



Co-funded by the  
Creative Europe Programme  
of the European Union

# CULTURAL APPROPRIATION IN FASHION

Webinar



Creative  
Europe



la blouse roumaine

Business School  
for the  
Creative Industries



University  
for the  
Creative Arts



GORDANA GRUBIJEVIC



National Institute of  
Heritage  
Romania



GIVE  
BACK  
CREDIT

# CULTURAL APPROPRIATION IN FASHION

**Friday 27th November**

This webinar will discuss the subject of cultural appropriation, and its prevalence in the global fashion industry. Alongside leading experts and industry voices we will assess the barriers that prevent the artisan communities being included and/or remunerated by the fashion industry when creating collections inspired by the traditional artefacts. A special emphasis will be placed on the international legal framework applicable to intangible cultural heritage, and on the contemporary business models evident in the fashion industry. As the industry begins to shift towards a more sustainable future, it is important to place cultural sustainability as a focus in this transition.

“Cultural Appropriation in Fashion” webinar is part of the “Give (Back) Credit to the Heritage Communities” project proposed by La Blouse Roumaine - IA Association, from Bucharest, Romania, in partnership with Gordana Grubjesic Ethnology Fest (Republic of Serbia), National Institute of Heritage - Institutul National al Patrimoniului (România) and University for the Creative Arts - UCA Business School for the Creative Industries (United Kingdom). It aims to reset the place of traditional crafts, while promoting and preserving the specificity and skills of the craftsmen. The project will bring together designers and artisans through creative residencies focused on the iconic traditional items - the Romanian blouse (IA) and the Scottish Tartan. During the residencies, the designers will be invited to observe the authentic craftsmanship and learn about the profound meanings embedded in their craft.

The creative work will be simultaneous with the scientific work, organised around the main issues derived from “cultural appropriation” practices: the legal framework, the business models, and the possible synergies with the creative industries.

This webinar is hosted by the Business School for the Creative Industries, part of University for the Creative Arts (UCA), and a partner of the Give Back Credit project. UCA is a specialist arts institution, and the highest-ranked creative specialist in the UK, with courses that span the arts, business and technology sectors. The Business School for the Creative Industries is the newest edition to the UCA community, and is ranked no.7 in the UK for Business, Management & Marketing (2021 Guardian League Tables). The Business School offers the tools and resources needed to support the global thinkers and leaders of tomorrow to achieve their creative and visionary goals.

“Give (Back) Credit to the Heritage Communities” project is co-financed by the Creative Europe programme of the European Union.

# CULTURAL APPROPRIATION IN FASHION

## Webinar Program

10:00 - 10:15am	Intentions with <b>Fran Sheldon</b> <i>The Way of an Artisan (Film)</i> featuring <b>Cristina Niculescu</b>
10:15 - 10:40am	<b>Carry Somers</b>
10:40 - 10:50am	<i>The Way of a Model (Film)</i> featuring <b>Jelena Ivanovic</b>
10:50 - 11:15am	<b>Professor Pier Luigi Petrillo</b>
11:15 - 11:40am	<b>Dr Florica Zaharia</b>
11:40 - 12:05pm	<b>Brigitte Vezina</b>
12:05 - 12:25pm	Panel Q&A
12:25 - 12:30pm	Reflections with <b>Fran Sheldon</b>



# **CARRY SOMERS**

## **Founder of Fashion Revolution**

Inspired to act after the Rana Plaza factory collapse in Bangladesh, Carry Somers is the founder of Fashion Revolution.

As Global Operations Director of the world's largest fashion activism campaign, she has inspired millions of people to demand an industry that provides decent and dignified livelihoods and works to conserve and restore the environment, and has been instrumental in pushing the industry towards transparency. Earlier this year, she sailed over 2000 miles from the Galapagos to Easter Island to investigate microplastic and toxic chemical pollution.

Previously, Carry set up her multi-award winning fashion brand Pachacuti in 1992 after a Masters in Native American Studies. Supporting sustainable, rural livelihoods for women in the Andean region, Pachacuti pioneered radical supply chain transparency back to the GPS coordinates of the raw materials and was the world's first Fair Trade Certified company. Her panama hat collections were shown at London, Paris and Milan Fashion Week and sold in the world's foremost luxury stores. Carry has won numerous awards for her work and met the Queen in recognition of her significant contribution to British business. She is currently writing a memoir unravelling an eighteenth century scandal surrounding one of her ancestors - an exploited, migrant lacemaker.



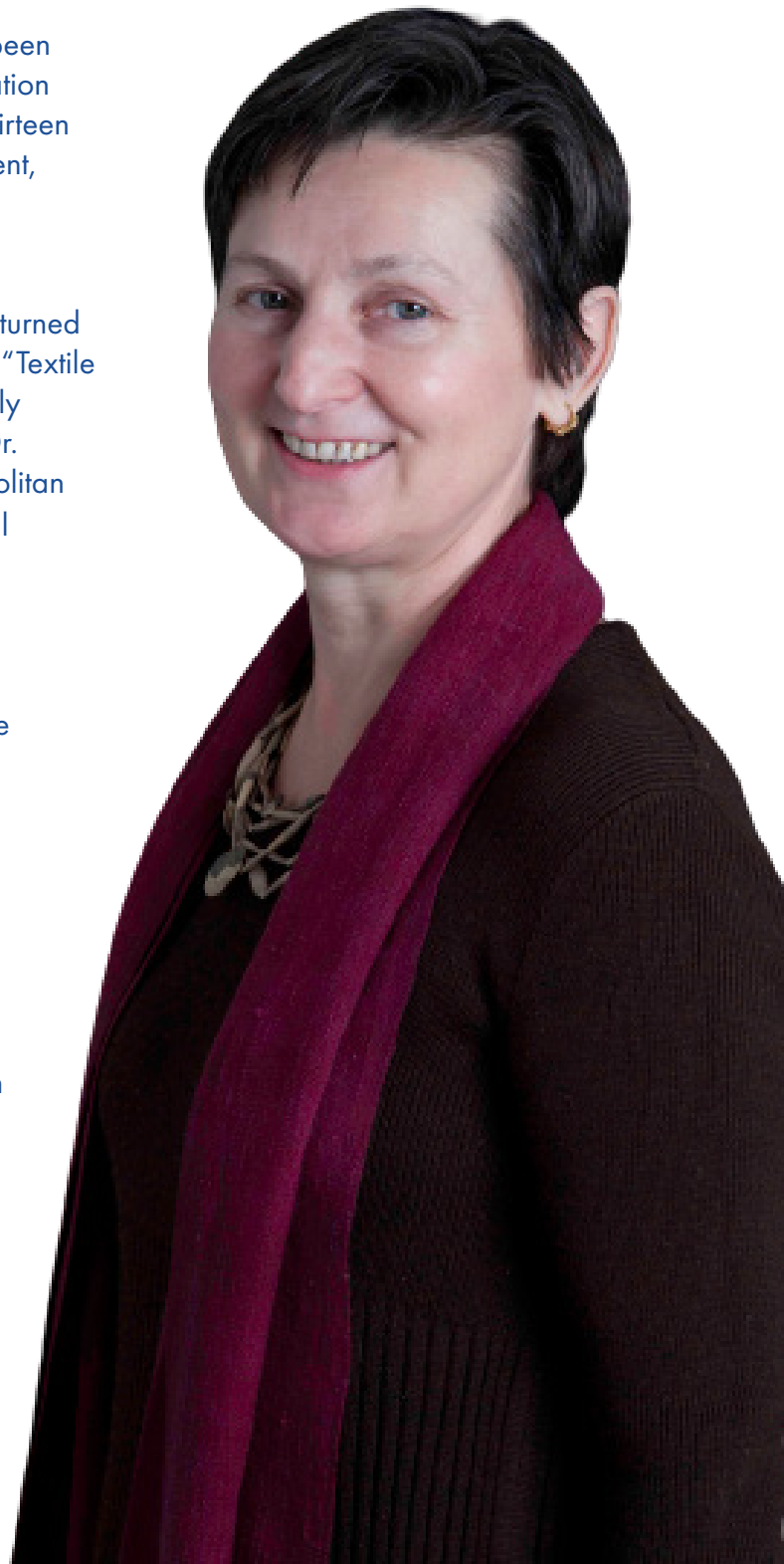
# FLORICA ZAHARIA

## **Founder of Textile Museum**

For twenty-eight years, Dr. Florica Zaharia has been a member of the Department of Textile Conservation at The Metropolitan Museum of Art (The Met), thirteen years as Conservator in Charge of the Department, working with a group of world-renowned textile conservators.

After her retirement from The Met in 2016, she returned to her native country, Romania, and opened the "Textile Museum" with a collection that she and her family formed during the last few decades. Currently, Dr. Zaharia is a Conservator Emerita of The Metropolitan Museum of Art and the Co-Owner of the Muzeul Textilelor, Baita, Hunedoara County, Romania. Dr. Zaharia has researched, published, lectured, curated exhibitions, and taught on the subjects of tapestry conservation, textile materials and technology, Eastern European textiles, and textile conservation and preservation.

Dr. Zaharia's education includes an M.A. with specialization in tapestry and textile structure and design, and a Ph.D. in Visual Arts with a focus on textile materials and technologies, and their impact on artifacts' aesthetic qualities. Dr. Zaharia earned her academic degrees from the National University of Art Nicolae Grigorescu in Bucharest.



# BRIGITTE VEZINA

## Open Policy Manager, Creative Commons

Brigitte is passionate about all things spanning culture, arts, handicraft, traditions, fashion and, of course, copyright law and policy. She gets a kick out of tackling the fuzzy legal and policy issues that stand in the way of access, use, re-use and remix of culture, information and knowledge.

Before joining CC, she worked for a decade as a legal officer at WIPO and then ran her own consultancy, advising Europeana, SPARC Europe and others on copyright matters.

Currently located in the Netherlands where she lives with her husband and two kids, Brigitte grew up living in eight different countries across North America, Africa and Europe but Montréal is where she proudly comes from.

Brigitte is a fellow at the Canadian think tank Centre for International Governance Innovation. She holds a bachelor's degree in law from the Université de Montréal and a master's in law from Georgetown University. She has been a member of the Bar of Quebec since 2003.

*Please note: Brigitte is participating in personal capacity and her views do not necessarily represent those of Creative Commons.*





# **CRISTINA NICULESCU**

## **Borangic Niculescu Founder**

Cristina Niculescu is an artisan, weaver, designer and entrepreneur, being the founder of Borangic Niculescu.

With a twenty-year experience in the production of borangic (silk thread), self-taught, Cristina Niculescu carries out in her workshop from Stoenesti village in Romania, the whole production process, starting with the cultivation of mulberry plantations for feeding silkworms, continuing with thread extraction, yarn spinning, weaving and making the final product - the Romanian blouse, with all the necessary processing involved.



# PROF. PIER LUIGI PETRILLO

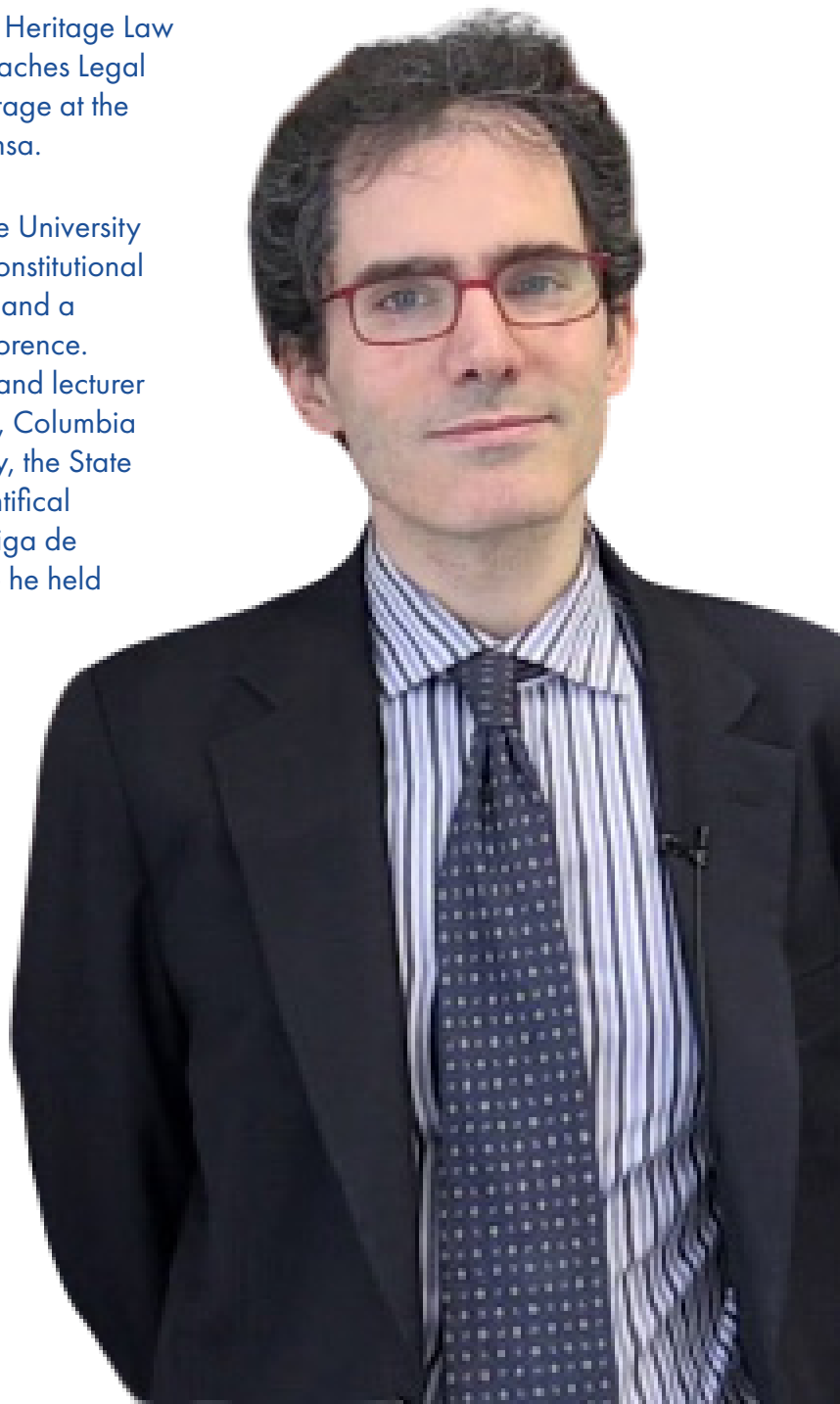
Pier Luigi Petrillo is Full Professor of Comparative Cultural Heritage Law at the University of Rome Unitelma La Sapienza and Professor of Comparative Public Law. Since 2014, he is also Professor of Cultural Heritage Law at the University of Milan IULM. He also teaches Legal Anthropology and Intangible Cultural Heritage at the University of Naples Suor Orsola Benincasa.

He holds a Ph.D. in Comparative Law at the University of Siena, a Master's degree in European constitutional history at the Sapienza University of Rome and a further specialization at the University of Florence. He has been visiting professor, researcher and lecturer at McGill University in Montreal (Canada), Columbia University (New York), New York University, the State University of Rio de Janeiro (UERJ), the Pontifical University of Sao Paulo in Brazil (PUC), Veiga de Almeida University in Rio de Janeiro where he held conferences, lessons and courses on intangible cultural heritage and on the 2003 UNESCO Convention on ICH.

His studies are dedicated to the cultural aspects of food practices and agricultural traditions.

He is also Chairman of expert group on cultural and food anthropology at the National Council for Research on Agriculture, Food and Rural Tradition (CREA).

From 2006 to 2011 and since 2012 to now, he is member of the Italian National Commission for UNESCO as expert on ICH.





# **JELENA IVANOVIC**

## **J's Management Founder**

Jelena is a Serbian international top model and founder of J's management, a talent management company.

She was featured on major Fashion Weeks, being the front face of magazine covers, catalogues and campaigns for worldwide fashion brands such as Jean Paul Gaultier, Dior, Armani, YSL, Commes des Garçons, Yohji Yamamoto. Her contributions include fashion exhibitions as "Art of the In-Between, Rei Kawakubo" 2017 - Metropolitan Museum of Art, New York, "Fashion of 20th century" - Louvre Museum, Paris.

Since 2004 Jelena followed a prestigious career in fashion modeling as a scouter and manager, specializing in the Balkan countries. In this context, she joined Etnology Fest project in Belgrade, opening the cultural show Serbian Etno Couture to promote the intangible cultural heritage of Central and Eastern European countries through fashion.





Co-funded by the  
Creative Europe Programme  
of the European Union

## STAY IN TOUCH WITH US

*Website* [www.givebackcredit.org](http://www.givebackcredit.org)

*Facebook* [www.facebook.com/givebackcredit.org](http://www.facebook.com/givebackcredit.org)

*Instagram* [www.instagram.com/givebackcredit\\_](http://www.instagram.com/givebackcredit_)

## SIGN UP FOR UPDATES ON OUR WEBSITE



Creative  
Europe



la blouse roumaine



Business School  
for the  
Creative Industries



UIC  
University  
for the  
Creative Arts



ORDANA GRUBESCU



National Institute of  
Heritage  
Romania



GIVE  
BACK  
CREDIT