

Output 2

1. Name of Researcher:	Jacqui McAssey		
2. Title	Symposium: Sport, Clothing & Fashion	3. Date of Output	10.09.11
4. Research Question	How does sports clothing encourage loyalty and belonging.		
5. Location/Publisher	UCLan		
6. Context and description of the research project or activity (150 Words)			
<p>Sports history is a growing field however the development of the design of sportswear has been overlooked. It is of central importance, not only to performance, but also to notions of personal, local and team identity and fundamentally to social attitudes. The joint symposium will allowed a preliminary exploration of these themes and ideas. Funded by the Pasold Research Fund it brought together researchers who had worked on aspects of the design, production, advertising, retailing or performance of sportswear over the past 100 years.</p> <p>Hosted jointly by the International Football Institute (IFI), University of Central Lancashire, the National Football Museum (NFM) and International Fashion Institute (IFI), University of Central Lancashire an emphasis was placed on encouraging academics, designers, archivists and curators to attend.”</p>			
7. Context of the output (100 Words)			
<p>I presented of a showcase of contemporary fashion design, photographs and a fashion show (film) demonstrating how sport (in this instance football and climbing) has influenced young designers. The exhibited work included a scarf and film from British designer Christopher Shannon’s AW11 collection containing subliminal football messages within the clothing. In addition I presented menswear collection in which the design, cut and fabrics borrow heavily from sports apparel worn by people observed in Hackney, East London and included a study of a social trend in Japan called ‘Yama’ or ‘Hiking’ girls.</p>			
8. Citations	n/a		
9. Funding Details	Pasold	10. Funding provider	Pasold
11.Partners/Collaborators	Prof John Hughson and Fiona Skillen, International Football Institute, UCLan		