFM  
**9:40-9:50:** General Introduction by Maude Bass-Krueger and Sophie Kurkdjian, Conference Organizers  
**9:50-10:00:** Introduction by Dominique Veillon, Directrice de Recherche CNRS

### Session I: Amphi YSL

**10:00-10:20:** Mary Lynn Stewart (Simon Fraser University, Canada): "Wartime Marketing of Haute Couture in America"  
**10:20-10:40:** \*Catherine Join-Dieterle (former Director of the Musée Galliera, Paris): "L'Art et la Mode pendant la Grande Guerre"  
**10:40-11:00:** \*Adelheid Rasche (Staatliche Museen zu Berlin): "Wardrobes in Wartime": Une publication récente sur l'image de la mode à Paris, Vienne et Berlin pendant la Première Guerre Mondiale"  
**11:00-11:15:** Questions

**11:15-11:40: PAUSE - café & croissants (Foyer IFM)**

### Session II: Amphi YSL

**11:40-12:00:** Amy de la Haye (University of the Arts, London): "Cinderellas in Breeches: the uniform worn by Britain's Women's Land Army"  
**12:00-12:20:** Alexandra Palmer (Royal Ontario Museum, Canada): "WWI garments from the Royal Ontario Museum"  
**12:20-12:40:** \*Lourdes Font (FIT, NYC): "Les Américains à Paris: couturiers, acheteurs et journalistes, 1910-1920"  
**12:40-12:55:** Questions

\* Papers in French

### Déjeuner//Lunch, 12:55-14:15

Lunch will be served in the hallways of the IFM. During this time we invite you to browse the books on sale at the Bookfair. We also invite you to explore the exhibit of the archives of Roger & Gallet from 1910-1920.

### Session III: Amphi YSL

**14:15-14:35:** Victoria Rovine (The University of North Carolina at Chapel Hill): "The colonial context – French fashion design and the representation of Le Soudan Français"  
**14:35-14:55:** Margaret Vining and Barton C. Hacker (Smithsonian): "Uniforms Re-Fashion the Woman, 1914–1918"  
**14:55-15:15:** \*Guillaume de Syon (Albright College, PA, USA): "Rushing to Suit Up: French Aviation's adjustment to Wartime, 1914-1916"  
**15:15-15:30:** Questions

**15:30-16:00: PAUSE - café & goûter (Foyer IFM)**

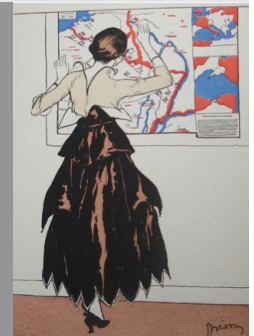
### Session IV: Amphi YSL

**16:00-16:20:** \*Patricia Tilburg (Davidson College, USA): "Le poilu et la midinette: goût, érotisme, et les ouvrières parisiennes pendant la Grande Guerre"  
**16:20-16:40:** \*Marguerite Coppens (Royal Art and History Museums, Brussels): "L'industrie vestimentaire et dentellière en particulier. Les réactions belges et françaises pour en stimuler l'activité pendant le conflit"  
**16:40-17:00:** Lou Taylor (University of Brighton, UK): "High Society Women in Britain and their Contribution to the War Effort"  
**17:00-17:15:** Questions

**17:15-17:30: Conclusion by Adelheid Rasche**

**17:30-18:30 Welcome Reception**

Please enjoy a glass of wine with us to celebrate this first day.



Samedi 13 décembre, 2014//  
Saturday December 13, 2014

### Registration: Foyer IFM

8:30-9:00: Accueil et café de bienvenue dans le foyer de l'IFM//Welcome coffee and registration in the hallway of the IFM

### Session I: Presse & Guerre//Wartime Press (Amphi YSL)

9:00-9:20: \*Nuria Aragonès (University of Barcelona/ Paris III, Sorbonne): "Iconographie de la presse féminine à Paris pendant la Première Guerre Mondiale : la représentation d'une femme nouvelle"

9:20-9:40: Burcu Dogramaci (LMU, Munich): "The Politics of Fashion: German Fashion (Writings) in War Times"

9:40-10:00: \*Nigel Lezama (Brock University, Ontario, Canada): "Le Flambeau. Le discours vestimentaire pendant la Grande Guerre : pour une féminité rétrograde?"

10:00-10:20: Alisa Miller (Norwich University of the Arts, UK): "Gladys Peto and the Sketch: Elite consumer culture and the changing image of the modern woman, 1914 to 1919"

10:20-10:30: Questions

### Session I: Images & Guerre/ Images of War (Salle 0.1)

9:00-9:20: \*Muriel Berthou Crestey (ITEM, CNRS): "Les photographies du baron Adolf de Meyer dans *Vogue*: formes, représentations, idéologies"

9:20-9:40: Cally Blackman (Central Saint Martins, University of the Arts, London): "True Colors: Dress and fashion during the Great War in autochromes from Albert Kahn's Archives de la Planète"

9:40-10:00: Änne Söll (Institute for Arts and Media, University of Potsdam, Germany): "The First World War in the Viennese Fashion Journal *Die Herrenwelt*, 1916-1917"

10:00-10:20: Enrica Morini (IULM University, Milano): "*Margherita*: la guerre, les femmes et la mode en Italie"

10:20-10:30: Questions

Samedi 13 décembre, 2014//  
Saturday December 13, 2014

### Session I: Tissus & couleurs//Textiles & colors (Salle 1.4)

9:00-9:20: Regina Lee Blaszczyk (University of Leeds, UK): "Yankee Ingenuity Confronts Paris Fashion: The Hidden History of How World War I Shaped Color Practice in the American Fashion Business"

9:20-9:40: \*Thierry Maillet (University of Erasmus, Rotterdam): "WWI fashion prediction: Paris' centrality for color and sample cards"

9:40-10:00: Eva Maria Zangl (Karl-Franzens, University of Graz, Austria): "Man-made fibers. Artificial Silk in Germany and Austria during the First World War"

10:00-10:20 Margherita Rosina (Museo Studio del Tessuto Fondazione Antonio Ratti, Como): "War-time silk production in the collection of the Fondazione Antonio Ratti"

10:20-10:30: Questions

### 10:30-11:00: PAUSE – café & croissants (Foyer IFM)

\* Papers in French





Samedi 13 décembre, 2014//  
Saturday December 13, 2014

### Session II: Haute Couture & Couturiers (Amphi YSL)

**11:00-11:20:** Ana Balda (University of Navarra, Spain): "(University of Navarra, Spain): "World War I and its consequences on the consumption of French Haute Couture by Spanish royalty, aristocracy and high bourgeoisie"

**11:20-11:40:** \*Emmanuelle Polle (journalist, France) & Johanna Zanon (University of Oslo): "De la baïonnette aux ciseaux, les premières années de Jean Patou"

**11:40-12:00:** \*Sophie Kurkdjian (IHTP/CNRS, Paris): "La presse de mode au secours de la haute couture et soutien à l'effort de guerre: les publications de Lucien Vogel (*Gazette du bon ton*, *Style Parisien*, *Éléances parisiennes*)"

**12:00-12:20:** Katy Conover (Victoria and Albert Museum, London): "Fashion in Conflict: Haute couture in England"

**12:20-12:30: Questions**

### Session II: Mode en Europe, '14-'18//WWI fashion in Europe (Salle 0.1)

**11:00-11:20:** Ulrika Berglund (Centre for Fashion Studies, Stockholm University): "The neutrality policy and fashion culture in Sweden, 1914-1918"

**11:20-11:40:** Sara Hume (Kent State University Museum): "Between fashion and folk – dress practices in Alsace during WWI"

**11:40-12:00:** Chryssa Mantaka (School of Drama, Aristotle University, Thessaloniki): "Dress in Salonica during the Great War, mapping the sartorial profile of the era"

**12:00-12:20:** Anna Novikov (Deutsches Historisches Institut, Warsaw): "I dress my Empire!" Fashion and patriotism in partitioned Poland during WWI"

**12:20-12:30: Questions**

\* Papers in French

Samedi 13 décembre, 2014//  
Saturday December 13, 2014

### Session II: Couturiers & Artistes (Salle 1.4)

**11:00-11:20:** \*Nele Bernheim (University of Antwerp): "Fashion in Belgium during the Great War and the case of *Norine*"

**11:20-11:40:** Maria Carlgren (University of Gothenburg, Sweden): "Wartime Fashion-Two Positions during WWI: Stockholm and Paris, and the collections of the artists Valle Rosenberg and Siri Derkert"

**11:40-12:00:** Victoria Pass (Salisbury University, Maryland, USA): "Chanel, Duchamp and the rise of celebrity culture during WWI"

**12:00-12:20:** Lewis Orchard (Textile designer, London): "The Contrast: Lucile Ltd in Europe and the USA 1914-1918"

**12:20-12:30: Questions**

### 12:30-14:00 – LUNCH//DEJEUNER & BOOK SIGNINGS

Lunch will be served in the foyer of the IFM. You are welcome to browse the bookfair and the exhibition by Roger & Gallet. Two authors will be signing their books during lunch:

~**Dominique Veillon** will be signing the re-edition of *La mode sous l'Occupation, Débrouillardise et coquetterie dans la France en guerre, 1940-1945* (Payot, 2014)

~**Didier Grumbach**, President d'Honneur de la Fédération française de la couture, du prêt-à-porter des couturiers et des créateurs de mode will be signing the English edition of his *History of International Fashion* (Interlink, 2014)



Samedi 13 décembre, 2014//  
Saturday December 13, 2014

**Session III: La guerre dans les archives// War in the Archives (Amphi YSL)**

**14:00-14:20:** Beatrice Behlen (Museum of London): “War Relics’: collecting and displaying the Great War”

**14:20-14:40:** Elena Trencheva (Aalto University) & Joanna Weckman (Aalto University): “Forgotten Archives: Visual Representations of the Finnish identity during WWI through dress in the medium of film”

**14:40-15:00:** Georgina Ripley (National Museums of Scotland): “Gladdening the hearts of warriors: the relationship between Lucile’s romantic fashions and morale in WWI”

**15:00-15:20:** Jennifer Roberts (University of Brighton, UK): “The Munitionettes’ Trousered Uniform: an exploration of the discourses of femininity articulated in images of the Munitionettes of WW1”

**15:20-15:30: Questions**

**Session III: Femmes & Identités//Women & Identity (Salle 0.1)**

**14:00-14:20:** June Rowe (University of the Arts, London): “Early English femininities & wartime change”

**14:20-14:40:** Andrea Kollnitz (Center for Fashion Studies, Stockholm University): “Is beauty useless? Visual Fashion Discourse and British Wartime Society in *Punch* 1915”

**14:40-15:00:** Maude Bass-Krueger (Bard Graduate Center, NYC): “La Parisienne et Le Poilu: Fictions and fantasies of fashionable women and their soldiers during the War”

**15:00-15:20:** Ilaria Coser (Independent scholar, UK): Women fashion journalists, 1914-1918

**15:20-15:30: Questions**

Samedi 13 décembre, 2014//  
Saturday December 13, 2014

**Session III: Les Femmes dans la Guerre//Women during the War (Salle 1.4)**

**14:00-14:20:** Emily Brayshaw (University of Technology, Sydney, Australia): “The Quill is Mightier than the Sword: The Origin of the Feathered Showgirl in WWI Paris”

**14:20-14:40:** Gillian Davies (Savannah College of Art and Design, USA): “An accredited agent of France: Elsie de Wolfe?”

**14:40-15:00:** Alan Price (Pennsylvania State University): “‘What They Wore to War’ looks at American women volunteers in France from 1914-1917”

**15:00-15:20:** Birgit Haase (University of Applied Sciences, Hamburg, Germany): “La Crinoline de Guerre: a Feminine Fashion between Past and Future”

**15:20-15:30: Questions**

**15:30-16:00: PAUSE – café & goûter (Foyer IFM)**

\* Papers in French



Samedi 13 décembre, 2014//  
Saturday December 13, 2014

**Session IV: Mode masculine//Male Fashion (Amphi YSL)**

**16:00-16:20:** \*Manuel Charpy (Lille3, CNRS): "Détournements d'uniformes pendant et aux lendemains de la Première Guerre mondiale"

**16:20-16:40:** Jennifer Daley (King's College, London) "The Marketing of Patriotism: The Political Usage of Sailor Fashion during the First World War, 1914-1918"

**16:40-17:00:** \*Stéphane Jacques-Addade (Art Historian and Member of the European Chamber of Art Experts, France): "Bernard Boutet de Monvel, un dandy dans la guerre, ou l'évolution de l'uniforme "à l'anglaise", 1914-1918"

**17:00-17:20:** \*Zsolt Mészáros (Eötvös Loránd University Budapest) : "Quand le gentleman devient ennemi. La mode masculine dans la presse hongroise (1914-1918)"

**17:20-17:30: Questions**

**Session IV: Beauté & Apparences//Beauty & Apparences (Salle 0.1)**

**16:00-16:20:** Holly Grout (University of Alabama, USA): "Le miracle et le mirage: Beauty Institutes and the Making of Modern Women"

**16:20-16:40:** \*Nadège Sougy (University of Neuchâtel, Switzerland): Warheads and patriotic jewelry

**16:40-17:00:** \*Steven Zdatny (University of Vermont, USA), "The War, the Hair, and the 'New Woman': The Impact of War on French Coiffure"

**17:00-17:20: Questions**

\* Papers in French

Samedi 13 décembre, 2014//  
Saturday December 13, 2014

**Session IV: Production & Consommation//Production & Consumption (Salle 1.4)**

**16:00-16:20:** Suzanne Rowland (University of Brighton, UK): "An investigation into the rise of the fashionable mass-produced blouse in Britain, 1914-1918: A material culture assessment of design, manufacture and consumption"

**16:20-16:40:** \*Marta Kargol (Jagiellonski University, Krakow): "Neutral in war = neutral in dress? Changing practices in dress production and home-made clothing in the Netherlands during the Great War"

**16:40-17:00:** Marie Mcloughlin (University of Brighton, UK): "The evolution of the trench coat, from War Office to High Street"

**17:00-17:20:** \*Laura Casal-Valls (Université de Barcelone, Spain): "La fabrication et la consommation du vêtement féminin à Barcelone pendant la WWI: effets et conséquences du conflit (1914-1918)"

**17:20-17:30: Questions**

**Conclusion: Amphithéâtre Yves Saint Laurent**

**17:35-18:00:** General conclusion by Lou Taylor. Thank you by Maude Bass-Krueger & Sophie Kurkdjian.

**Speaker Dinner - 20h at Le Trumilou**, 84 Quai de l'Hôtel de Ville, 75004 Paris. Speakers and their guests who have registered for the dinner are invited to join us at 8:00 pm at Le Trumilou.

**SUNDAY, Dec. 14: FASHION MIX VISIT, 3pm, Musée de l'histoire de l'immigration, 293 Avenue Daumesnil, 75012**

We have organized a French and English guided tour of Oliver Saillard's new exhibit, Fashion Mix, at the Musée de l'histoire de l'immigration. Please sign up for tour as places are limited.