

Denim on stage:

University meets industry at Denim City in Amsterdam

Friday 30 October 2015

Programme

9H00-9H30	Welcome coffee and tea
9H30-9H40	Opening by Mariette Hoitink (<i>House of Denim & HTNK Fashion recruitment & consultancy</i>)
9H40-9H55	The Enterprise of Culture: a new look at the European fashion industry <i>Professor Regina Blaszczyk (Project Leader for the HERA-funded Enterprise of Culture project, University of Leeds)</i>
9H55-10H10	Introduction to the conference theme <i>Dr Thierry Maillet (Enterprise of Culture, Erasmus University Rotterdam)</i>
SESSION 1	DENIM CLUSTERS
10H10-10H25	The House of Denim as the result of the growth of Amsterdam as a hub/cluster for the world wide denim industry <i>James Veenhoff (House of Denim, Amsterdam)</i>
10H25-10H40	Competitiveness of the Japanese denim and jeans industry: the cases of Kaihara and Japan Blue, 1970-2015 <i>Prof Ben Wubs (Enterprise of Culture, Erasmus University Rotterdam) & Prof Rika Fujioka (Kansai University, Osaka)</i>
10H40-11H00	Questions & discussion

11H00-11H30	COFFEE & TEA BREAK
SESSION 2	DENIM HISTORY
11H30-11H45	Cotton: the making of a modern commodity <i>Professor Giorgio Riello (Enterprise of Culture, University of Warwick)</i>
11H45-12H00	Jean and denim, between myth and reality <i>Pascale Gorguet-Ballesteros (Curator Musée Galliera and Université Paris IV Sorbonne)</i>
12H00-12H15	Questions & discussion
12H15-12H45	1° keynote address: From Indigo to Denim, the fabric of the people <i>Adriano Goldschmied</i>
12H45-13H45	LUNCH & DJ
SESSION 3	DENIM & MARKETING
13H45-14H00	'The Jeans that Built America': music, image and myth in advertising for Lee and Levi's between 1985 and 1994 <i>Dr Paul Jobling (University of Brighton)</i>
14H00-14H15	The origins of Kingpins and the role of trade fairs in the denim industry <i>Andrew Olah, (CEO Kingpins New York)</i>
14H15-14H30	Questions & discussion
SESSION 4	DENIM & REPUTATION
14H30-14H45	Denim dudes: street style, vintage, workwear, obsession <i>Amy Leverton (Denim Dudes)</i>
14H45-15H00	Denimism: denim in the feminist movement and the perception of the American media, 1915-1975 <i>Pim Jansen (Erasmus University Rotterdam)</i>
15H00-15H15	Questions & discussion
15H15-15H45	COFFEE & TEA BREAK

15H45-16H00

2° keynote address: A personal history of Japan Blue
Hisao Manabe (CEO Japan Blue)

16H00-16H15

The Indigo Archive: presentation to the House of Denim

16H15-17H00

**ROUND-TABLE ON THE FUTURE OF DENIM
FOLLOWED BY CLOSING REMARKS**

Chaired by Prof Ben Wubs and Dr Thierry Maillet

(Enterprise of Culture, Erasmus University Rotterdam)

- Mariette Hoitink (HTNK, Amsterdam)

- James Veenhof, (House of Denim, Amsterdam)

- Amy Leverton (Denim Dudes, London)

- Andrew Olah (CEO Kingpins, New York)

- Thecla-Schaeffer (Chief Marketing Officer, G-Star, Amsterdam)

- Adriano Goldschmied

- Hisao Manabe (CEO, Japan Blue, Kurashiki)

- Simon Giuliani (Marketing Manager, Candiani Denim)

17H00-18H00

Visit to the Denim Lab

17H00-18H00

DRINKS & DJ

Session Chairs:

Dr Véronique Pouillard Maliks

University of Oslo & Principal Investigator for the Enterprise of Culture

Sonnet Stanfill

V&A, London and Associated Partner for the Enterprise of Culture

(Please note the programme is subject to change)

Information: www.enterpriseofculture.leeds.ac.uk

Email: enterpriseofculture@leeds.ac.uk

Twitter: #enterpriseofculture

This conference is organised by Erasmus University Rotterdam and the University of Leeds on behalf of [The Enterprise of Culture: international structures and connections in the fashion industry since 1945](#), a three year pan-European collaborative research project funded by [HERA II](#) (Humanities in the European Research Area II), in collaboration with HTNK fashion recruitment & consultancy. The event is hosted by House of Denim in Denim City, Amsterdam.

[The Enterprise of Culture](#) project is comprised of a team of researchers from the universities of Leeds, Erasmus Rotterdam, Oslo, Newcastle, St Andrews and Heriot-Watt, alongside the V&A, London, and the Centre for Business History, Stockholm.

