

# Printing Fashion

**24 & 25 March 2022**  
**printingfashion.fr**

## Transformations

On Thursday 24th and Friday 25th March 2022, the MA in Fashion Studies at The New School Parsons Paris organizes the fourth edition of *Printing Fashion*. This year we host different round-tables, lectures and conversations around the theme of transformations. The printing publishing industry has suffered a radical shift in the last twenty years and the advent with the digital has forced the different practices and actors — from production to distribution and consumption — to rethink themselves. This year we will reflect on a variety of transformative practices including the passage from print to digital, the transformative powers of making a magazine, the role of printed matter and collecting in the construction of identities, the activation of printed matter via technological innovations in fashion libraries, the role of graphics and art direction in materializing ideas. This year we will investigate all these shifts particularly reflecting on the contemporary transformation of the discourse in fashion media with an increasing affirmation and attention on issues of inclusivity and identity politics.

## Thursday 24 March

**WELCOME** – 2.00 PM  
Justin Morin & Marco Pecorari

**LECTURE** (EN)  
2.00 PM – 2.30 PM  
*Metamorphosis*  
Emanuele Coccia (EHESS)

**MASTERCLASS** (EN)  
2.30 PM – 3.15 PM  
*Reporting Fashion*  
Moderator: Justin Morin & Marco Pecorari  
Miles Socha (WWD Magazine)

**ROUND-TABLE** (FR)  
3.15 PM – 4.00 PM  
*The Magazine as a Transformative Process*  
Moderator: Justin Morin  
KD Presse  
Louise Follain (Combo)

**CONVERSATION** (EN)  
4.00 PM – 5.00 PM  
*Scrapbooks, Accumulations & Identities*  
Moderator: Simone Rossi (Cactus Magazine)  
Vince Aletti

**CONVERSATION** (FR)  
5.00 PM – 6.00 PM  
*Hidden Figures*  
Moderator: Justin Morin  
Anne Desquin (Independent layout artist)

**ROUND-TABLE** (FR)  
6.00 PM – 7.00 PM  
*Rethinking the Magazine*  
Moderator: Mélody Thomas  
Pierre A. M'Pelé (GQ)  
Elisabeta Tudor (Nylon.fr)  
Nicolas Dureau (Nylon.fr)

## Friday 25 March

**ROUND-TABLE** (EN)  
2.00 PM – 3.00 PM  
*Remaking the Magazine*  
Moderator: Marco Pecorari  
Hanka van der Voet (A Magazine Reader)  
Erica de Greef (African Fashion Research Institute)  
Jade Nair (Redressing Vogue)

**CONVERSATION** (EN)  
3.00 PM – 4.00 PM  
*Libraries in Process*  
Moderator: Antoine Bucher & Marco Pecorari  
Julie Lê, (The Costume Institute Library)

**ROUND-TABLE** (EN)  
4.00 PM – 5.00 PM  
*Mediating Fashions*  
Moderator: Morna Laing & Justin Morin  
Olivier Nicklaus (documentary director)  
Charlotte Jansen (Dior Podcast host)

**CONVERSATION** (EN)  
5.00 PM – 6.00 PM  
*Ideas and Graphics*  
Moderator: Justin Morin & Marco Pecorari  
Paul Boudens

**MASTERCLASS** (EN)  
6.00 PM – 7.00 PM  
*Purple Magazine*  
Moderator: Emanuele Coccia (EHESS)  
Olivier Zahm (Purple Magazine)



the fabulous women's magazine with Clare Wright Keller, Diana Athill, Grace Wales Bonner, Zadie Smith, Natasha Khan and Erin Brockovich.  
with Pamela Anderson, Phoebe Philo, Pashon Murray, Saoirse Ronan, Susan Miller and Mica Levi.

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