SIMONA SEGRE-REINACH (she/her)

DAR (Dipartimento delle Arti, Università di Bologna)

Sede: Corso d’Augusto 237, 47921 Rimini  
(tel. 0541 434600). E-mail: simona.segrereinach@unibo.it



***Academic activities***

Associate Professor of Fashion Studies @ Department DAR, University of Bologna, Rimini Campus.

Settore scientifico disciplinare: SPS 09 con idoneità in Prima Fascia SPS 08- Bando 2016.

Courses:

* Sociologia della moda (Laurea Triennale in Culture e Pratiche della moda)
* Sociologia dell’organizzazione sociale di moda (Laurea Triennale in Culture e Pratiche della moda)
* Global Fashion (Laurea Magistrale in Fashion Studies, Lingua inglese)
* Fashion Curation (Laurea Magistrale in Fashion Studies, Lingua inglese)

***Other Actvities***

*Memberships and Boards*

* Member of MIC (Moda, Immagine, Consumi), Università degli Studi di Milano
* Member of SISEC (Società italiana di Sociologia)

*Board*

* Fashion Theory, The Journal of Dress, Body, and Culture
* Critical Studies in Fashion and Beauty
* Dress Cultures Series (I.B. Tauris/Bloomsbury)
* Culture, Moda e Società Series (Mondadori Pearson)
* Fashion in Process (Mandragora)
* Anthem Studies in Fashion, Dress and Visual Culture, China Matters (Leuven University Press*)*
* Board of Advisors Centro di Ricerca Gianfranco Ferré (Politecnico di Milano)

*Participation to international research groups/archives*

CFC *Culture Fashion Communication (*University of Bologna)

CREATURE The Centre for Creative Arts, Cultures and Engagement (London Metropolitan University)

ARCHIVIO BIKI– JACQUES REYNAUD, Co-curation @ MIC Università degli Studi di Milano

*Referees for papers in scientific Journals*

Fashion Theory. The Journal of Dress, Body and Culture; Critical Studies in Fashion and Beauty; International Journal of Fashion Studies.

Editor in Chief of *Zonemoda Journal* (from 2018 to present day).

*Academy/Department*

PhD in Scienza e Cultura del Benessere e degli Stili di Vita, University of Bologna (Board).

**Scientific activities**

Research and Interests: Sociology of Globalization, Cultural Studies, Fashion Theory, Consumption and Communication Studies, China Studies, Fashion Curation, Next Generation Materials for Fashion.

My main area of research is the globalization and the representation of fashion. I have done field work in China (in Sept 2002, April 2004, April 2005, April 2006, March-April 2008 and April 2010), contributing to a collaborative study in Cultural Anthropology on Sino-Italian joint - ventures in the field of textile and fashion (with Prof. Sylvia Yanagisako, Stanford University). I also researched Italian fast fashion system (Napoli, Bologna, Milano).

Direction of Fashion and Creativity Summer School 2016 for QuVi Dept. in collaboration with the Department of Scienze Aziendali at University of Bologna (Scientific Committeee: Daniela Calanca, Mariachiara Colucci, Giovanni Matteucci, Federica Muzzarelli).

From 2017 Scientific director of the workshop “Trend Research and Fashion Curating” (Master Degree in Design and Technology for Fashion Communication, University of Bologna and Fashion Research Italy)

*Fashion exhibitions.*

I contributed essays in fashion exhibitions catalogues such as: “Fashion Italian Style” (FIT New York 2003); “150 anni di moda italiana” (Venaria Reale, Torino 2011), “The Glamour of Italian Fashion” (V&A Museum London 2014), “Bellissima” (Maxxi, Roma 2015), “Il Nuovo vocabolario della moda italiana” (Triennale, Milano 2015).

*Fashion Curation*

I curated exhibitions such as *80s -90s Facing Beauties. Italian Fashion and Japanese Fashion At a Glance* (Rimini Museo della Città, October-December 2013); *Jungle. The Animal Imagery in Fashion* (Torino Venaria Reale, April-September 2017); Fashion in Paradise. Club Culture in Romagna (Rimini 2019); Rodrigo Pais. Sguardi sulla moda (Bub Bologna 2021)

*Agreements and International Conferences*

Member (with F. Celaschi, F. Giusberti, G. Matteucci, G. Marfia, Federica Muzzarelli) of the working group signing the agreement between Bologna University and Fashion Research Italy Foundation for learning activities and research projects.

Member of the scientific committee of the First International Symposium “Fashion, Business, Technology and Design” on Wearability, Bologna, 1 October 2016. With the contribution of the Comune of Bologna, University of Bologna, Fashion Research Italy Foundation, Unirimini SpA; in collaboration with SigMobile, Bologna Design Week, ICC-Industria Cultura Creatività/Thematic Action Group; Sponsor: Banca di Bologna, Paolo Castelli.

Direction of the scientific board (with Antonella Mascio, Roy Menarini, Ines Tolic ) of Zonemoda International Conference, Rimini 3, 4, 5 Maggio 2017.

Direction of Zonemoda International Conference (wit Mariella Lorusso, University of Bologna) “Fashion in 3D. Decolonizing, Deconstructing, Decentering” Rimini 18-21 October 2023.

*Participation as Speaker/Keynote to Conferences and Seminars*

*(a selection from 2013 to the present)*

# 2023 Bari, **Convegno Nazionale SISCC “Mondi possibili. Tra crisi, conflitti e pratiche creative”, 22-23 June.**

# 2022 New York, Cornell University. The [Cornell Contemporary China Initiative](https://einaudi.cornell.edu/programs/east-asia-program/about/activities/ccci) (CCCI) of the [East Asia Program](http://eap.einaudi.cornell.edu) “Sino-Italian Encounters in Global Fashion”, 9 November.

# 2021 London, Symposium What Is Radical about Cultural Studies Now? LCF 11-12 June.

* 2021 New York, “Becoming Biki”, Part of the series AdDRESSing Style, Casa Italiana Zerilli Marimò.
* 2020 Munich, Conference by the DFG-Research Group “Fashion and Style in African Cities”, Keynote speech.
* 2019 Shanghai, M on the Bund Shanghai, presentation of the book (with Wessie Ling) Fashion in Multiple Chinas. Chinese Styles in the Transglobal Landscape, in collaboration with ESSCA School of Management.
* 2019 Jiaotong University, Shanghai, organization (with Wessie Ling) of the Seminar “Cultural sustainability and heritage in fashion, textile and craft in China”.
* 2019 Parsons The New School New York, Speaker at the Fashion Curation Panel
* 2019 FIT Museum, New York, Speaker at the Fashion Curation Symposium.
* 2018 Paris, Musée du Quai Branly Jacques Chirac, Parsons Paris, IIAC LAHIC, CNRS e EHESS Keynote Speaker at “One Day Symposium Fashion Displaced”, 6 Aprile.
* 2017 Narni, participation to the Festival di Sociologia “Bauman e dell’incertezza”.
* 2017 Urbino, participation to the seminar “Il discorso animale: valori, racconti, prese di parola” Centro Internazionale di Scienze Semiotiche “Umberto Eco”.
* 2017 Roma, La Sapienza University, Primo Convegno Sise, 26, 27, 28 January.
* 2017, London College of Fashion, The LCF Fashion Media & Imagery Research Hub Special Guest.11 January.
* 2016 Berlin, Symposium. Curation: Fashion In Context" 22 January.
* 2015 Torino, Voce del Verbo Moda, conversation with designer Asha Sarhabai, 18 October.
* 2015 Reykjavik, The Nordik Conference of Art and History 25 November.
* 2015 Milano, Fashion Tales, International Conference, Università Cattolica 18-20 June.
* 2015 London, The Luxury Conference, Warwick University at the Shard 5-7 February.
* 2014 Newcastle, Northumbria University, Seminar CloThink (Director Wessie Ling):
* Fashion Curation as Research Project, 23 January.
* 2013 Bologna, Workshop 2. The Regulation of Luxury: Morality, The State and the Law,
* Presentation of the paper: Luxury as a Process, 12-ˇ14 December.
* 2013 Londra, LCF, Non-Western Fashion Conference: The Shifting Interests of Sino-ˇItalian Joint Ventures 21-22 November.
* 2013, University di Bologna, Seminar ‘The Influence of Japan on Italian Fashion’: ‘Fashion Curation as a Teaching Device’, 10 October.
* 2013, Macao, ICAS, International Convention of Asian Studies, (Convenor of the Panel “From Manufacturing to the New Luxury: Chinese Fashion at the Crossroads”. Panelists: Dr. Wessie Ling, LCF, London, Prof. Juajuan Wu, University of Minnesota, Prof. Maurizio Marinelli, University of Technology Sidney, Prof. Peter Mc Neil, University of Technology Sidney, Dr. Xin Gu, Queensland University of Technology, 24-26 June.
* 2013 Pamplona, Universidad de Navarra, Institute for Culture and Society Graduate. Seminar, Fashion and Identity in a Cultural Key Seminar -ˇ Keynote Speaker: Global Fashion: The China case, 19-20 April.
* 2013 Darmstadt, Techinsche Universitat. Seminar: Traveling Fashion. Fashion Diversity Globalization, presentation of a paper on global fashion, 23-24 January.

***Publications***(volumes, volumes in co-authorship, edited books, special issues)

* *Mode in Italy. Una lettura antropologica*, Guerini & Associati Milano 1999.
* *La moda. Un'introduzione*, Laterza Roma-Bari, 2005. (Second Edition 2010)
* *Manuale di sociologia, comunicazione e cultura della moda. Vol. IV. Orientalismi. La moda nel mercato globale*, Meltemi, Roma, 2006.
* *Un mondo di mode. Il vestire globalizzato*, Laterza Roma-Bari 2011
* *La cultura della moda italiana/Made in Italy*, ZoneModa Journal (2 /2011)/Special Issue.
* *Exhibit! La moda esposta: lo spazio della mostra e lo spazio della marca. Mondadori Pearson* Milano 2017 (with L. Marchetti).
* *Fashion in Multiple Chinas: Chinese Styles in the Transglobal Landscape* (ed.) with W. Ling, I.B. Tauris/Bloomsbury London (2018).
* *Jungle.* *The Animal Imagery in Fashion* (ed), Drago Roma (2019).
* *The Size Effect. A journey into design, fashion and media* (ed.) with A. Mascio, R. Menarini, I. Tolic, Mimesis International Milano (2019).
* *Biki. French Visions for Italian Fashion*, Rizzoli Milano (2019).
* *Global China* (Special Issue of Fashion Theory 25/7/2021).
* *Per un Vestire Gentile. Moda e liberazione animale*, Pearson Milano (2022).
* Rodrigo Pais. Sguardi sulla moda, a cura di, con G. Gambetta, Drago Roma (2022).
* *Animal!* (Bloomsbury London forthcoming 2024).

***Awards***

Special Award Modamovie 2016 for Fashion Studies.