

2017 SFTI International Conference &
The 22nd International Invited Fashion Exhibition

Proceedings

Fashion 2E: Entrepreneurship & Education

July 02-05, 2017

Mongolia International University, Ulaanbaatar, Mongolia

Participants: Republic of Korea, Mongolia, Italy, Japan, Philippines, Portugal, Taiwan, U.S.A.

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& the 22nd International Invited Fashion Exhibition

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Welcomes



Kueng Mi Choi, Ph.D.
President, The Society of Fashion & Textile Industry
Professor, Dong-Seoul University, Republic of Korea

Jin Mie Chae, Ph.D.
Organizing Committee Chair of 2017 SFTI International Conference
Professor, Hansung University, Republic of Korea

Dear Members and participants!

It is our great pleasure to invite you to the 2017 SFTI International Conference & the 22nd International Invited Fashion Exhibition, which will be held during July 2-5, 2017 at the Mongolia International University. This Conference & Exhibition will be organized by the SFTI and the Mongolia International University. I am very happy to come to Mongolia with the vast grassland and countless bright stars in the sky.

The theme of the 2017 SFTI International Conference & the 22nd International Invited Fashion Exhibition is "Fashion 2E: Entrepreneurship & Education" for the conference and `Eunoia` for the exhibition. Globally recognized scholars will present their researches and many professors from around the world will exhibit their artistic fashion works.

The Society of Fashion & Textile Industry(SFTI) is one of the leading academic professional organizations, which consists of two thousand and thirty one members, including practitioners, professors and students involved in textile and fashion areas in the Republic of Korea. The SFTI founded in 1998 promotes research and education in the field of textiles and fashion industry through various activities. The SFTI has hosted annual exhibitions in many global cities such as Tokyo, Rome, Sydney, Prague, Istanbul, New Delhi, Moscow, Hanoi, Madrid, Kuala Lumpur, Tashkent, Kyoto, Pingtung, Helshinki, Berlin, Florence and Honolulu. These exhibitions were great opportunities to promote cultural exchange and share information among praticipants.

We are sure that the 2017 SFTI International Conference & the 22nd International Invited Fashion Exhibition in Mongolia will provide a great opportunity to interchange ideas and a fabulous experience. We hope that you will learn more about Mongolia culture and how to globally approach the fashion and textile field.

We cordially invite all of you to our conference and exhibition. Your participation will make this event more valuable and successful. We are looking forward to meeting you at this wonderful gathering in Mongolia.

Best Regards,

Welcomes



Oh Moon Kwon
The President of Mongolia International University

Welcome to Mongolia from all over the World. I am Oh Moon Kwon, the President of Mongolia International University.

I am greatly honored to have opened the 2017 SFTI International conference and the 22nd International Invited Fashion Exhibition which have been a major part of clothing and textile industry in Korea for the past 19 years.

I would like to extend my gratitude especially Kueng Mi Choi and Jin Mie Chae for organizing the event and honorable ambassador Song Oh and the other invited dignitaries and participants for your precious time.

I am happy to introduce our MIU through this opportunity. MIU was founded to educate for Tomorrow's Global Leader in 2002. Department of Fashion Design was founded for the development of the cashmere industry which is the second biggest industry of Mongolia and the development of fashion experts. So until now, we have had various fashion industry experts such as designers, merchandisers, professors, and fashion magazine editors.

I am pleased that our fashion design students are presenting works in this exhibition, "Eunoia". Through this exhibition, we hope to share and learn beautiful ideas with fashion experts from all around the world. Also I believe that this academic conference will be a precious opportunity for Mongolian clothing and textile academia and industry to find ways of responding to the rapidly changing and evolving global fashion industry.

Finally, I hope that your experience sharing for the newest trend in the clothing and textile research will be a fruitful one through this conference.

Thank you.

A handwritten signature in black ink, appearing to be 'Oh Moon Kwon', written in a cursive style.

Welcomes



Song Oh
The Ambassador of the Republic of Korea in Mongolia

Welcome to Mongolia!

First of all, I would like to congratulate on the 2017 SFTI International conference and the 22nd International Invited Fashion Exhibition. The SFTI has been playing a leading role in global expansion of K-Style by holding the international conferences and fashion exhibitions in a number of countries. Personally, I am very pleased to witness the SFTI fashion exhibition held in Mongolia for the first time.

Korea and Mongolia are the brother countries. We share a long history that generates special ties in terms of race, culture and sentiment. Accordingly, both countries have constantly evolved the mutual exchanges and cooperation in many areas. In particular, it has been enhanced their cultural affinity through a long-standing history of diverse exchanges in the areas of culture and art. Such exchanges have been served as a significant role for the peoples to recognize each other even more closely.

With this in mind, I would like to bring your attention to the subject of today's conference. It is highly expected that today's discussion under the subject "Entrepreneurship and Education" will open a window for bringing the techniques and know-hows of the Korean fashion industry into Mongolia, and thus result in the solid foundation to further enhance cooperation between both countries in this area. I hope the continued expansion of exchanges and cooperation in the fashion industry contribute to advancing the bilateral relations.

I would like to thank everyone who has worked so hard for a success of today's event especially including Ms. Choi, Kyung Mi, Chairman of the SFTI and Dr. Kwon, Oh Moon, President of the Mongolia International University. Once again, I welcome all of you who came a long journey to attend the event. I wish the SFTI everlasting development and prosperity.

Thank you.

A handwritten signature in black ink, consisting of stylized, flowing lines that represent the name Song Oh.

Welcomes



Chang-Gyoo Kim
An Acting President (Director of Planning and Management)
Korea Research Institute for Fashion Industry

Dear Members and participants!

This is Chang-Gyoo Kim, an acting president (director of planning and management) of Korea Research Institute for Fashion Industry.

First of all, I would like to say thank you to the president and members of SFIT who make efforts for the the 2017 SFTI International conference and the 22nd International Invited Fashion Exhibition.

Recently, we enjoy benefits of the development of information technology and communication. The technological development facilitates our living convenience and improves the quality of life. In particular, the fourth industrial revolution is recently occurred. It provides good opportunities to fashion industries that will be able to create new added values by combining with cultures and IT industries. This is very critical time for fashion industries to take off further and to require more concerns and efforts of SFTI members.

Korea Research Institute for Fashion Industry makes efforts to apply smart technological factors on apparel designs, development, and production processes, etc., and to conduct reserch in order to forecast and correspond the rapid changes and the future of fashion industries.

I wish that SFTI plays important roles in leading Korea fashion industries by cultivating researchers and professionals and developing the partnerships with textiles and apparel companies and research institutes.

I send my deep appreciation to members of SFTI and pray for the good health of all the participants.

Best regards,

Program

July 2		Venue
	<i>Poster Presentation & Fashion Exhibition Setup</i>	Mongolia International University D building (Main building)
July 3		
09:30~10:00	<i>Registration</i>	1st floor of D building (Main building)
10:00~10:30	<i>Opening Ceremony</i> Presider: Jin Mie Chae (Professor, Hansung Univ., Korea)	Main Hall (1st floor of D building)
	<i>Welcoming Speech</i> • Kueng Mi Choi (President, SFTI, Korea), • Oh Moon Kwon (President, Mongolia International Univ., Mongolia) • Song Oh (Ambassador, Embassy of the Republic of Korea in Mongolia)	
10:30~12:30	<i>Plenary Speech</i> Presider: Soo Jin Lee (Professor, Dongduk Women's Univ., Korea)	Main Hall (1st floor of D building)
	“Development of a Smart Technology Education Program for Fashion Industry” Eun Joo Park (Professor, Dong-A Univ., Korea)	
	“The Education of MIU” Tom Wolverton (Professor, Mongolia International Univ., Mongolia)	
12:30~14:00	<i>Lunch</i>	Cafeteria (ground floor of D building)
14:00- 14:30	<i>Exhibition Presentation</i> Moderator: Young Sam Kim (Professor, Chung-Ang Univ., Korea)	Gilgal Cafe (1st & 2nd floor of D building)

14:30~16:00	<i>Academic Seminar</i> Moderator: Joeun Lee (Professor, Mongolia International Univ., Mongolia) “Position of Mongolian Cashmere Marketing: How Goyo Implant World' Trend on their Product?” Undrakh Otgonchimeg (Creative Manager, Goyo LLC, Mongolia) “Role of University in the Development of Wool and Cashmere in Mongolian Clothing Industry” Enkhtuya Dorj (Univ. of Science and Technology, Mongolia)	Main Hall (1st floor of D building)
16:00~16:10	<i>Coffee Break</i>	2nd & 3rd floor of
16:10~16:30	<i>Poster Sessions A</i>	D building
16:30~17:00	<i>Award Ceremony</i> Moderator: Jin Mie Chae (Professor, Hansung Univ., Korea)	Main Hall (1st floor of D building)
17:00~17:30	<i>Mongolia International University Tour</i> Moderator: Stasia Chung (Professor, Mongolia International Univ.)	D building, M building, and T building
July 4		
09:30~10:00	Registration	Main Hall
10:00~12:00	Fashion Field Research and Workshop	Gobi Cashmere Factory
14:00~13:30	Lunch	
13:30~16:00	Poster Session B & Fashion Exhibition	D Building
16:00~18:00	Council Meeting	
July 5		
09:30~10:00	Registration	Main Hall
10:00~12:00	Visiting Embassy of the Republic of Korea in Mongolia	
12:00~13:30	Lunch	
13:30~17:00	Exhibition	Gilgal Cafe
17:00	Conference & Exhibition Closing	Main Hall

Poster Presentations

Reviewers

Chungeun Yang (Catholic University of Daegu, Korea)
 Hee Yu (Catholic University, Korea)
 Kyung Wha Oh (Chung-Ang University, Korea)
 Moonsu Lee (Baejae University, Korea)
 Myunghee Lee (Pukyong National University, Korea)
 Sook Hee Lee (Honam University, Korea)
 Yang Suk Ku (Kyungpook National University, Korea)
 Young Mee Sohn (Chosun University, Korea)

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